



## Making Texas Floral Education Possible

#### **PLATINUM**



#### **GOLD**











#### **SILVER**

























#### **BRONZE**

























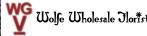














## From the President



TSFA President Tom Wolfe, Sr.

Easter is behind us and spring is in full swing. This should be a great time of year for all of us in the floral industry. There are probably a few more proms left, but we are mostly focusing on Mother's Day and weddings. Mother's Day is one of my favorites because all the field flowers are in season with lots of different varieties to choose from. Mother's Day should be the second largest holiday for us, and it needs to be profitable. This is our final big push before summer. Watch your costs and overhead to maximize your profits. We all need to have our nest eggs in place for the summer months.

Summer is also a good time to regroup and plan for the fall. Education is always key, and for that I recommend serious thought as to what TSFA can do for your business and employees. Our next Showcase will be at the Houston Racquet Club on June 5th. It features Jenny Thomasson for her second Showcase of the year. I attended her first one in El Paso, and it was a wonderful networking and learning experience. The cost is reasonable, and there are hotel accommodations close by. I will also be there, and I am looking forward to seeing you and your staff.

Another key part of our year will be the Expo in Georgetown on July 26-28. This is the biggest floral event in Texas, loaded with education, programming and networking that I can assure you will be second-to-none. Please start planning for the Expo now, and fill out the registration form in this issue. TSFA is there for you...Be part of it!

TEXAS FLORAL SHOWCASE IN HOUSTON HANDS-ON EXPERIENCES WITH RULLODA HANDS-ON EXPERIENCES WITH SAMEK HANDS-ON EXPERIENCE WITH CARLTON HANDS-ON EXPERIENCE WITH RAULERSON STARS OFTEXAS DINNER EVENT TO FEATURE MCLAURIN TEXAS FLORAL EXPO SCHEDULE SATURDAY EARLY MORNING CONCURRENT PROGRAMING THE EVOLUTION OF FLORISTRY SOCIAL EXPOSURE SATURDAY MID MORNING CONCURRENT PROGRAMING VISUAL IMPACT IMPROVE PROFITABILITY & CASH FLOW TEXAS FLORAL EXPO REGISTRATION TWO OPPORTUNITIES TO LUNCH & LEARN WITH NORWOOD & MCLEOD THE BUSINESS OF FLOWERS SIMPLY SOCIAL SUNDAY MORNING 22–23 SUNDAL MORE .... CONCURRENT PROGRAMING TROPICALS: RULLODA STYLE A FRESH LOOK: CHRISTMAS 2020 SEO & SEM: MODERN MARKETING SUNDAY AFTERNOON CONCURRENT PROGRAMING

STYLIZED TROPICALS THAT SELL
PERSONALIZED FLORAL EXPRESSIONS
PROFITABLE STYLINGS FOR EXQUISITE EVENTS

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

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Contributing Writers  $\mid$  Ashley DeFranco, Jodi McShan AAF TMF, Tom Wolfe, Sr.



# The Sun Valley Group - Oxnard



# Tour these three premier California flower farms at Fun 'N Sun 2019

Fun 'N Sun is a floral industry convention like no other. Join colleagues from around the country and experience first hand the farms that grow your California flowers – along with informative programs and quality networking opportunities.

- Flower Farm Tours
- Flower Fair
- Industry Education
- Golf Tournament



**July 24 - 27, 2019**Santa Barbara, California
Hilton Santa Barbara Beachfront Resort



California Association of Flower Growers & Shippers

Learn more at www.cafgs.org/fns

# EXPERENCE

THE 2019 TEXAS FLORAL SHOWCASE WITH PRESENTER Jenny Thomasson



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

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

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

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

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

TSFA Member Discount: Take 25% off Showcase Registration Join TSFA Today and Save on your Showcase Registration! Visit tsfa.org to join TSFA and to register for this regional event!



Texas Floral Showcase
June 5, 2019
Houston Racquet Club | Houston, Texas

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

7:00pm | Dinner and Time to Network

8:00pm | Jenny Thomasson to present EXPERFENCE

Staying the night in Houston? Visit tsfa.org for complete information.

## Hands-on Design Experiences to study with Rulloda

Foliage: Rulloda Style

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

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

Class limited to 100. Register to secure your place.





## Stylized Fropicals that Sell

#### Sunday, July 28, 2019 | 2:30 pm - 4:30 pm

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

Class limited to 100.

Register to secure your place.

Tropicals: Rulloda Style

#### Sunday, July 28, 2019 | 5:30 pm - 8:30 pm

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

Additional Registration Required. Class limited to 20.



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



## Hands-on Design Experiences to study with Samek

Building Blocks
The Elements and Principles of Design

#### Friday, July 26, 2019 | 9:00 am - Noon

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

Additional Registration Required. Class limited to 25.





Chroma Get Your Color On

#### Saturday, July 27, 2019 | 7:00 pm - 9:00 pm

Of all the Elements of Design, Color is one of the most powerful tools we have available to us as designers. Understanding the basics of color and color harmony will allow you as an artist to create and explore different combinations. Discover several color harmonies that span not only floral design but also in the art disciplines, advertising, marketing and interior design. Monochromatic, Complementary, Analogous and Triadic harmonies among others will be featured and explained during this class. Additional Registration Required. Class limited to 25.



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



## The Art of the Bouquet

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

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

Additional Registration Required. Class limited to 25.



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



# The Stars of Texas Event TO FEATURE TALMAGE MCLAURIN

Here's just a glimpse into all that you will experience when we begin to understand how trends emerge and influence the way we arrange flowers.

The therapeutic process of weaving grass into spheres has, for me, become a form of botanical meditation.
Countless blades comprise these beautifully textured orbs that take hours to complete.
Placed in a scaffolding of shed antlers, the resulting geometric sculpture is at once simple and complex. Botanicals: Liriope



PsychoFloral

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

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



## Broaden Your Skill Set WITH THESE EXPERIENCES!

### Where is the nearest Florist?

How to Make Money With Google My Business

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

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

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



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

Finding and Selling Luxury Weddings

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

You are dreaming of your ideal client. They have grand, over-the-top wedding ideas and budgets that are equally as grand, but you don't feel like these high-end clients exist in your market. I assure you that every market, including yours, has luxury wedding clients waiting for their dream day to be brought to life! During this powerful sales and

marketing focused session, you will learn my techniques for positioning your business in a way that draws in the high-end client, from beginning to end. Learn the most effective sales techniques and strategies that I use to land luxury weddings!



Business Session underwritten by the Texas Floral Education Underwriters

Profitable Holiday Planning

Friday, July 26, 2019 | 4:00 pm - 6:00 pm Business Session | Moderator: Charles Ingrum | Panel: Ann Marie Dylla, Brad Weinstein, Marcia Wilson

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

Floral Myth Busters
DeBunking the Folklore of Flower Care

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

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

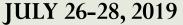
SMITHERS-OASIS

lexas Floral Education and Froduce. In Education Underwriter

Bronze Level Founding Texas Floral Education Underwriter Texas Floral Education and Product Partner

The Mystery of Wholesalers

Saturday, July 27, 2019 | 5:00 pm - 6:00 pm | Business Session | Moderator: Charles Ingrum





Presented by the Texas State Florists' Association | Partially Underwritten by the Texas Floral Endowment

#### TEXAS FLORAL EXPO SCHEDULE

FRIDAY, JULY 26, 2019

PRODUCT GALLERY INSTALL 8:00 am

5:00 pm - 7:00 pm PRODUCT GALLERY

TSFA ELECTION OF OFFICERS

9:00 am - Noon HANDS-ON DESIGN EXPERIENCE

Building Blocks: The Elements and

Principles of Design Pete Samek AIFD

Experience underwritten by FTD

Silver Level Texas Floral Education Underwriter

Additional Registration Required

7:30 pm - 10:30 pm STARS OFTEXAS EVENT **PsychoFloral** 

Talmage McLaurin AIFD Presentation underwritten by Texas Floral Education Underwriters

Class limited to 25

**BUSINESS SESSION** 10:00 am - Noon

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

Dr. Chris Stacey

Session underwritten by See What You Send Bronze Level Texas Floral Education Underwriter SATURDAY, JULY 27, 2019

8:30 am - 9:30 am MAIN STAGE PRESENTATION

> The Evolution of Floristry Stacey Carlton AIFD EMC

Presentation underwritten by Floriology

Bronze Level Texas Floral Education Underwriter

HANDS-ON DESIGN EXPERIENCE 1:00 pm - 3:00 pm

> The Art of the Bouquet Stacey Carlton AIFD EMC

Experience underwritten by Floriology

Bronze Level Texas Floral Education Underwriter

Additional Registration Required

Class limited to 25

**BUSINESS SESSION** 8:30 am - 9:30 am

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

Sarah Campbell

Presentation underwritten by Texas Floral Education Underwriters

TSFA ELECTION OF OFFICERS

**BUSINESS SESSION** 1:00 pm - 3:00 pm

3:00 pm

Finding & Selling Luxury Weddings

Sarah Campbell Session underwritten by

Texas Floral Education Underwriters

10:45 am - 11:45 am MAIN STAGE PRESENTATION Visual Impact

10:00 am - 5:00 pm PRODUCT GALLERY

Michael Derouin AIFD

Presentation underwritten by Accent Decor Bronze Level Texas Floral Education Underwriter

3:15 pm - 3:45 pm TSFA ANNUAL MEETING

4:00 pm - 6:00 pm HANDS-ON DESIGN EXPERIENCE

I want lots of greenery!

Translating Trends into useful Techniques

PRODUCT GALLERY INSTALL COMPLETE

using Foliage

Brooke Raulerson AIFD FSMD Experience underwritten by Floral Greens Farmers of Florida

Bronze Level Texas Floral Education Underwriter

Additional Registration Required

Class limited to 25

10:45 am - 11:45 am BUSINESS SESSION

Improve Profitability and Cash Flow While increasing Value by Controlling the

Cost of Goods Sold

Gaylon Pyle

Presentation underwritten by Texas Floral Education Underwriters

**LUNCH & LEARN PRESENTATION** Noon - 2:00 pm

> What's Hot & What's Not! Chris Norwood AIFD PFCI Presentation underwritten by Texas Floral Education Underwriters

4:00 pm - 6:00 pm **BUSINESS SESSION** 

> Profitable Holiday Planning Moderator | Charles Ingrum

Panel | Ann Marie Dylla, Brad Weinstein

Marcia Wilson

2:00 pm - 2:30 pm PRODUCT GALLERY

TSFA ELECTION OF OFFICERS

2:30 pm - 4:00 pm **LECTURE & DEMONSTRATION** 

Floral MythBusters

DeBunking the Folklore of Flower Care

Loann Burke AAF AIFD PFCI

Demonstration underwritten by Smithers-Oasis Bronze Level Texas Floral Education Underwriter

4:00 pm - 5:00 pm

PRODUCT GALLERY

TSFA ELECTION OF OFFICERS

5:00 pm - 6:00 pm

**BUSINESS SESSION** 

The Mystery of Wholesalers Moderator | Charles Ingrum

7:00 pm - 9:00 pm

HANDS - ON DESIGN EXPERIENCE

CHROMA: Get Your Color On

Pete Samek AIFD

Experience underwritten by FTD

Silver Level Texas Floral Education Underwriter

Additional Registration Required

Class limited to 25

**SUNDAY, JULY 28, 2019** 

9:30 am - 11:30 am HANDS - ON DESIGN EXPERIENCE

Foliage:Rulloda Style

Phil Rulloda AAF AIFD PFCI

Experience underwritten by BloomNet

Platinum Level Texas Floral Education Underwriter

Class limited to 100

Register to secure your place

9:30 am - 11:30 am LECTURE & DEMONSTRATION

A Fresh Look: Christmas 2020

Scott Hasty AIFD

Demonstration underwritten by Teleflora Gold Level Texas Floral Education Underwriter

9:30 am - 11:30 am BUSINESS SESSION

SEO & SEM: Modern Marketing Essentials

to Build Web Business

Jackie Lacey AAF AIFD CFD PFCI

Michaela Hills

Session underwritten by Floriology

Bronze Level Texas Floral Education Underwriter

Noon - 2:00 pm

**LUNCH AND LEARN PRESENTATION** 

Discovering the Art of Leadership

Jody McLeod AIFD NCCPF

Presentation underwritten by Rio Roses Gold Level Texas Floral Education Underwriter Presentation underwritten by Syndicate Sales Silver Level Texas Floral Education Underwriter

2:30 pm - 4:30 pm

HANDS - ON DESIGN EXPERIENCE

Stylized Tropicals that Sell

Phil Rulloda AAF AIFD PFCI

Experience underwritten by BloomNet

Platinum Level Texas Floral Education Underwriter

Class limited to 100

Register to secure your place

2:30 pm - 4:30 pm

**LECTURE & DEMONSTRATION** 

Personalized Floral Expressions

Fabian Salcedo

Demonstration underwritten by CalFlowers Gold Level Texas Floral Education Underwriter

2:30 pm - 4:30 pm

**LECTURE & DEMONSTRATION** 

Profitable Stylings for Exquisite Events

Chris Norwood AIFD PFCI Demonstration underwritten by Texas Floral Education Underwriters

5:30 pm - 8:30 pm

**ADVANCED HANDS-ON DESIGN EXPERIENCE** 

Tropicals: Rulloda Style Phil Rulloda AAF AIFD PFCI

Experience underwritten by BloomNet

Platinum Level Texas Floral Education Underwriter

Additional Registration Required

Class limited to 20



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

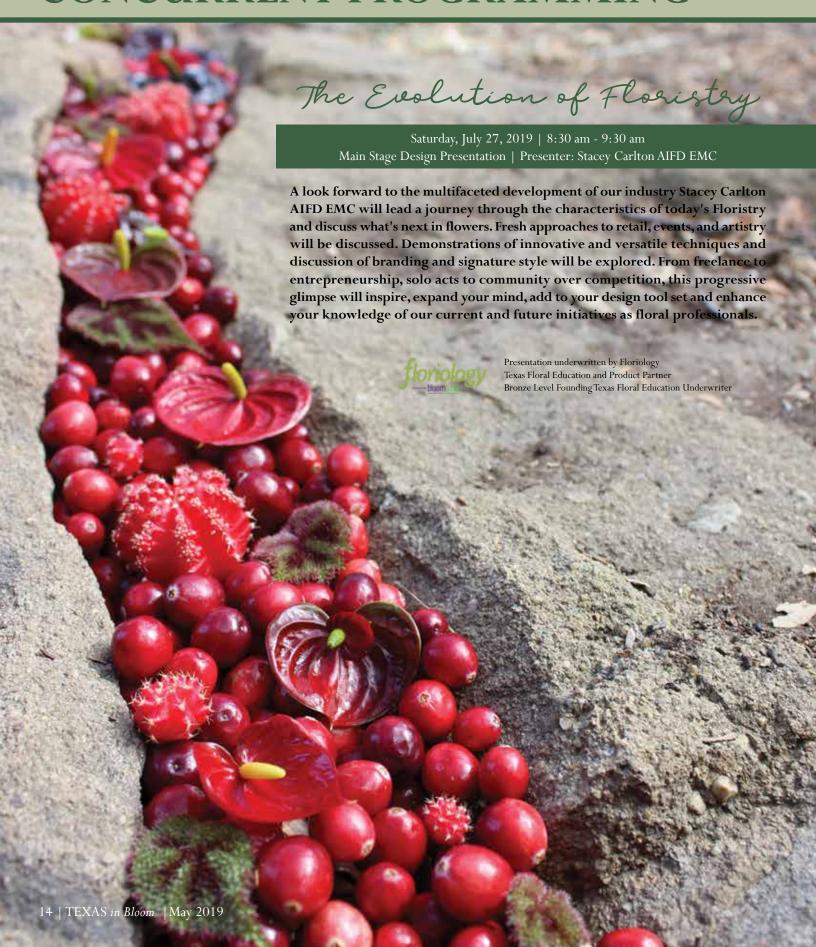
Take time to review the details included in this issue and begin to create your best EXPERIENCE!

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

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

New to TSFA! You asked! We listened! There are two Hands-on Design Experiences included in the Best Combination of Events and Sunday Registration! Please note that class registration is limited to 100! Remember to note this selection when you register to secure your place!

## SATURDAY EARLY MORNING CONCURRENT PROGRAMMING



## It is up to you how you wish to EXPERTENCE the EXPO!

Select from these concurrent sessions on Saturday mid morning as to which offers the most benefit to you!



## SATURDAY MID MORNING CONCURRENT PROGRAMMING



## It is up to you how you wish to EXPERTENCE the EXPO!

Select from these concurrent sessions on Saturday mid morning as to which offers the most benefit to you!







## Stage Presentations Featuring:







Lana Chernyavsky AIFD, CFD Shonda Cunningham AIFD, CFD

Michael Derouin AIFD, CFD

Denise Gehrke AIFD, CFD



Gregor Lersch



Galina Mihaleva



David Powers AIFD, CFD



Harijanto Setiawan



Kevin Ylvisaker AIFD, CFD

Visit www.aifd.org for more information



#### **REGISTRATION FORM**

#### Sheraton Austin Georgetown Hotel and Conference Center July 26-28, 2019 | Georgetown, Texas TSFA Member Discount: Take 25% off Expo Registration

Join TSFA Today and Save on your Expo Registration!

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

|  | ADVANCED (before 7/23) | REGULAR<br>(after 7/23) |   | ADVANCED (before 7/23) | REGULAR<br>(after 7/23) |
|--|------------------------|-------------------------|---|------------------------|-------------------------|
| CHOICE #1 BEST COMBINATION OF EVENTS   | \$375                  | \$499                   | CHOICES#5-9 OPTIONAL HANDS-ON   |                        |                         |
| Friday, July 26th  |                        |                         | Choices 5-9 note optional Hands-on Design Experiences                     |                        |                         |
| Where is the Nearest Florist? How to Make Money with Google Business   |                        |                         | which require additional registration. We encourage you                   |                        |                         |
| Finding & Selling Luxury Weddings  |                        |                         | to consider adding one or more of these choices to your                   |                        |                         |
| Profitable Holiday Planning  |                        |                         | EXPO EXPERIENCE!  |                        |                         |
| Product Gallery  |                        |                         | CHOICE #5 Friday, July 26, 2019   | \$125                  | \$150                   |
| Stars of Texas Dinner Event   PsychoFloral   Awards & Recognitions   |                        |                         | Hands – on Design Experience   Pete Samek                                 |                        |                         |
| C . 1 x 1 25/1   |                        |                         | Building Blocks:  |                        |                         |
| Saturday, July 27th  |                        |                         | The Elements and Principles of Design                                     |                        |                         |
| Product Gallery  |                        |                         | Limited to the first 25 registered.                                       |                        |                         |
| Concurrent Programs: The Evolution of Floristry or Social Exposure   |                        |                         | CHOICE#C Full 10 2010   | 6125                   | ¢1.50                   |
| Concurrent Programs: Visual Impact or Improve Profitability Lunch & Learn   What's Hot & What's Not?                       |                        |                         | CHOICE #6 Friday, July 26, 2019   | \$125                  | \$150                   |
| Floral Myth Busters: Debunking the Folklore of Flower Care   |                        |                         | Hands – on Design Experience   Stacey Carlton                             |                        |                         |
| The Mystery of Wholesalers   |                        |                         | The Art of the Bouquet Limited to the first 25 registered.                |                        |                         |
|  |                        |                         | Ellinted to the first 23 registered.                                      |                        |                         |
| Sunday, July 28th  |                        |                         | CHOICE #7 Friday, July 26, 2019   | \$125                  | \$150                   |
| Concurrent Programs: Foliage: Rulloda Style  |                        |                         | Hands – on Design Experience   Brooke Raulerson                           |                        |                         |
| (This hand-on experience is limited to first 100 registered) or  |                        |                         | I Want Lots of Greenery!  |                        |                         |
| A Fresh Look: Christmas 2020 or  |                        |                         | Limited to the first 25 registered.                                       |                        |                         |
| SEO & SEM: Modern Marketing Essentials   |                        |                         | CHOICE #8 Saturday, July 27, 2019   | \$125                  | \$150                   |
| Lunch and Learn $\mid$ Discovering the Art of Leadership $\mid$ Appreciation   |                        |                         | CHOICE #8 Saturday, July 27, 2019 Hands-on Design Experience   Pete Samek | ψ12J                   | ψ130                    |
| Concurrent Programs: Stylized Tropicals that Sell  |                        |                         | Chroma: Get Your Color On   |                        |                         |
| (This hands-on experience is limited to the first 100 registered) or   |                        |                         | Limited to the first 25 registered.                                       |                        |                         |
| Personalized Floral Expressions or Profitable Stylings for Exquisite Events  |                        |                         | Emitted to the mist 25 registered.  |                        |                         |
| CHOICE #2  |                        |                         | CHOICE #9 Sunday, July 28,2019  | \$195                  | \$250                   |
| FRIDAY, JULY 26, 2019 DAY REGISTRATION   | \$155                  | \$189                   | Advanced Hands-on Design Experience   Phil Rulloda                        |                        |                         |
| Please review the Friday programming as noted above.   | 7 - 2 - 2              | 7 - 0 /                 | Tropicals: Rulloda Style  |                        |                         |
| CHOICE #3  |                        |                         | Limited to the first 20 registered.                                       |                        |                         |
| CHOICE #3  | 0.177                  | 0100                    | TOTAL Choices #1 - #9   |                        |                         |
| SATURDAY, JULY 27, 2019 DAY REGISTRATION   | \$175                  | \$199                   |   |                        |                         |
| Please review the Saturday programming as noted above.   |                        |                         | Apply 25%TSFA Member Discount   |                        |                         |
| CHOICE #4  |                        |                         | TOTAL REGISTRATION  |                        |                         |
| SUNDAY, JULY 27, 2019 DAY REGISTRATION   | \$135                  | \$159                   | Attended Name   |                        |                         |
| Please review the Sunday programming as noted above.   |                        |                         | Attendee Name   |                        |                         |
|  |                        |                         | Email   |                        |                         |
| NEW TO TSFA! YOU ASKED! WE LISTENED!   |                        |                         | Business Name   |                        |                         |
| There are two Hands-on Design Experiences included in the  |                        |                         | Address   |                        |                         |
| Best Combination of Events and Sunday Registration at no additional  |                        |                         | City   State   Zip  |                        |                         |
| cost to you!Class Registration is limited to 100!  |                        |                         | Mobile PhoneBusiness Phone  |                        |                         |
|  |                        |                         |   |                        |                         |
| Review the concurrent programming and if this is your preferred EXPERIENCE please note this selection when you register to |                        |                         | Fax   |                        |                         |
| secure your place!   |                        |                         | PAYMENT INFORMATION   |                        |                         |
| , 1  |                        |                         | ☐ U.S Check   Money Order payable to TSFA                                 |                        |                         |
| Foliage:Rulloda Style  |                        |                         | ☐ American Express ☐ Discover ☐ Maste                                     | rCard 🗆                | VISA                    |
| Stylized Tropicals that Sell   |                        |                         | Credit Card #   |                        |                         |
|  |                        |                         | Exp CVV Code Billi  |                        |                         |
|  |                        |                         | •   | s 2.1P —               |                         |
|  |                        |                         | Signature   |                        |                         |

Date

## EXPERTENCE THE BEST IN EDUCATION

#### WHEN YOU LUNCH AND LEARN DURINGTHETEXAS FLORAL EXPO!

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

### What's Hot & What's not!

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

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



Presentation underwritten by the Texas Floral Education Underwriters





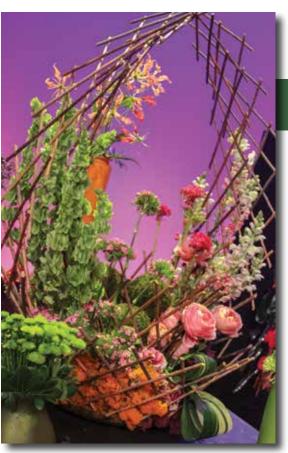
Sunday, July 28, 2019 | Noon - 2:00 pm Lunch & Learn | Presenter: Jody McLeod AIFD

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

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



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





#### **MAKE IT SOCIAL!**

If you're planning to join us at Expo this summer, make it social! Over the next few months, there are several ways you can incorporate social media as you plan for Expo that will carry you through the event. The first is to connect with the presenters on platforms like Instagram and Facebook. By doing so, you will learn more about them and gain insight into what you will take home from their presentations. Connecting with the presenters is also a great way to gather inspiration and to see how some of these presenters are using social media to maximize their own brand presence. Feel free to share the content that inspires you and talk to your audience about why you look forward to time with them this summer. Secondly, take your audience with you on your journey as you prepare for the trip! Find ways to incorporate into your posts your preparation, what you look forward to most about the location, and in what ways you look forward to expanding your knowledge and skills. Once you're on your way to Expo, provide a behind the scenes look to your audience and share what you find most impactful. Use the #txflorist hashtag to connect with others who are there and to make your event content easily searchable. Most importantly, have fun and allow your audience to experience the fun with you!

For more information, contact ashley@simplifiedsocialmedia.com

#### **Don't Miss FREE Webinars**



#### MAY 15

**Building an Event Website - 4:00 PM** 

Renato Sogueco - AAF, PFCI Maris Angolia - Knowledge Council Member

**MAY 29** 

**Event Promo on Social - 4:00 PM** 

Allia Lewandowski & Michaela Hills -Floriology Digital Marketing Specialists THE BUSINESS OF





Jodi McShan AAFTMF

# What Questions Can I Ask?

By the time you read this, we will have made it through the spring holidays. Congrats on surviving! This is also a common time for staff to turnover. Whether you have seasonal help or have those long-term employees who agreed to help get you through the holidays before hanging up their tools. Whatever the case may be, summer is a great time to fully train new employees so you have a strong crew ready to get to work for Homecomings. Others may be added to your team to get through wedding season. Either way, hiring is going on. What does that mean? It means a lot answers that you want, but many questions you cannot ask. You want to know if the potential new employee (PNE) has health issues or is planning to expand his | her family, but you cannot legally ask "Are you sick? Are you pregnant?"

There are ways to get many of the answers that you want to know and still ask it legally! Consider, "Do you have anything that would prohibit you from lifting 25 pounds on a regular basis? Can you stand for long hours? Do you have any allergies? Based on the job duties we reviewed, is there any physical reason that you could not fulfill this role?" While there are many other things (age, children, car ownership, residency, age, religion, sick family members, etc.) that we would love to know about our PNEs, some things we just have to wait and see, but many things we can discover with the proper, legal questions. Check out some more great questions here: https://www.bridgespan.org/getdoc/7105d3bc-4d44-4bab-ac15-f58635f38ed9/legal-and-illegal-interview-questions

Remember, nothing in this article is meant to serve as legal advice. It is general practices to consider. Please consult with a local attorney should you have questions about the legality of your business practices and what you should do in a given situation.

## SUNDAY MORNING CONCURRENT PROGRAMMING



## It is up to you how you wish to EXPERFENCE the EXPO!

Select from these concurrent sessions on Sunday morning as to which offers the most benefit to you!



## SEO & SEM: Modern Marketing Essentials to Build Web Business

Sunday, July 28, 2019 | 9:30 am - 11:30 am Business Session | Instructors: Jackie Lacey AAF AIFD CFD PFCI | Michaela Hills

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

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



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

## NEWTOTSFA! You asked! We listened!

Foliage:Rulloda Style Hands-on Design Experience is included in the Best Combination of Events and Sunday Registration! Please note that class registration is limited to 100! If this is your choice of these three concurrent programs remember to note this selection when you register to secure your place! For additional details see Page 6.

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

## SUNDAY AFTERNOON CONCURRENT PROGRAMMING



## It is up to you how you wish to EXPERTENCE the EXPO!

Select from these concurrent sessions on Sunday afternoon as to which offers the most benefit to you!



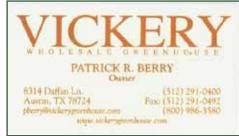
## NEWTOTSFA! You asked! We listened!

Stylized Tropicals that Sell Hands-on Design Experience is included in the Best Combination of Events and Sunday Registration! Please note that class registration is limited to 100! If this is your choice of these three concurrent programs remember to note this selection when you register to secure your place! For additional details see Page 6.

## Take Time to Wote!!!

These candidates have responded to the request from the Nominating Committee to lead
Texas State Florists' Association during the next term of office. Their willingness to serve and
give unselfishly of their time is to be commended. Take time to vote during the Texas Floral Expo
and support those who seek a position in Association Leadership.





AUSTIN



#### President

#### Gina Waters AAFTMFA | San Antonio

Growing up in a military family started my journey full of surprises, preparing me for my life as a florist. I received my Texas Master Florist certification in 1990, have served as Teleflora Unit President, Regional Unit Director for Teleflora, Retail Director of TSFA and on many committees. Owning my shop 32 years, I still love what I do. I have seen a lot of change in my time and am now prepared to serve as President.



#### Second Vice President

#### Kassie Baker TMF | Lubbock

I started in the floral industry in 2001. My family purchased House of Flowers in September 2012 and we quickly joined TSFA. After receiving my TMF in July 2013, I have served on the TSFA Board of Directors as Retail Director. I have previously served on the TSFA Grassroots Committee and am currently an Education Committee Co-Chair. I served as the Local Chair for the Texas Floral Showcase in Lubbock as well as assisting with Expos and Forums. I look forward to what the future holds!



#### Retail Director (elect 1)

#### Susan Piland TMF | Mesquite

Susan Piland is excited to be considered for the position of Retail Director. She has always had a passion and love for anything growing, budding, and blooming. Susan attended Skyline High Schools Horticulture program in Dallas, soon after graduation she became a member of TSFA and received her Texas Master Certificate in 1986. Susan enjoys volunteering at TSFA Expo and serving on the Education board of TSFA. Continuing education is a must in this ever-changing floral industry. Keep on Bloomin'.



#### Marisa Chanel Guerrero AIFD CFD | El Paso

As Vice President of Debbie's Bloomers and instructor at El Paso Community College, Marisa Guerrero AIFD CFD is a second-generation floral designer and educator known for her enthusiasm and wide ranging involvement in the floral industry. She sits on the boards & committees of numerous industry organizations. Marisa has had the pleasure of designing for many prestigious industry events but her goals lie in propelling the floral industry into a successful future.



#### Mary Ann DeBerry CFDTMFA | Denton

After being in the floral industry approximately 18 years , Mary Ann understands the importance of education for the retail florist. She actively maintains and designs in the shop, as well as attending TSFA and SAF events. As past Teleflora Unit President, Mary Ann will continue to help and support educational events for TSFA and the retail florist. Strong leadership is important for the future of the retail florist as well as the FFA floral students.

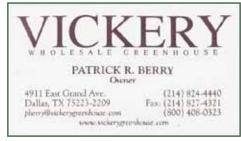


#### Grower Director Immy Klepac | Blanco

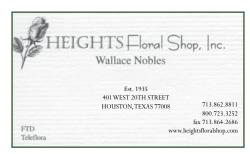
It is an honor to be asked to serve TSFA as Grower Director. I have been an active member since 1996, serving on many committees and several terms on the Board. As our industry continues to change, TSFA is always at the front blazing new trails and setting the standard for floral associations. I appreciate the opportunity to help TSFA continue as faithful stewards of this association and the floral industry into the future.



MIAMI



DALLAS



HOUSTON



AUSTIN

## TSFA Calendar of Events







JULY

MAY

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



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www.tubbsofflowers.com CORPUS CHRISTI Texas Floral Showcase Houston Racquet Club Houston, Texas. For registration information visit tsfa.org

7 - 9

Texas Certified Florist Classes Current Design Styles & Techniques Wedding Design Techniques Sympathy Design Styles TSFA School of Floral Design Leander, Texas. For registration information visit tsfa.org

- Texas Master Florist Exam TSFA School of Floral Design Leander, Texas. For registration information visit tsfa.org
- 16 Father's Day
- 21 23

TSFA School of Floral Design Classes Dallas, Texas | Basic Floral Design Sympathy Design | Care & Handling Floral Management | Wedding Design. For registration information visit tsfa.org



26-28 Texas Floral Expo Sheraton Austin Georgetown Hotel and Conference Center | Georgetown, Texas For registration information telephone the TSFA office at 512.528.0806 or see the registration form in this issue.

> DON'T WAIT! REGISTER TODAY!

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DALLAS



#### QUALITY EDUCATION:

## A COMMUNITY COMMITMENT



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



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



Donald Yim AIFD, CFD, CPFD Instructor



d Yim Sandy Schroeck
CPFD AIFD, CFD, PFCI
tructor Instructor



Anthony Swick AIFD, CFD, PFCI



Lesley Bolden AIFD, CFD



Angelyn Tipton AIFD, CFD, GMF Instructor



Stacey Carlton AIFD, CFD

**Upcoming Course Schedule** 

April 7-11 Wedding Bliss Sandy Schroeck AIFD, CFD, PFCI

Special Events Challenge Jackie Lacey AIFD, CFD, PFCI

June 9-11 **Certification and Competition** *Jackie Lacey AIFD, CFD, PFCI* 

August Reinventing Everyday Designs Donald Yim AIFD, CFD, CPFD

October Celebrating Life Everyday Jackie Lacey AIFD, CFD, PFCI

Hear what florists have to say...

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

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







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





