

SEPTEMBER 2019

# TEXAS

*in Bloom*





*Making Texas Floral Education Possible*

## PLATINUM



## GOLD



## SILVER



## BRONZE



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



## From the President



TSFA President  
Gina Waters AAF TMFA

I am so honored to serve as President of Texas State Florists' Association and look forward to an amazing year. Thank you to TSFA Board members, Committee members, Past President Tom Wolfe and every member of this great organization for your support in evolving the association to where we are today.

Our Floral Expo in Georgetown was "Our Best One Yet!!" as stated by our members, providing us with all the necessary tools to maintain and inspire us in this ever changing industry. From the Business Classes, Hand-on Design Classes, Main Stage Design Presentations, the

new Lectures and Demonstrations and the new Lunch and Learn Presentations, we are so blessed to have our dedicated TSFA staff, faithful volunteers, talented designers and loyal underwriters that made it all possible. Thank you for your commitment to our profession.

My heart and prayers go out to the victims of the El Paso shooting. We are fortunate to have TSFA member, Marisa Guerrero AIFD, of Debbie's Bloomers in El Paso, providing flowers for funeral services offering comfort to all those suffering. We appreciate the TSFA office coordinating the many details and all who contributed so generously the needed products.

Planning has begun for the upcoming year with educational events throughout our state. I want to invite you to take advantage of the many benefits your membership and participation offers. It is an exciting time to be involved with Texas State Florists' Association, and I look forward to hearing from you and seeing you at an event soon. Jump in, get involved and let's grow together!

"Flowers always make people better, happier and more helpful; they are sunshine, food and medicine for the soul." – Luther Burbank

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

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*These Industry Companies  
Support Education in Texas*

## Texas Floral Education and Product Partners

### Texas Floral Education Underwriters

#### PLATINUM LEVEL

BloomNet

#### GOLD LEVEL

CalFlowers

Rio Roses

Teleflora

#### SILVER LEVEL

FTD

Syndicate Sales

#### BRONZE LEVEL

Accent Décor

Floral Greens Farmers of Florida

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### Texas Floral Education Partners

#### GOLD LEVEL

Go Texan

#### BRONZE LEVEL

See What You Send

### Texas Floral Product Partners

#### GOLD LEVEL

Greenleaf!

#### SILVER LEVEL

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Klepac Greenhouses, Inc.

\*Southern Floral Company

Vickery Wholesale Greenhouse

Zoom! Roses

#### BRONZE LEVEL

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Alpha Fern

\*Bill Doran Company

Design Master

Floral Greens Farmers of Florida

Knud Nielsen

Lion Ribbon

Mayesh Wholesale Florist

Mellano & Company

Pikes Peak of Texas

Schusters of Texas

WGV International

Wolfe Wholesale Florist

\*These Austin Area Wholesalers received the Texas Floral Expo Flowers, Containers and Supplies!

### Texas Floral Product Contributors

Botanica  
Continental Flowers  
Freytag's Florist  
Glad-A-Way Gardens  
Green Point Nurseries

McShan Florist  
National Orchids  
Oregon Roses  
Resendiz Brothers  
Rosa Flora

Sun Valley Group  
The Elite Flower  
TSFA Growers Division  
Weatherford Farms  
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### Product Gallery Participants

#### PLATINUM LEVEL

BloomNet

#### GOLD LEVEL

CalFlowers

Go Texan

Greenleaf!

Rio Roses

Teleflora

#### SILVER LEVEL

BloomNation

Choice Farms

Esprit Miami

Flower Shop Network

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Southern Floral Company

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Alexandra Farms

Association Insurance Services

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Floriology powered by BloomNet

Floral Greens Farmers of Florida

Floral Supply Syndicate

Lion Ribbon

Mayesh Wholesale Florist

Pikes Peak of Texas

See What You Send

Smithers-Oasis

WGV

TSFA welcomed the Society of American Florists to participate  
sharing up to date industry information.

*Texas Thanks You!*



# EXPERIENCE

## 2019 TEXAS FLORAL EXPO PRODUCTION TEAM

**Texas Floral Events Coordinator**  
Lynn Lary McLean AAF AIFD PFCITMF

**Texas Floral Expo Chair**  
Cheryl Vaughan TMFA

**Business Course of Study**  
Charles Ingram

**Design Course of Study**  
Gina Waters AAFTMF

**Hands-on Design Experiences**  
Kassie Baker TMF

**Workroom Manager**  
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**Product Gallery Greeter**  
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**Procurement Coordinator**  
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**Stars of Texas Decor**  
Coby Neal AIFD PFCI

**Lunch & Learn**  
**New Products & New Varieties Decor**  
Sheri Jentsch AIFD TMF

**New Products & New Varieties Display**  
Melanie Hugel CFD

**Lobby Decor**  
Sandy Alford TMFA

**Presidential Suite Decor**  
Norman Northen TMFA

**VIP Flowers**  
Marilyn Scheunemann AIFD

**Presentation Bouquets and Gifts**  
Susan Piland TMF

**Annual Meeting Decor**  
Dawson Clark

**TSFA Election**  
Shari Sandlin TMFA

**Past President's Flower Sale**  
Debbie Woltmann TMFA

**Lunch & Learn Chair**  
Debbie Wright TMFA

**Lunch & Learn**  
**Volunteer Appreciation Decor**  
Ken Freytag

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**Team Carlton**  
Teia Bennett TMF  
Viviana Valverde

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Kim O'Brien Jones AIFD TMFA  
Lorri Medina

**Team McLaurin**  
Pat Becker AIFD TMFA  
Marisa Guerrero AIFD

**Team McLeod**  
Dawson Clark  
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**Team Norwood**  
Nicola Parker AIFD  
Tricia Won  
Debbie Wright TMFA

**Team Raulerson**  
Sandy Alford TMFA  
Dawson Clark

**Team Rulloda**  
Gregg Hoppe AIFD  
Mary McCarthy AIFD TMFA

**To assist with Hands-on Classes**  
Ace Berry AIFD TMF  
Sheri Jentsch AIFD TMF  
Alan Masters AIFD  
Jodi McShan AAFTMF  
Amy Neugebauer AIFD TMFA  
Norman Northen TMFA  
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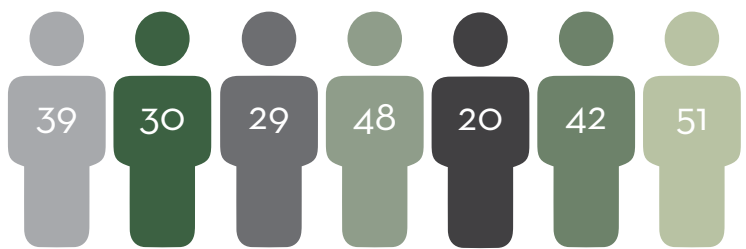
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# TEXAS FLORAL EXPO BUSINESS COURSE OF STUDY OUTSTANDING ACROSS THE BOARD

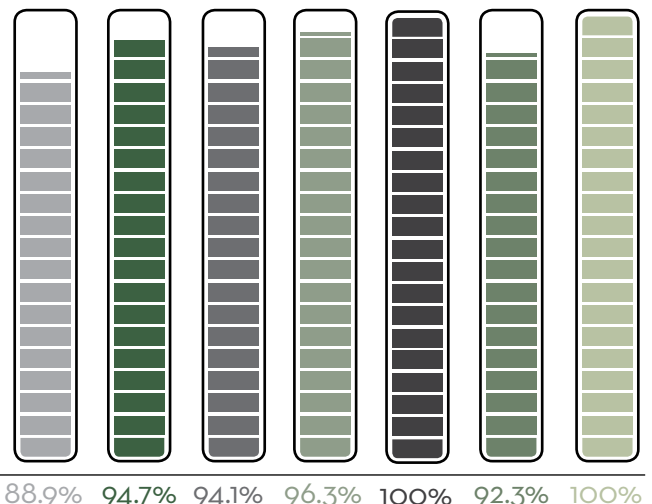
Texas Floral Expo Chair recognized the need and expanded the Texas Floral Expo Business Course of Study inviting one of Texas' best to develop and be the onsite chair. Charles Ingram, owner of Dr. Delphinium Designs and Events in Dallas, provided relevant programming on a variety of subjects. Enthusiastic attendees filled the room for each and every class illustrating interest and the need to expand these opportunities. A Texas Thank you to Charles Ingram and to each presenter for a job well done! TEXAS in Bloom Contributing Writers highlight this highly received Business Course of Study in this issue of TEXAS in Bloom.

Follow the color chart to the right to find out how each program was rated.



ATTENDANCE

Was this program RELEVANT to you in your business?



**ON A SCALE OF 1 TO 10**, 10 being best, we asked attendees to rate the program.

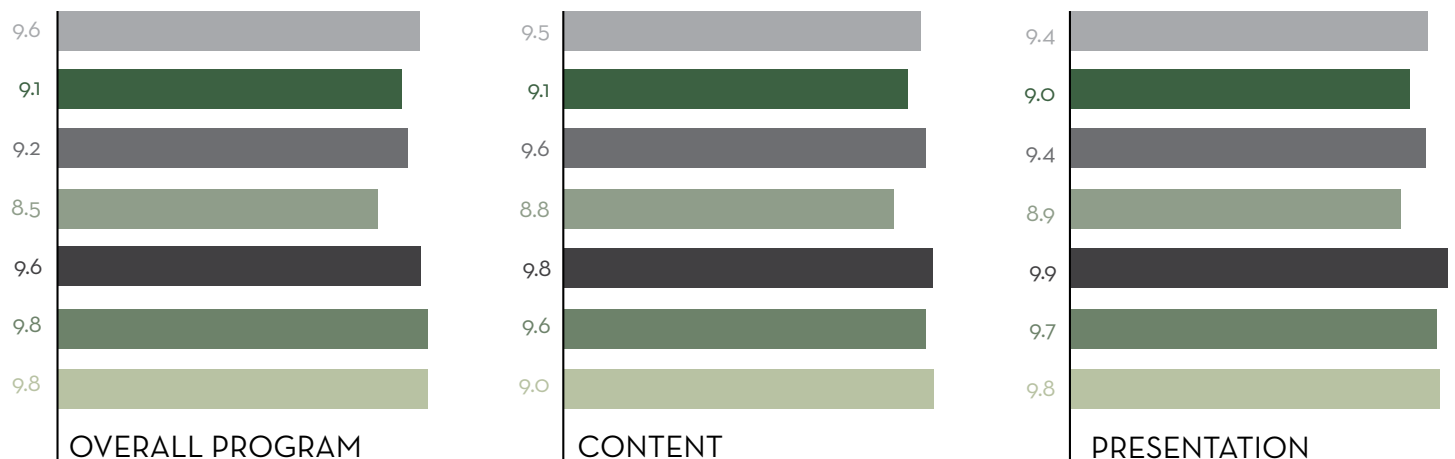




Photo Credit | Kris Ann Photography

# MAKING MONEY with Google My Business

Written by Dr. Chris Stacey

## SEARCHING FOR A SERVICE OR PRODUCT

As you may know, when a consumer searches for a service or product, local results appear for businesses and places near their location.

## DEFINE LOCAL PACK

The “Local Pack” is a section of Google’s search results that shows the local business related to a discovery search such as “flowers near me” or “florist austin”. Whenever a search query has local intent, Google shows three local businesses that match criteria in Google’s algorithms. The Local Pack offers outcomes that are hugely important to your flower shop’s success.

## THE TOP THREE

Did you know that 61% of consumers find the Local Pack the most relevant results on a search page? This is in contrast to 27% finding natural search results relevant and 12% finding paid search results relevant. That’s profound. The Local Pack, those top three results, are the most important SEO result to consumers.



## WHAT DOES THIS MEAN?

- The Local 3-Pack appears in the #1 spot 93% of the time when a local search is performed – and 46% of all searches on Google are of this nature.
- 76% of people who conduct a local search contact a business within 24 hours, and 28% of those searches result in a purchase of a service.
- The Local 3-Pack receives the majority of actual clicks on a results page, at a 44% rate compared to 29% for Organic Results, 19% for Paid Clicks and 8% for More Local Results.

This means increased calls, foot traffic, and clicks to your shop’s website. It is quite evident that your flower shop absolutely needs to be in one of the top three positions in the Local 3-Pack.

## HOW DO YOU ACCOMPLISH THIS?

Find these answers in the October issue of TEXAS in Bloom!!



# PROFITABLE HOLIDAY PLANNING

Photo Credit | Kris Ann Photography



From left to right: Panel Ann Marie Dylla, Marcia Wilson, Brad Weinstein and Moderator Charles Ingram

Written by Shirley Tullos-Thurman

Charles Ingram, owner of Dr. Delphinium Designs and Events, starts the discussion with a question,

**“When do you start planning for the next holiday?”**

The panel – Ann Marie Dylla, Brad Weinstein and Marcia Wilson responded that all information should be evaluated as soon as the prior holiday is complete with records for reference throughout the year.

Take a look at the Questions Asked and Answered!

## QUESTIONS ASKED AND ANSWERED

### STAFFING

- Previous employees, friends, High School Level 1 and Level 2 Floral Certified Students and others from floral programs

### INSURANCE

- Make sure it is up to date

### WIRE SERVICE PARTICIPATION

- Review Annually

### COMPLAINTS

- Have a person responsible to discuss with customers

### OPPORTUNITIES TO CONSIDER

- No timed deliveries
- Inform customers to order early as they will have a greater selection choice
- Charge extra for last minute orders
- Minimums go up at the holiday
- Begin greening containers two weeks prior to the holiday and start production of arrangements the week of the holiday
- Planning every detail is absolutely necessary for a successful, stress free and profitable holiday



# IMPROVING PROFITABILITY

Written by Gaylon Pyle



Photo Credit | Kris Ann Photography

The seminar focused on controlling Cost of Goods Sold in the floral industry. The key learning point was that most florists try to improve profitability through increased sales, not through controlling costs. In reality, a florist's bottom line will increase immediately by controlling Cost of Goods Sold.

During the early stages of the seminar, Gaylon tried to shift the paradigms of all attendees by making the statement, "...in the floral industry, a sales dollar and a cost dollar are not equal."

With a bottom line of 10%,  
**IF YOU SELL A DOLLAR** the florist earns 10 cents.  
**IF YOU SAVE A DOLLAR**, the whole dollar falls to the bottom line.

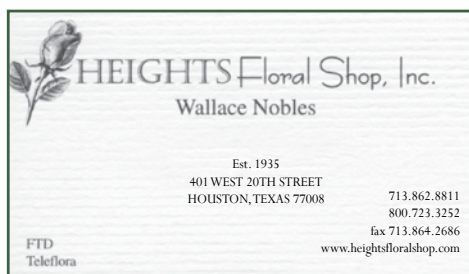
Gaylon also discussed the "seven habits of highly effective leaders" with the most important habit being, "If you want to change the habits of your employees, you must also change the culture in which they work."

The program then focused on three key steps for controlling Cost of Goods Sold.

**STEP I** asked the question, "What should your target Cost of Goods Sold be?"  
A sample pricing strategy was then reviewed answering this question.

**STEP II** then identified what the different causes might be if one's actual Cost of Goods Sold is higher than one's pricing strategy; i.e., overbuying, overstuffing, dumpage, etc.

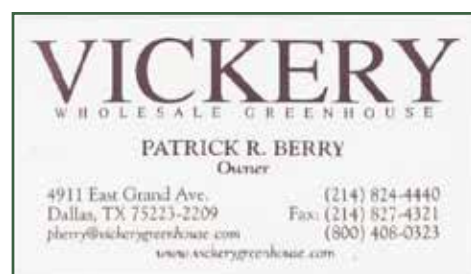
**STEP III** then covered key actions for changing the culture in which the employee team works.



HOUSTON



MIAMI



DALLAS

# Solving the Mystery of Wholesalers



Pictured above from left to right Panel Monte Butts, Roy Holt, Charity Reel and Moderator Charles Ingram



Written by Shirley Tullos-Thurman

An enthusiastic group of Texas Floral Expo attendees gathered for the panel discussion titled “The Mystery of Wholesalers” moderated by the owner of Dr. Delphinium Designs and Events Charles Ingram.

The panel included:

Monte Butts of Greenleaf Dallas | Roy Holt of Southern Floral Company Austin | Charity Reel of Mayesh Houston

---

“IN ORDER TO HAVE  
**MORE BUYING POWER**  
FOR WHOLESALERS,  
**MORE RETAIL SUPPORT**  
WOULD BE EXTREMELY  
HELPFUL.”

---

Timing and costs are a constant battle for retail events.

A discussion regarding product delays and price increases followed.

- Stricter driving regulations for truckers contributes to possible delays,
- Increased pay for drivers effects cost.
- High demand for fresh flowers in the United States has planes flying into the US loaded with product and departing empty increasing flower cost.

A great partnership between wholesalers and florists comes down to  
**COMMUNICATE! COMMUNICATE! COMMUNICATE!**

Could this be the answer to the mystery?

# Modern Marketing Essentials to Build Web Business

Written by: Sheri A. Jentsch AIFD TMF

"If you can't sell your arrangements or get them out for the public to see, it isn't good for you" shared Jackie Lacey in his opening statement.

Jackie Lacey AAF AIFD PFCI and Michaela Hills from Floriology Institute discussed the importance of growing your brand's digital presence on Social Media.

Social media is important because it allows you to engage, listen and communicate with your customers. In the United States, 68% of adults use Facebook, 35% use Instagram, 29% use Pinterest and 24% use Twitter. (PEW Research). 71% of consumers who have a good social media service experience with a brand are likely to recommend it to others.

Business cards were shared to enter a drawing for a FREE complete digital review and consultation. The exclusive offer included three months of the Floriology Digital Marketing Service program for FREE. The winner is Lucas Chavez of LC Floral Designs in Richmond, Texas!

Questions were asked and answered!

Why is it important to have a digital presence in today's market? A digital presence humanizes your brand while allowing for a two-way communication between you and



Photo Credit | Kris Ann Photography

From left to right Jackie Lacey AAF AIFD CFD PFCI and Michaela Hills

your customer. A digital brand may be built by first using social media such as Facebook, Instagram, Twitter, LinkedIn, Pinterest and Snap Chat and second by searches on the Internet.

To have a digital presence, SEO and SEM takes commitment and time to stay relevant. If you find that you do not have the time, Floriology offers Digital Marketing Services. Experts create a comprehensive digital marketing plan unique to your business to maximize your shop's online presence to convert shoppers into buyers and also offers a program to manage your website, SEO, SEM, content and social media presence while generating positive reviews.

## What is Search Engine Optimization (SEO) ?

SEO is optimizing your website to build relevance and improve rank on major search engines like Google. As of June 2019, Google has 93% of the search engine market share. Google search rank clicks equals dollars to you. It is ideal to be in the top six positions following a search. That is why SEO is so important because, without it, people can't find you online. It is a great way to build your online presence and increase relevant traffic to your website.

## SEO Best Practices

1. Blaze your own trail using your voice to stay authentic with your customers.
2. Content is King thus staying active on social media is important. So is blogging.
3. Kill your Zombies and delete inactive pages in that these destroy ranking.
4. Cluster your content, the more organized you are, the better ranking you will have.
5. Analyze your site's web traffic utilizing analytics.
6. Voice is the new search with Alexa and Echo.
7. Video integration setting up a YouTube Channel.
8. Engage your customer.

## What is Search Engine Optimization (SEM)?

SEM is a broader term than SEO. Where SEO aims to provide better organic search results, SEM uses the search engines to advertise your website or business to Internet customers and send a more targeted traffic to your website.

## SEM Best Practices

1. Dynamic Ads.
2. Being specific with keywords.
3. Show up for Voice.
4. Cancel the Noise.
5. Start small.
6. Make your content interesting to make people want to click on it.
7. It's all about the customer.



# Floriology powered by BloomNet makes PLANS TO INCREASE EDUCATIONAL SUPPORT for Texas State Florists' Association

*"Attitude is a small thing that makes a big difference"*

- Winston Churchill

The attitude of Floriology and BloomNet is that education is the key not only to success in general but especially to an ever-changing industry such as the floral industry. We have seen so many changes in the last several years and met challenges with a positive and can do attitude.

BloomNet has always had their member florist and the industry in general as a top priority for services and education. When the Floriology education center was developed it was with the sole purpose of providing the best available courses with a strong focus on business and being able to provide this to anyone in the industry that has the desire to learn. The stronger we can make the retail florist in our membership the better it is for everyone in the industry.

As we continued to work with and sponsor the various programs that Texas State Florists' Association began to develop, the clearer it was that this was a relationship that would continue to grow.

Just as the industry began to change and adapt so did TSFA, meeting each challenge for the state association of attendance, program creation and keeping programming fresh and a good value for the money. Floriology saw these changes as positive and leading the way for state associations to "re-invent" themselves and connect with where today's florist, event planners and educators are. The bond between Floriology and TSFA became stronger then and continues to grow every year.



Foliage:Rulloda Style. World class instruction with Phil Rulloda AAF AIFD PFCI

**floriology**  
powered by **bloomnet**  
World-Class Florists Worldwide Delivery



Photo Credit | Kris Ann Photography

BloomNet underwrites three Hands-on Design Experiences with world class instruction by Phil Rulloda AAF AIFD PFCI during the recent Texas Floral Expo.

Whether it is...

- Helping to secure some of the top educators in the industry from the Floriology Team as program presenters.
- Sponsoring product from sister brands like Napco Imports such as containers, hard goods or gift items with the "Bayberry Collection".
- Honoring those that have made such a huge impact on the industry as a whole and locally in the TSFA association with the recognition they not only deserve but have earned.
- Working as a team to provide every aspect of the BloomNet, Floriology and Napco brands.
- Working together to provide the best available education, with the best available instructors that the industry has to offer.



Photo Credit  
Cody Ash Photography

...the future of Floriology powered by BloomNet  
and TSFA is not only bright, it is a  
**TEXAS STAR TO GUIDE THE STATE AND SET THE STANDARD.**





Photo Credit | Kris Ann Photography

## SARAH CAMPBELL TRAVELS TO TEXAS TO TEACH *How to Find & Sell Luxury Weddings*

Written by Mary McCarthy AIFD TMFA

### *How to Find the Luxury Wedding*

**The LANGUAGE.** Before you can sell luxury, you have to speak the language! Sarah looked at the branding, the descriptive words, the colors, the fonts, the images used by luxury companies like Four Seasons Resort, Tesla, Neiman Marcus and saw that they all use consistent branding.

**The CORRESPONDENCE.** Correspondence in this sense is creating an experience through your words - the way you correspond to the client whether through email, texting or social media needs to be visually orchestrated across the board.

**The LEADS.** Analyze and sort all sales-leads to identify the high-end clients. Who are the clients you want? Which wedding venues are the ones you want to work at? Sarah recommends buying a leads list - brides provide a lot of



Sarah didn't start out selling luxury weddings. Her first tag line was "Intrigue Designs - High End Style for the Budget Savvy Bride". Pretty quickly she realized that all the weddings she was doing were low-budget affairs and that's not really where she wanted to be and what she wanted to do! She needed to change the way she was marketing and learn new strategies for advertising and reaching the high-end client so she began by researching her local library. This was in the years bg: before google!

There she took out every book she could find about marketing. She focused on learning from the larger and most successful companies adapting their successful advertising and marketing strategies to her small business. Here are the key learnings and tactics that she employed to successfully drive her floral business to this new level.





information on these lists - address, venue where they are having their wedding, budget etc. With this information you can cherry-pick who you are going to market to. Sarah would mail out postcards each week to her ideal clients. Think postcards are outdated? If there is a bride in the family, people will save any materials to do with weddings!

**The SEARCH.** Word of mouth is the best form of marketing. Go to places where you can be seen and can connect with high-end brides

**The ATTRACTION.** Position yourself in a way that draws the luxury market to your business. Present a high-end look at all times through your website, your social media platforms, your studio, yourself.

**The IDENTITY.** Before you can find your luxury client, you have to know what to look for! Sarah has identified three types of prime clients: Our first bride, we'll call Ashley, is from old money, she has a put-together look. She shops at Anthropology. She's calm, sweet, took a year out after college to travel and she volunteers. She doesn't want an over the top wedding, simple style and classic look. Our second bride is Janel - she's bubbly, fun and excited. She was a cheerleader in high school and shops at Kate Spade. She doesn't make a lot of her own decisions and will probably bring her maid of honor with her to the consultation. Our third bride, Kelly, is a micro manager. She knows exactly what she wants, doesn't want what everyone else wants and wants to create an experience for her guests. She shops at Nordstrom and speaks in bullet points!

## *How to Book the Luxury Wedding*

The client has already identified with your website, Facebook and Instagram pages before contacting you by email or phone call.

The first contact with the bride is by phone.

The studio manager | assistant establishes the wedding profile and collects as much information about the bride & wedding as possible - how many bridesmaids, groomsmen, venue, colors, how many guests are there going to be, Pinterest page etc.

Sarah researches the client's Pinterest pages and looks at her Facebook page to make sure this client is a good fit for her business. The second contact is by Sarah by phone call. Here she looks at the Pinterest page or inspiration pictures together with the bride and gets a good idea of her likes and dislikes. It is important to listen carefully to the bride and use the same kind of words and

language that Bride is using. By the end of the conversation, Sarah gets the bride excited and leaves her feeling that her wedding is important and that she is a priority.

Sarah will also schedule a face to face meeting for the next week and request a retainer so that she can proceed to work on the proposal. If the retainer has not been paid before the face to face meeting, Sarah's studio manager will reach out again and send out a retainer form for the client to complete.

The first face to face meeting, "The First Impression", creates an environment that speaks to the luxury client. Set a vignette with their style, have flowers in their colors, play their favorite music (Remember...Sarah already researched the Bride's Facebook and Pinterest pages). Sarah then goes over the proposal and uses words that sell like "Experience" "Fashion-forward" "Layers" "Local" "Important" "Next Step" "Smitten" Before the end of the meeting, Sarah has the bride hooked!

To experience more about Sarah, take a look!  
Sarah Campbell Intrigue Teaches [www.intrigueteaches.com](http://www.intrigueteaches.com)  
Instagram @intrigue\_designs @ingtrigueexperience



# Sarah Campbell of Intrigue Designs Teaches Techniques for Increasing Brand Awareness and Sales

Written by Mary McCarthy AIFD TMFA

Sarah's high energy, humor and entertaining style was just what we all needed to get us going at 8:30am in the morning! Her hotly anticipated presentation on Social Media was a great success. Here are my notes of the highlights from her materials.

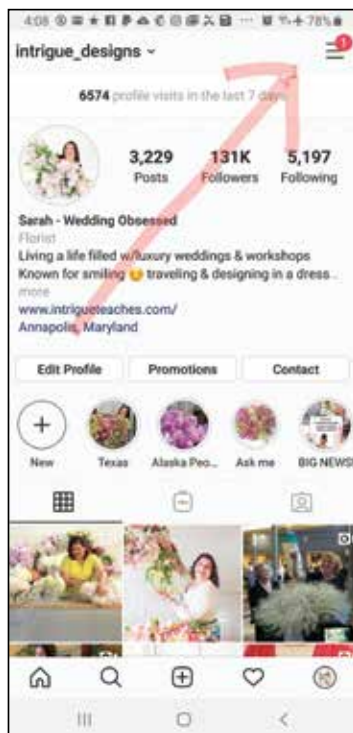
## APPEARANCE



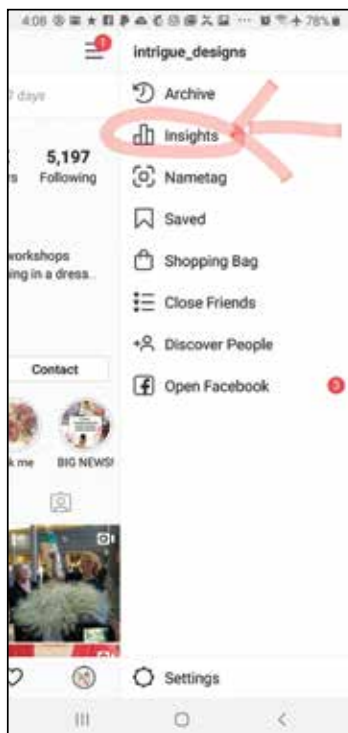
On Instagram it's important to set up a clear and simple profile. Here's Sarah's Instagram page ([https://www.instagram.com/intrigue\\_designs/](https://www.instagram.com/intrigue_designs/)) As you can see, your name should be at the top along with what you do. Next, give a fun fact about yourself. Let people know if you have been featured in magazines or on television. Finally have your hashtag placed on the next line and then your website address linked to the page you want featured...either a wedding page or retail page.

## NETWORKING

Next we had a little fun with our neighbors and got to meet and connect with others in the room via Instagram and the way we can use this at networking events instead of collecting business cards.



On your profile page up in the right hand corner there is a menu bar showing three lines.



Click the menu bar and there will be a drop down list - from there you can see your Insights, Your Activity and Nametag.



Click on Nametag and you will find your Nametag, below that is "Scan a Nametag". Click on that and you can scan a Contacts Nametag and you instantly start following that person! Easy and no need to exchange business cards any longer!





## INSTAGRAM TIPS

Sarah discussed different strategies for Instagram success. Don't worry about what your competitors are doing. Connect with friends and clients. Having a following does not always mean income. Video is key. It does not always look the prettiest on your feed but engages your audience. Sarah talked about building your brand around what you like, show your personality, do not try and be someone that you are not. Easy ways to engage your audience include filming what you do...perhaps a time lapse demonstration of creating a bouquet. Sarah recommends buying a little tripod for your phone that can sit on your workbench and just start recording. She suggests the length of video should be over six seconds but no more than thirty seconds long.

Get to know your audience by looking at your insights and activity. You can see who your audience is and what day and time people are engaged. After posting a video or photo comment and like followers pictures for forty minutes. Show your face and personality, about every twelve images. Post a picture of yourself or your team. Your followers like to know who you are!



## USING HASHTAGS

In closing Sarah talked about the use of hashtags. Have a list of hashtags that you use and hand type them, don't copy and paste, be inconsistent of placement. Use hashtags that are relevant to the content using popular as well as unpopular hashtags. With a business profile autopost all your posts to Facebook. Join Intrigue Teaches - Wedding Florist Community Facebook Group where florists connect, share experiences and encourage fellow designers. #thankyousarah #welovefun&learning



The Design Programming will be Featured in the October issue of TEXAS in Bloom. **HERE'S A SNEAK PEEK!**

JODY MCLEOD



PETE SAMEK



PHIL RULLODA



FABIAN SALCEDO



Photos courtesy of Cody Ash Photography

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In appreciation for outstanding leadership, dedication, and unselfish service to TSFA and the Floral Industry

## 2019 TEXAS STATE FLORISTS' ASSOCIATION ACHIEVEMENT AWARD IS PRESENTED TO...



From left to right: Chris Oxley, Jan Weatherford, Jack Weatherford, Bridget Weatherford and Diane Ramirez.

Presented by Jimmy Klepac

Photo Credit | Kris Ann Photography

ACHIEVEMENT IS DEFINED AS A THING DONE SUCCESSFULLY, TYPICALLY BY EFFORT, COURAGE OR SKILL. OUR RECIPIENT DISPLAYS AND ACHIEVES SUCCESS THROUGH ALL OF THE AFOREMENTIONED DESCRIPTIONS.

So let's go back in time, to a much simpler time, back when achievement meant just merely survival. Growing up in a family of six girls and two boys, one can only imagine how the girls would gang up. They would dress our recipient in girl's clothes, feed him dog bones, told him he was fat and would only allow him to eat bananas. They would also take him out on snipe hunts where he would persistently wait at the "hole in the ground" for the snipe to run out while all the sisters would watch laughingly!!

Has been hit twice by a car, once while riding a bike and once while crossing a street. He has an amazing "guardian angel",

and a greater yet purpose to fulfill.

He is a dedicated and devoted family man. This August he celebrates thirty years of holy matrimony, is a proud Father and a Grandfather of four granddaughters. He treasures his family and is very proud of his son; both having huge hearts and so much alike; dedicated to their work and devoted to their family.

Apparently he possesses a supernatural gift of forgiveness, because since 1984, while still in college, he began working alongside two of those aforementioned sisters. As is the



case with most multi-generational businesses, the next generation needs to be trained and nurtured along. Beginning at an early age, he learned all he could from his father about life and the family business from not only observing and watching, but also working alongside him. After graduating from college in 1988, he was promoted to full-time status. In 1997, his Father passed away, and our recipient stepped up to the challenge and became President of this family business.

### A Few Fun and Possibly Little Known Facts

- 1978 U.S. Top Ten Saddle Seat Equitation Equestrian.
- Studied Horticulture at Oklahoma State University and obtained his Bachelor's in Marketing and Management in 1988 from Houston Baptist University.
- 2nd degree Black Belt in Taekwondo.
- Competes with his brother in a Houston area Billiards League.
- An avid music lover, a wide range of genres, his playlists consist of most everything except Rap.
- He's an art lover. Having studied the classics in school he is partial to Old American West, Southwest and Native American works.
- He is quick witted, can talk to anyone about anything, and loves to travel and experience different cultures in depth.

At the helm, he leads the company to the highest expectations of quality in our industry. He leads the company and employees with a heart as big as Texas. He sets the standards each day as the first to arrive on property. By the time the teams begin to arrive he has already answered his e-mails, checked his list of goals for the day and walked through much of the business.

There have been multiple situations over the years, hurricanes, tornados and fires, to name a few. His concerns were always the safety of his employees and then mapping out a course of action to rebuild the company.

He continually gives 100% in a field that is both mentally and physically demanding leading by example.

However, this award is not just merely given to a hard working business owner, it is awarded to those who understand the importance of giving back, those who realize we are also stewards of our industry, which leads us to his unselfish Service "to TSFA and the Floral Industry"

He hold a very active cornerstone with the Ellison Chair in International Floriculture. In 1999, along with a few other Texas growers, there was a shared vision to work in conjunction with Texas A&M to impassion and nurture the present and future of the Floral Industry. He was one of first growers that sowed



From left to right Presenter Jimmy Klepac and 2019 TSFA Achievement Award Recipient Jack Weatherford

the initial seeds that would soon lead to over one million dollars of gifts and donations to create this Endowed Chair. He has a permanent Seat on the Industry Advisory Committee. With so much family and industry history and experience, his contributions during advisory committee meetings always proved to be pertinent and valuable. Because of this devotion and involvement, he will always be respected by his industry peers and those in academia.

Years ago at many TSFA Conventions, it was almost customary to have Casino Night at the Presidential Ball. And at those balls, it became somewhat of a "Rite of Passage" for my children, as they became of age, for "Lessons in Blackjack". He would patiently sit with them and teach them the fine art of how and when to: Hit, Hold, Split, Double Down, and maybe even Counting Cards! They even adopted a nickname for him: "Blackjack Jack"!

Our recipient served on thirteen different committees for a total of thirty six times and chaired each multiple times. He served each place on the TSFA Board of Directors until becoming President in 2010. He later returned to the Board as Grower Director.

In these past thirty five years, those 2 sisters could not have asked for a better business partner, manager, leader and friend. Not surprisingly, they are so proud of him and of his accomplishments and feel very blessed that they were able to share this awesome journey together. My competitor, my confidant, my friend... Ladies and Gentlemen, the 2019 Texas State Florists Association Achievement Award Recipient... Mr. Jack Weatherford.

## TSFA EDUCATION COMMITTEE INDUCTED INTO THE HALL OF FAME



The TSFA Education Committee in attendance at the Texas Floral Expo

Presented by Gina Waters AAF TMFA

The Hall of Fame award for 2019 was presented to an amazing group of dedicated members who devote many hours to educating our industry. These 27 individuals serve on the largest TSFA Committee led by 7 Co-Chairs. Each member is TMF or TMFA and in addition many carry the distinctions of AIFD and AAF as well as CFD certification. A great deal has been accomplished thanks to this great team of committee members.

The Education Committee oversees the Professional Certified Florist Program, consisting of textbooks and online courses, offered to other states. The Texas Certified program offers online & hands classes to certify Texas Master Florist. Additional education is available through Hands-on design classes and High School Level 1 and Level 2 Floral Design

Certifications consists of a written exam as well as floral design on-site testing. These testing sites are offered throughout the state of Texas. In 2019 a total of 4151 Level 1 Students were tested as well as 137 Level 2 Students.

This group hosts a booth a VATAT each year (Vocation Agriculture Texas Association of Teachers) spending time talking, one on one, with floral design teachers, demonstrating what TSFA has to offer in education advancement, certification and textbook curriculum.

Congratulations to the Education Committee and thank you for all your hard work! A well deserved Hall of Fame Award Recipient!

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## A TEXAS STAR IS AWARDED THE JIM ORR VOLUNTEER SPIRIT AWARD

Presented by Cheryl Vaughan TMFA

This year's recipient has spent countless hours volunteering within our association. She has served many times on the board of directors including Past President. Her passion is education and she was one of the members of the education team that developed the High School Level 1 and Level 2 program. She contributed to the development of the digital program and continued working towards what the program has become today. In pursuing the development of floral as a fine art credit rather than an elective, she testified in front of the Texas Education Agency on behalf of TSFA. She has served on numerous committees and is a tremendous instructor at the TSFA School of Floral Design. She IS the Queen of corsages. I am happy to introduce my mentor and more importantly my friend, Pat Becker AIFD PFCI TMFA



From left to right Presenter Cheryl Vaughan and 2019 Jim Orr Volunteer Spirit Award Recipient Pat Becker



# TSFA *Calendar of Events*

Photos courtesy of  
Cody Ash Photography



## SEPTEMBER

- 2 Labor Day
- 13-15  
TSFA School of Floral Design Classes  
TSFA School, Leander, Texas  
For registration information  
visit [tsfa.org](http://tsfa.org)
- 28 Texas Floral Showcase  
Emerald Beach Hotel  
Corpus Christi, Texas  
For registration information  
visit [tsfa.org](http://tsfa.org)
- 30 Rosh Hashanah



## OCTOBER

- 2 TSFA Bylaws Committee Meeting  
TSFA Office | Leander, Texas
- 9 TSFA Education Committee Meeting  
TSFA Office | Leander, Texas
- 9 Yom Kippur
- 14 Columbus Day
- 31 Halloween



## NOVEMBER

- 3 TSFA Board of Directors Meeting  
TSFA Office | Leander, Texas
- 11 Veterans Day
- 28 Thanksgiving

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- 23 McShan Florist | 800.331.3349 | [www.mcshanflorist.com](http://www.mcshanflorist.com)
- 9 Rio Roses | 866.746.7673 | [www.rioroses.com](http://www.rioroses.com) | [www.riocorazon.com](http://www.riocorazon.com)
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AIFD, CFD, CPFD  
Instructor



Sandy Schroeck  
AIFD, CFD, PFCI  
Instructor



Anthony Swick  
AIFD, CFD, PFCI  
Instructor



Lesley Bolden  
AIFD, CFD  
Instructor



Angelyn Tipton  
AIFD, CFD, GMF  
Instructor



Stacey Carlton  
AIFD, CFD  
Instructor

### Upcoming Course Schedule

- Sept 15-17 **Reinventing Everyday Designs** Donald Yim AIFD, CFD, CPFD  
Sept 29-Oct 3 **Celebrating Life Everyday** Jackie Lacey AAF, AIFD, CFD, PFCI  
Oct 6-8 **Speak Up** Jackie Lacey AAF, AIFD, CFD, PFCI; Sharon McGukin AAF, AIFD, 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,  
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