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TEXAS

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Texas in Bloom

SEPTEMBER 2017 | VOLUME XXXXIII | NUMBER 9

From the *President*



Debbie Woltmann TMFA

I am honored to serve once again as President of Texas State Florists' Association. Thank you! What a year it will be for TSFA !

Thank you Norman Northen TMFA for an outstanding job as President. You were spot on leading your team in a year of continued education so vital to our success as florists. We cannot rest on our laurels thinking we know it all. The world of flowers continues to evolve and we must also evolve to flourish.

Our association's mission statement "cultivating member success and a strong floral community" was definitely reflected in the programming in 2017. So many educational opportunities were available from showcases that exceeded expectations featuring the brilliance of Tim Farrell to a world class Texas Floral Expo featuring renowned designers, new varieties, new products, main stage presentations, hands-on classes and new this year! ... the Business Course of Study.

A Texas Thank You to our Texas Floral Education Underwriters for recognizing that education is key both for new florists and for those who are established. TSFA appreciates your support providing a variety of educational opportunities for Texas florists.

Committee chairs are in place and with that the formulation of numerous ideas. We invite you, the members of TSFA, to take advantage of the many resources, hands-on classes, and continuing educational events available to increase your base line knowledge that will contribute to your success.

It is with great anticipation that I look forward to attending the regional showcases across the state, the July 13-15, 2018 Forum (I hope you have noted the date on your calendar), meeting new people, celebrating old friendships, and networking with the amazing florists of Texas. See you soon!!



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Help the Texas floral industry rebuild! Contribute to:

HURRICANE HARVEY FLORIST FUND

Hurricane Harvey caused catastrophic flooding and devastating conditions in Texas. The AIFD Foundation, working in concert with Texas State Florists' Association, has established the **Hurricane Harvey Florist Fund**. *100% of your donation will help rebuild the floral industry in Texas.*

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BRONZE



please visit tsfa.org for the most up-to-date list of underwriters and their links



These Industry Companies Support Education in Texas

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BloomNet

GOLD LEVEL

Rio Roses
Teleflora

SILVER LEVEL

FTD
The Elite Flower

BRONZE LEVEL

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Silver Level

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Mayesh Wholesale Florist
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Taylor Wholesale Florist
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Mellano & Company
Ocean View Flowers

Oregon Roses
Park Hill Collection
Qualisa
Team Floral
The Queen's Flowers
Resendiz Brothers

Rosa Flora
Sun Valley Group
Unlimited Containers International | UCI
Vast America
Weatherford Farms and Greenhouse

Product Gallery Participants

AIFD South Central Regional Chapter
Allied Florists of Houston
Alpha Fern
Bill Doran Company
BloomNet
Chrysal
Esprit Miami
Floral Supply Syndicate

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FTD, Inc.
Hill's Imports Inc.
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Rio Roses
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See What You Send
Smithers Oasis
Southern Floral Company
Taylor Wholesale Florist
Team Floral

Teleflora
Texas Department of Agriculture
The Elite Flower
The Florist Federal Credit Union
Vast America
wefuelchampions.com
WGV International

Texas Thanks You!



Texas Floral Expo Production Team

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Lynn Lary McLean AAF AIFD PFCITMF

Texas Floral Expo Chair

Pat Becker AIFD TMFA | PS Designs | Austin

Business Course of Study

Gayle Johnson AAF TMF | Sugarland

Design Presentations & Stage Manager

Cheryl Vaughan TMFA | Creative Petal Designs | Lytle

Foyer Display Manager

Ed Fimbel TMFA | Northlake

Fresh Floral Onsite Distribution

Ed Fimbel TMFA | Northlake

Samantha Boyle | PS Designs | Austin

Bruce Easley AAF TMFA | Capt'n B Florist | Cedar Creek

Hands-On Design Experiences

Gina Waters AAF TMFA | The Flower Forrest | San Antonio

Lobby Décor

Seleese Thompson | Precious Memories | Temple

Main Stage Announcer

Tom Wolfe Jr. | Wolfe Wholesale Florist | Waco

Past President Flower Sale

Debbie Gordy AAF AIFD TMFA | Compton's Florist | La Porte

Debbie Wright AAF TMFA | Enchanted Florist | Pasadena

Presentation Bouquets

Marilyn Schuenemann AIFD CFD | Moore Design Styles | Leander

Presidential Suite

Sheri Jentsch AIFD TMF | Blumen-Meisters | New Braunfels

Procurement Coordinator

Charles Ingram | Dr. Delphinium Designs & Events | Dallas

Procurement Receiver

Ken Freytag | Freytag's Florist | Austin

Product Gallery

Tom Wolfe Sr. | Wolfe Wholesale Florist | Waco

Product Gallery Announcer

John Rommel | Vast America | Dallas

Product Gallery Presentations

Kassie Baker TMF | House of Flowers | Lubbock

Product Gallery Presenters

Sheri Jentsch AIFD TMF | Blumen-Meisters | New Braunfels

Alan Masters AIFD | LaPorte

Supply Onsite Distribution

Debbie Woltmann TMFA | Brenham

Ed Fimbel TMFA | Northlake

Texas Floral Education Underwriters Gallery of New Varieties

Elaine Carrell TMFA | E Designs | Canyon Lake

Texas Floral Education Underwriters Showcase of New Products

Debbie Lyon TMF | Kroger | Spring

Texas Floral Expo Event Decor

Mary McCarthy AIFD TMFA | The Blooming Idea | The Woodlands

Amy Neugebauer AIFD TMFA | The Blooming Idea | The Woodlands

VIP Flowers

Maxine Schaffer | The Floral Studio | San Marcos

Texas Floral Expo Design Assistants

Jim Marvin AIFD and Matt Wood AIFD

Sandy Alford TMFA and Pam Fuller AAF TMFA

Donald Yim AIFD CFD

Alex Bailey and Ashley Timmons Blanton

Jenny Thomasson AIFD PFCI EMC

Lupe Martinez TMF and Brandon Richards TMF

Charlie Groppetti AIFD

Kaywin Kubesch TMF and Lisa Schuessler

Leopoldo Gomez

Marcella Bogado Dharr TMF, Scott Hasty AIFD, Clay Honeycutt,

Jodi McShan TMF, Rosa Marquez, Lori Medina,

Marilyn Schuenemann AIFD CFD, Fronnie Flowers - Valencia

Jacob McCall AIFD AAF CFD FSMD

Vanessa Budd TMF and Richard Trujillo AIFD CFD

John Hosek AIFD CFD PFCI CAFA MCF

Marisa Guerrero AIFD and Oralia Espinosa AIFD

Ian Prosser AIFD

Debra Hill TMFA, Melaine Hugel, and Susan Piland TMF



Something Special is Sprouting

Jenny Thomasson AIFD PFCI EMC

Experience underwritten by
Texas Floral Education and Product Partners
Texas Floral Education Underwriters
Texas Growers' Division

Written by Stephanie Minar

Jenny Thomasson taught an amazing class reflecting her enthusiastic spirit that proved to be contagious. With her enthusiasm, everybody wanted to learn! She shared the Art of Kokedama sharing the "how to's" to create and water a moss ball. Next on the class syllabus using 18 gauge wire and binding wire, we created a woven wire structure that may be utilized in a variety of creative ways! The structure strongly holds a plant or transforms into a bouquet holder offering a variety of creative applications! Jenny offered one on one help focusing on what was right and answering many questions oftentimes sharing the responses with the entire class! By the time the class was complete something special was sprouting! The plants available for Jenny's hands-on class as well as her main stage presentation were due to the generosity of the Texas Grower's Division. We are so grateful to TSFA Past Presidents Pat Berry, Jimmy Klepac, and Jack Weatherford for their continued support in making a difference in education!

Color Unplugged Jacob McCall AAF AIFD CFD FSMD

Experience underwritten by The Elite Flower
Texas Floral Education and Product Partner
Silver Level Founding Texas Floral Education Underwriter

Written by Debra Hill TMFA

Jacob enlightened the hands-on design experience attendees with the concept "We sell color". Design decisions are a great deal about color! Well thought out designs which follow the principles and the elements of design with color balance have a greater impact on our customers. Oftentimes it is the color that closes the sale!

We find that green is the most soothing color. Complimentary colors are easy on the eye. Place darker colors deep in the design. Cluster expensive flowers to emphasize the focal point. Space color evenly throughout the design. Designs viewed from all sides offer visual value and more appeal to today's customer.

Space color evenly throughout the design. In today's market, designs created to be viewed from all sides are more desirable than one sided designs.

Use the color wheel as a reference! Have fun with color! Play with color! Make a difference in the lives of your customers each and everyday with color!

Color Unplugged will make a difference in your sales and create enjoyment in your work!! Thank you Jacob McCall and The Elite Flower for bringing this experience to Texas!



All Dolled Up!! What to Wear?

John Hosek AIFD CFD PFCI CAFA MCF

Experience underwritten by Teleflora
Texas Floral Education and Product Partner
Gold Level Founding Texas Floral Education Underwriter

Written by Yolanda Amos TMF

"Alright! Let me think for just a moment! I need to pack up my tool bag. Let's see, do I have everything? I certainly can't forget my needle nose pliers. Oh wow! Rush! Rush! Rush! It's time for John Hosek's *All Dolled Up!! What to Wear?* My homecoming dances are right around the corner! I've got to get a front row seat for this one!!" These were my thoughts in preparation for what I knew would be a class filled with new ideas!

Each year our Texas Homecoming Dances, Father-Daughter Dances, and the forever popular Texas High School Proms increase in orders for corsages, wristlets, bouquets, and boutonnieres. Our customers are always searching for something new, popular, and unique. Whether it be a glistening rhinestone bracelet that doubles as a keepsake gift or a one of a kind jeweled adornment with oasis aluminum wire and gems, let's face it, customers will pay upwards of \$75.00 for phenomenal beauty and memories to last a lifetime!!



We so appreciate all John Hosek had to share with a sense of humor and a smile!



John wowed us with his step-by-step instructions to create amazing ideas. His necklaces of aluminum swirls shaped into leaves accented with cut-out and glued shapes of Aspidistra left us spell bound. Diamond wrap ribbon accents placed on a wristlet offered a formal look complete with added bling! Our creative skills were taken to another level and the possibilities for increased profit available for immediate take home!!

Thank you, John Hosek, for this informative and inspiring hands-on experience. Thank you Teleflora for always bringing forward the best in education!

EVERYDAY FLOWERS EVERY DAY

Donald Yim AIFD CFD

Experience underwritten by Accent Decor and Oasis Floral Products
Texas Floral Education and Product Partners
Bronze Level Founding Texas Floral Education Underwriters

Written by Rey Rodriguez AAF AIFD TMFA

Do you recall your excitement when you made your first floral arrangement?

Using unique elements and everyday flowers, we felt that excitement all over again. We were challenged to create an arrangement with wire mesh, water tubes, and midollino. For many this was a first! Donald stressed the importance of using long lasting flowers that require less water when designing in water tubes.

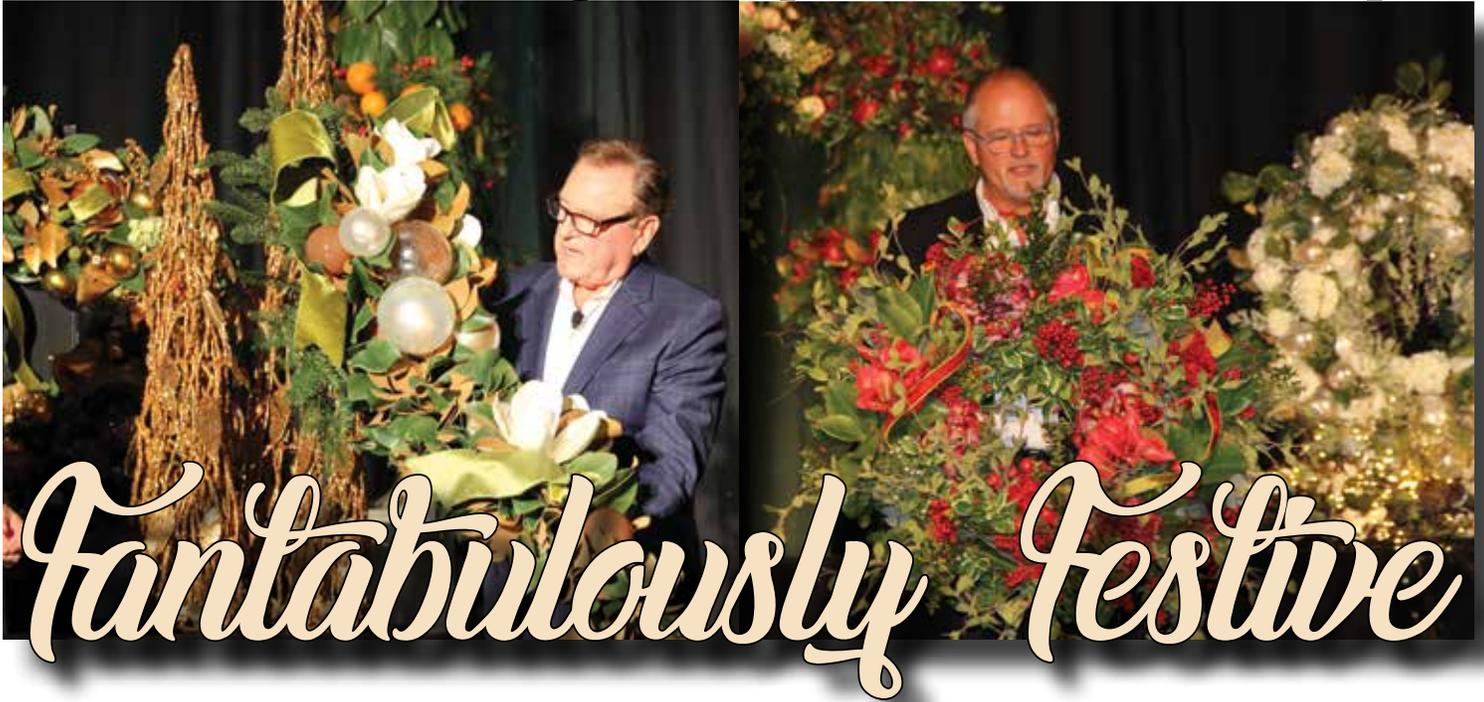
The mechanics for the next design required the use of zip ties. A participant asked if the zip ties would be covered. Donald replied that he wanted the design to be sexy and transparent. One of the "old schoolers" quickly recalled and shared with the class a time when we had to always cover our underpants!!! and just as quickly laughter filled the room!! Needless to say the arrangements were transparent, all had some exposed undergarments, and as Donald so aptly put it...sexy and transparent.

Donald encouraged each of us to step outside our comfort zone. If you are most comfortable creating high style designs, try a more garden like style. Share your passion of flowers as I share mine! Respect the stem! Appreciate flowers simply for beauty! Re-create that feeling you had when you first designed! Most important, believe in yourself and share your enthusiasm of all you have learned with others.!!!

A special thank you to Donald Yim with many thanks to Accent Decor and Oasis Floral Products, for anything but an everyday hands-on class!!!



The Stars Shined Bright to Open the Texas Floral Expo



Written by Dawson Clark

Florists and floral professionals from across Texas and beyond gathered to experience and celebrate the flourishing community they share.

After a few rich afternoon education sessions and the TSFA annual membership meeting, the group of some 200 gathered in the Expo Ballroom for a *Fantabulously Festive* opening to the Texas Floral Expo.

Little did anyone know as they gathered, just how fantastic, fabulous, and festive the evening would prove to be. The room was adorned with amazing floral décor even from the beginning, and yet it was to be transformed through the magic of Jim Marvin and the innovative talent of Matt Wood over the next few hours...later to be surprised as a fantabulous rose of a person was honored in a special way at the end of the evening.

A special thank you to Mary McCarthy and Amy Neugebauer and the staff of The Blooming Idea in The Woodlands, for the floral decor enjoyed throughout the evening!! A most sincere appreciation was expressed to TSFA Past President Ken Freytag for receiving, processing, organizing, and transporting all fresh florals and supplies that a presenter might use over the course of the Expo. Every featured designer was grateful for this support. Every

company was appreciative for the effort and attention to detail to be certain that their product was best represented in the days ahead.

Emcee Lynn Lary McLean took center stage early in the evening and guided the group through a celebration of all that's been accomplished by a massive group of dedicated volunteers, corporate partners, and donors over the past year.

"Texas leads the way by looking within," said McLean, "constantly providing new ways to educate our members, prospective floral professionals, and the public." She celebrated dozens across the room for their contributions to Texas Floral Showcase presentations, the Texas Designer of the Year Competition, Legislative Action Day held in Austin at the State Capitol, Florescence held in Houston at the Museum of Fine Art, TSFA's Social Media success, what will prove to be a successful Texas Floral Expo with record attendance, and so much more.

She highlighted the efforts of the TSFA Education Committee for their consistent accomplishments, with special emphasis on the Level 1 & Level 2 Floral Design Certification programs, which tested close to 2,500 high school students in 2017.

"This program has reached a level of success beyond the program's original intent. While educating high school students to bring

support to the Texas workforce the program is connecting our industry to millennials thus educating those who will prove to be the future floral consumer base in Texas." said McLean, "and yet there is another most important benefit that has grown out of this effort."

McLean went on to explain "In 2016 and to date TSFA has spent over \$50,000.00 with our underwriters for the needed flowers and supplies for this program as well as for the classes taught at the TSFA School of Floral Design. In addition, with floral design now being a fine art credit, the school districts purchase from Texas wholesalers as well. We continue to work together with our underwriters to make a difference."

Numerous presentations occurred in the opening hour, including a generous gift to the Texas Floral Endowment by Chad Eggleston of FTD.

Texas Floral Endowment President Jimmy Klepac invited the Texas Floral Endowment Board to join him as he presented each Scholarship recipient in attendance.

Eight professional florists were celebrated for achieving Texas Master Florist Certification, and one received the Texas Master Florist Advanced Certification credential. The TSFA Education Committee Co Chairs Pat Becker, Debbie Wright, and

Debbie Woltmann recognized each with yellow roses, the official certification and a Texas Master Florist lapel pin.

As the festive main stage program blossomed in traditional colors of copper, gold, green and reds, TSFA members saw the colors and textures of the holidays expanded to include cool blues and vivid pinks, mixed with tropical florals and fruits.

Matt Wood AIFD, Winward Creative Director, was joined on the platform by legendary floral designer Jim Marvin AIFD in a non-stop 45-minute presentation of color, history, and inspiration from Marvin's many years of decorating the White House for Christmas. The presentation featured Winward's stunning line of permanent botanicals along with the many embellishments from the Jim Marvin Collection now featured in Winward showrooms coast to coast.

In appreciation Emcee Lynn Lary McLean remarked, "Texas is thrilled to welcome you back to open this Expo. How fortunate are we to see history unfold in the beauty of this presentation. The magic of Jim Marvin and the innovation of Matt Wood truly joined together in a kaleidoscope of inspiration. We have certainly witnessed the work of two who in their lifetime have changed the holiday and permanent botanical industries. Thank you Winward for bringing this most incredible opportunity to open the Texas Floral Expo!!"

As McLean prepared to transition the festivities to the final section of the program, she was, at once, taken aback as the program and microphone were quite literally derailed from what she believed to be a perfectly scripted and orchestrated agenda.

As TSFA Executive Director Dianna Nordman came to the podium from her typical side-stage support position, she read a beautiful poem entitled "What A Rose Can Say" by Margie Driver. The energy and spirit of the room immediately took notice as TSFA legendary leader and the evening's emcee Lynn Lary McLean was overcome with emotion.

Nordman eagerly directed everyone's attention to the video screens, where

Victor Giorgini, CEO of Equiflor Corporation, home of the Rio Rose addressed the crowd via recorded video to introduce the world to a new and unique rose variety to be named "Lynn". The elegant and beautiful soft cream rose with a blush of pink center is a newly-cultivated variety, named for McLean in recognition and appreciation for her lifetime dedication and leadership in the floral industry.

As the announcement was completed, the attendees across the entire room rose to their feet in unison to second the affirmation of McLean's amazing leadership to the field. McLean was joined on the stage, much to her surprise, by her husband Mark, daughters Georgeanne and Shauna, son in law Matt, and 5 of her 6 grandchildren.

After McLean composed herself, the final moments of the evening concluded as several additional awards and recognitions were presented.

Tom Wolfe, President of Wolfe Wholesale Florist in Waco, recognized outgoing President Norman Northen for his years of leadership to TSFA and specifically for his service in the past year as President. Of Northen, Wolfe said, "Norman will go down in our TSFA history as having been a big part of everything that our organization has grown to become in its recent period of excellence and growth."

Debbie Wright presented the Jim Orr Volunteer Spirit Award to Ed Fimbel TMFA of Northlake.

Ken Freytag, of Austin's Freytag's Florist, presented the TSFA Hall of Fame Award to Mark Nance AAF of BloomNet.

Pam Fuller AAF TMFA presented the TSFA Achievement Award to Bruce Easley AAF TMFA of Capt'n B Florist in Cedar Lake.

As the *Fantabulously Festive* evening ended in celebration, a spirit of inspiration and encouragement for the floral field and its dedicated professionals was present and palpable. And yet...it was just the beginning to a 4-day celebration of the myriad of ways that TSFA allows its members and partners to



TMF Graduates

Yolanda Amos TMF
Teia Bennett TMF
Mary Ann DeBerry TMF
Jennifer Gildon TMF
Abel Gonzalez-Mencio TMF
Tina Jackson Hill TMF
Debbie Lyon TMF
Jodi McShan TMF

TMFA Graduate

Kimberly Murphy TMFA

Texas Floral Endowment Scholarship Recipients

Allied Florists of Houston
Honoring Lavon Bankhead
Yolanda Amos TMF

Allied Florists of Houston Honoring
Sheri Montgomery White
Allison Hengst

FTD Boot Camp Scholarship
Mary Ann DeBerry TMF

Floriology Institute Scholarship in Memory
of Mildred E. Riddle
Mary Ann DeBerry TMF

Society for the Advancement of
Floral Design Floral Career
Yolanda Amos TMF

Texas Designer of the Year Competition
Debbie Lyon TMF

Texas Floral Endowment
Memorial Scholarship
Miami Robertson

TSFA Texas Floral Expo Tuition Scholarship
Payton Blackwood

TSFA Past President's Scholarship
Payton Blackwood

TSFA Education Committee Scholarship
in Honor of Judy Rutledge
Katherine Keltner

Tubby Adkisson Educational Scholarship
Lydia Clavero

Texas Honors Outstanding Individuals for Service to the Industry

Ed Fimbel TMFA is Awarded the Jim Orr Volunteer Spirit Award



Written and Presented by Debbie Wright TMFA

People choose to volunteer for a variety of reasons. For some it offers a chance to give back or to make a difference. For others it provides an opportunity to develop new skills or build on existing experience and knowledge. When I think of volunteers, the person that is being honored this evening more than likely began volunteering because of his love for TSFA, the floral industry, and the friendships made with other volunteers.

As a long time member of TSFA, this person served on the TSFA Board of Directors as Second Vice-President, Co-Chair of the Education Committee, and in many other capacities. Whether it was a bucket a little too heavy or a box a little too tall, this person is always willing and ready to lend a helping hand. Not having the time was never an excuse, as all of this was done while running a business and raising triplets.

Within the last few years, this person has rejoined the Education Committee, been an active volunteer at the Texas Floral Expos, Forums, and Showcases and once again has been ready and willing to do anything that TSFA has needed him to do.

Please join me in thanking Ed Fimbel, fondly known to some of us as Mr. Ed, for all of his time and devotion to TSFA.

Bruce Easley AAF TMFA is Recognized for Lifetime Achievement TSFA Lifetime Achievement Award



Written and Presented by Pam Fuller AAFTMFA

The people who are honored to receive the TSFA Achievement Award are larger than life. They never meet a stranger and are always willing to help with any project.

This year's honoree was born in the East Texas town of Mt. Pleasant. Not surprisingly, he was very involved in numerous activities at Pittsburg High School where he

graduated. He was MVP of the tennis team and played percussion in the Band. His first job in a flower shop came in 1976 as a Junior in high school in Pittsburg. He was a music major at Tyler Jr. College where he performed in many musical performances. Later, he moved to Dallas where he sang with the 250 member Turtle Creek Chorale and was an officer of that organization and received the Artistic Directors Award for outstanding musical contribution. He worked for several floral wholesalers while in Dallas. After moving to Cedar Creek Lake in 1998 he purchased Capt'n B Florist where he was very involved in the community. He was President of the Rotary Club of Cedar Creek Lake in 2004 and was Rotarian of the Year in 2002. He served on many Boards including the local Library, American Cancer Society, and Chamber of Commerce. He received the Cedar Creek Lake Chamber of Commerce's Citizen of the Year in 2002. In 2002, he also received his Texas Master Florist certification. His TMF Advanced certification was awarded in 2005. Adding to his many achievements, he was inducted into the American Academy of Floriculture. He has contributed to the growing success of TSFA by serving as retail director, 2nd Vice President, 1st Vice President and President in 2013. In addition, he has served on the Membership, Magazine Advisory, Texas Cup, By-Laws, Finance, Curriculum, and School Oversight Committees. He served as Co-Chairman of the Education Committee in 2012 and will Co-Chair that committee again for the 2017-2018 year. He is a floral design instructor for the High School Teachers Program and Co Author of "Principles and Elements of Floral Design", the first industry written curriculum for high school floral design students.

In the event that everyone in the room has not figured out who this "larger than life" person is, let me introduce you to the 2017 TSFA Achievement Award Winner, Bruce Easley AAF TMFA.

BloomNet President Mark Nance is inducted into the Texas Hall of Fame



Written and Presented by Ken Freytag

It is my honor to present the TSEFA Hall of Fame Award to a dear friend of mine and a wonderful friend of TSEFA. The Hall of Fame Award is presented to an individual and in this case also to a company that fully supports the mission of TSEFA. A few years back the TSEFA board under the leadership of Dianna Nordman and the tremendous volunteer effort of Lynn Lary McLean decided it was time to change how we presented our annual program. This years recipient was the first to step up and offer leadership and in his words "we will do anything it takes to make the transition". Once again TSEFA has led the nation in changing the structure of our design and business programs and other states are wondering how to follow.

The recipient left the oil industry and decided to join the floral industry. I am sure many of his oil friends were wondering if he had lost his mind but from the way I see it he made a great decision for his family and the TSEFA family.

I have had the privilege of knowing him since he joined AFS twenty four years ago. He worked with Herman Meinders and Tom Butler in many managerial positions to build AFS into a great wire service. When AFS sold to Teleflora he went with Tom Butler to Teleflora to help unite the two businesses.

Our recipient has served on many national boards and committees in the floral industry. He has served on the board of TSEFA and Oklahoma State Florist Association and too many more to mention.

We are presenting this award tonight to an individual and to the Company he works for because they are givers. They continually give to our industry and are always there for TSEFA.

Our recipient now leads his company as President since 2006. His company is the only Platinum level Texas Floral Education Underwriter which is the highest partnership in our organization.

It is my pleasure to present Mark Nance and BloomNet with the 2017 TSEFA Hall of Fame Award. Mark, Texas State Florists' Association thanks you for all that you do for the florists of Texas and the floral industry.

bloomnet
World-Class Florists Worldwide Delivery

A Celebration of Your Gift

Since biblical times there have been references to gifts witnessed within an individual. Today, the most successful communities, personal and business relationships, as well as organizations, are oftentimes a reflection of the collaboration and a balance of these gifts. TSEFA is truly an example of this in that the success of the organization is solely related to the gifts brought forth and shared by those individuals involved.

Some are visionaries, some provide a foundation of work, some teach and some encourage.

There are those whose gift is to give and they give most generously. Kindness is seen in those that offer it gladly. There are those who lead with a clear understanding of the importance to lead by example with a serious nature and with great respect for others.

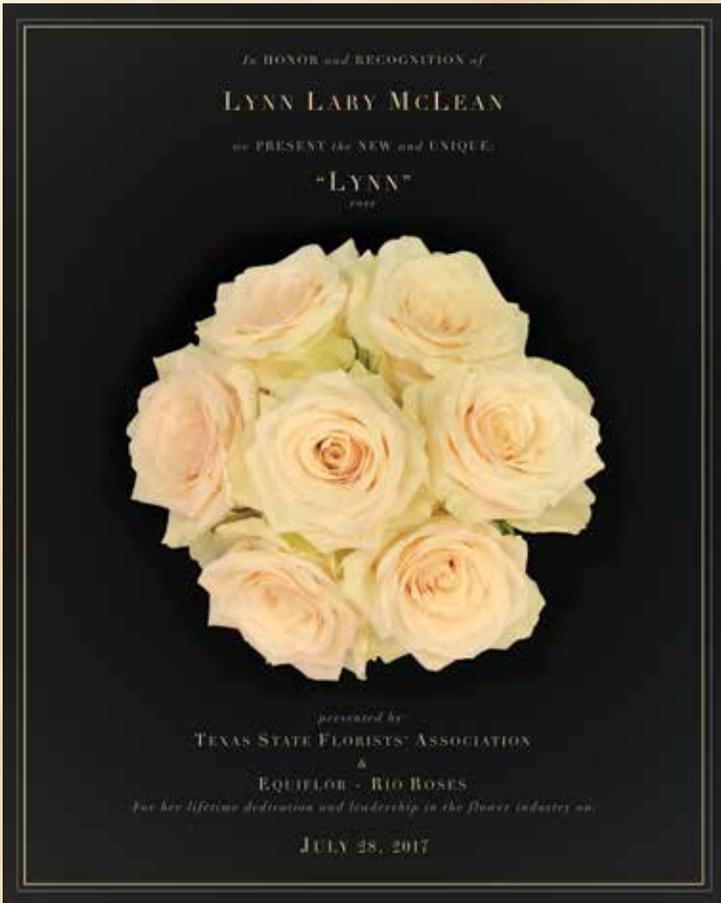
Those involved hold on to what is good and right, are genuine hardworking people, do not know the word lazy, have patience, honor, and respect one another. Empathy in a day of technological advancement provides an understanding of others. Needs are fulfilled. Happiness is shared. Times of sadness are comforted.

Celebrate Your Gift. Look within and find fulfillment in all that you do for others.

Thank you of all you give to the betterment of TSEFA.

Rio Roses and Texas State Florists' Association Honor Lynn Lary McLean with a Rose Named

"Lynn"



Lynn Lary McLean, floral industry leader, Texas State Florists' Association Past President, Founding member of the Texas Floral Endowment, and current Texas Floral Event Coordinator was recognized at the Texas Floral Expo by Rio Roses and the Texas State Florists' Association by having a rose named in her honor.

As the National Flower of the United States, we hold the rose dear as the symbol of life and love and devotion, of beauty and eternity. The "Lynn" rose is dedicated to those symbols. Victor Giorgini, CEO of Equiflor Corporation, home of the Rio Rose honored Lynn with this message: "Lynn is not only the driving force behind the success of the Texas State Florists' Association, but is admired for her many accomplishments and loved by many in the floral industry in Texas and across the country." Mr. Giorgini introduced the "Lynn" rose in honor and for Lynn's dedication to the success of the Texas State Florists' Association.

The "Lynn" rose, the beautiful pale pink centered rose surrounded by a cream color, was bred by Kordes out of Germany. The propagator representing the variety for the Americas is Plantec.

This award was a surprise to honor Lynn for the impact she has made in the floral industry through her dedication to education and her continuing commitment to expand opportunities to the floral industry.

The "Lynn" rose will be available in the second half of 2018.

With Heartfelt Appreciation

It is with a grateful heart that I express my appreciation to all who played a role in this recognition.

To TSFA Executive Director Dianna Nordman and to those in Texas who stand with me today as well as to those who have gone before me, I thank you. To Victor Giorgini and Rio Roses, your thoughtful approach to this selection overwhelms me. Thank you for selecting this timeless blossom which I know will bring joy for many years to come.

The love and friendship expressed during the days that followed this recognition is evidence of the overwhelming support that we all offer to one another. This is among the many things I love about our industry. We lift each other up celebrating that moment in time when recognition is given. We reach out to one another when help is needed. It has long been my honor to work in this industry and to give back just a little of what has been so generously given to me. I will forever remember these days.

I have a plaque in my office and the words I hold true. "My Friends Help Write the Story of My Life." I am thrilled that you are all a part of my story. You all stand beside me in acceptance of this recognition.

You each contribute to the success we have experienced in Texas.

Thank you for your expressions of friendship, love, and support that have long been among my many blessings. I am forever grateful to each of you.

With heartfelt appreciation,

Lynn



A Life of Leadership

As a leading design professional, Lynn Lary McLean's work has been widely acknowledged. During her career in retail Ms. McLean worked with a wide range of clients to create and develop floral designs and environments of extraordinary beauty.

Retired in 2012 from Lary's Florist, her retail business of close to fifty years, Lynn worked to offer her customers the best in quality and service through a broad based business focused on four areas of design: floral, gift, event consulting, and home décor. With expertise in wedding and event planning, her work at the Four Seasons Hotel expanded her clientele to include many celebrities and internationally known figures.

For years Lynn demonstrated her design talents and public speaking expertise as she presented design events and programs throughout the United States, Canada, and Europe. As a nationally known event stylist and wedding specialist her design work has been published in *Flowers & Magazine*, *Florist Review*, and *Modern Bride*. A designer for the Inaugurations of Ronald Reagan, George Bush, and Bill Clinton, she went on to serve as a design event coordinator for George W. Bush. In 2014, working with fellow AIFD members, she assisted the White House Florist with holiday events at the White House.

Lynn is a past President of the American Institute of Floral Designers and received the Award of Distinguished Service to AIFD. Her skills as an excellent communicator and leader provided new innovations for the acceleration of the goals of AIFD. She currently serves as CEO of the AIFD Foundation.

She served for two years as President of Texas State Florists' Association. In 1992 Texas State Florists' Association bestowed upon her the Achievement Award, their highest honor.

She is a past President of the Texas Floral Endowment, where she worked to increase awareness of the floral industry through a variety of events and increase scholarship opportunities for continuing education. The Texas Floral Endowment awarded her the Herman Meinders Visionary Award in 2015 at the 100th Anniversary Celebration of Texas State Florists' Association. She currently serves TSFA as the Texas Floral Events Coordinator working to expand opportunities for the Association and for the members of TSFA.

She is a former chairman of the Board of Trustees of Professional Floral Commentators International. The Society of American Florists presented McLean the Tommy Bright Award in 2011 in recognition of her lifetime achievement in floral presentation.

McLean is a Past President of the Allied Florists of Houston. She was recognized in 1986 as the recipient of the Buddy Benz Distinguished Service Award.

Lynn resides in Frisco, Texas with her husband Mark. She has two daughters, Georgeanne and Shauna who are married and reside in the Dallas area, and five grandsons and one granddaughter.



UNEXPECTED ELEMENTS FEATURING EVERY DAY FLOWERS

Donald Yim AIFD CFD

Presentation Underwritten by Accent Decor and Oasis Floral Products
Texas Floral Education and Product Partners
Bronze Level Founding Texas Floral Education Underwriters

Written by Kimberly Murphy TMFA

*Sometimes we forget to see
unexpected elements in the everyday.*

With the many tips shared in this presentation we will all walk away taking a look around opening up to all that is around us. Donald describes his personal style as minimalist and yet goes on to say that he too is learning everyday!

Open your mind!
Try new products and techniques!
Play with new ideas!
Expand your mind!
Expand your tool box!
See the Unexpected Every Day!
Shine Bright like a Diamond!

IMPROVE DESIGN PRODUCTIVITY EVERYDAY

- Less insertions = less labor
- Don't cover the container
- Create a new container with a paint application
- Flowers need their personal space too
- Competition is healthy
- Keep your work at the Shop! Do not bring it home!
- Be quick about detailed work and cost out every detail!
- Eliminate unnecessary foliage
- Every flower is beautiful!
- Each flower needs personal space!
- We are not just selling flowers. We also sell air!
- Customer service is of most importance!
- Dressing professionally will set you apart
- Make the most of social media!
- Never under estimate yourself!



A European Study of Plant Design

Jenny Thomasson AIFD PFCI EMC

Presentation Underwritten by
Texas Floral Education and Product Partners
Texas Floral Education Underwriters
Texas Grower's Division

Written by: Stephanie Minar

In Jenny Thomasson's main stage presentation she shared her enthusiastic self and had fun with the audience. She sparkles in all that she does while sharing a great deal of knowledge. She showed all how to make and water a moss ball. She discussed a variety of ways that plants may be displayed and arranged. She inspired us all to be creative with messages of Creativity of Nature, Nature of Creativity, Creativity of Yourself, and to Unapologetically Create.

Each of these presentation segments were filled with fresh new ideas to immediately expand current offerings. This is what education is all about. With each segment she shared techniques to assist with understanding each concept.

The creations may enhance your store in a variety of ways starting with the front window! These ideas will draw people in and create conversations!! These conversations may lead to sales. Having something new to share is what it's all about to build sales and increase your customer base! Create Unapologetically!!! to make your store the place where your customers want to be!

Following the presentation, Jenny was available where her creations were displayed spending time answering questions, sharing her knowledge, and taking pictures with those attending. Thank you Jenny Thomasson for the fresh approach to *A European Study of Plant Design*! Thank you to the Texas Floral Education Underwriters who partnered this presentation and to the Texas Growers Division for sharing the amazing varieties of plants that made this presentation possible.

Layers of Living

Charlie Groppetti AIFD

Presentation Underwritten by Park Hill Collection

Written by Rebecca & Norman Northen

Charlie Groppetti with a little help from Leland made a memorable stage presentation for all to see at the Texas Floral Expo.

The main emphasis of the Park Hill Collection is a collected curated look and we all grasped the concept after seeing the presentation. No matter what the trends are, we always revert back to our roots. Charlie Groppetti AIFD shared with us the “Nostalgic Roots” that are the Park Hill Collection.



Groppetti truly brought, through the beauty of the Park Hill Collection, innovative design concepts that open new opportunities for today’s flower shop. The garlands of bottles might adorn an altar for a wedding or enhance a number of places in home décor. The chairs with the same treatment might be a perfect decoration for chair backs at a sweetheart table or accent an “empty chair” remembrance. The constructed easel stands from shutters and ladders provided a new thought perfect to support a wreath or spray of flowers for a vintage style service.

Romantic trends in 2018 promise to feature a pale blue green “duck-egg” coloration. Romantic colors will embrace new coral-brown tones and blueberry blues. Blue-black and charcoal black are experiencing a rebirth in the new year. A palette of gold, pink, and amber will be apparent.

We saw carnations applied in clever ways. The millennials love this flower because of the unique available colors, long lasting qualities, and the fact that carnations are inexpensive! The faux hollyhocks created with carnations made quite the statement!!



Antique-look door knobs and drawer pulls presented as finials for bridal bouquet holders were exquisite. Baskets filled with mood-moss and jars brought the vintage style to the table providing an art piece to be filled again. Clear glass as well as candles prove to be the elements of reflection in this timeless style. The Park Hill Collection’s new remote-control candles in clear hurricanes were most impressive.

This program pulled at our heart-strings from the moment it opened with a story to tell captured in an amazing video until the time that 3 year old Leland closed the show sharing just a little about his apple trees.

New opportunities were showcased during this presentation at the Expo! Make these reinvented standards your own. Include Park Hill Collection when planning your new menus for florals everyday, event decor, sympathy settings, and home décor that spans the test of time.

Thank you Charlie Groppetti and Todd Smith of Park Hill Collection for all that you did to bring to Texas this most memorable design program. Thank you for the tremendous generosity donating the entire program to the Texas Floral Endowment to benefit education in Texas. We will forever be grateful for all you shared.

Park Hill Collection celebrates their 10th year with showrooms in Dallas, Atlanta, and Las Vegas. Take time to visit in person or simply click parkhillcollection.com.



The Introspective Stylings of Leopoldo Gomez

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

Written by Rebecca and Norman Northern

The artistic culture of Mexico came alive on the Texas Floral Expo stage as Leopoldo Gomez took center stage and brought his culture to life. His floral presentation showed how the natural craft of his native country can be executed in an interesting way. Mexican aerialists were interpreted in a design made with copper wire and water tubes, looking almost freeform and defying gravity. The tubes were then filled with water and flowers. Harmonious colors transported all to a floating garden.

The enchanting numbers of his collections were the 8 5 3 division of color. The color harmonies using these percentages were inspiring. The dominate color in a design will always be the number 3, not the large number as we so often think. If the design is for a person who loves red, pop the design with just 3 red roses or other red flowers all together as the main focal of the arrangement. Just think about that and work it out in your design studio.

The 144 multi-vase pyramid was breathtaking. Using the pyramids in Mexico as the inspiration for the design, Leopoldo chose 144 green and amber colored vases stacked in a pyramid shape. He then added the soft mix of colors with the brightest orange as the pop of color against the muted pink, yellow, and lavender garden themed arrangement.

The innovative cocktail table was transformed with 850 holes drilled into the table and stems of dried lavender placed in each of the holes to create quite the conversation piece. To complete the design fresh floral blossoms were placed in water tubes amongst the lavender blossoms.

Hand-tied designs took center stage with wire and branch armatures.

The circular designs were stunning. The handwork was detailed and the fresh flowers were over the top!! One was made with links of flat cane, and then fresh flowers were woven throughout the circles of the design. The other was made of crimped craft paper, with fresh flowers added on top of the ruffled paper design. Add fresh and | or permanent botanicals for the impact of color.

These designs may be seen symmetrical or asymmetrical depending on how the flowers are placed. Wooden circular structures provide the support and the framework for these designs.

The large wooden frame design with wire and string armatures was meticulously done, before the birch branches were woven to create rustic texture. The fresh floral completed the appearance of a dream catcher.

The circular metal form was an incredible base structure. The technique to embellish the form was the same as used in making a pinata. Starting with a wire form, chicken wire was added, providing what was needed to support a mixture of glue, water and green hay. This became the base to insert what was needed to support the floral placements. The flowers in a palette of pink, gold, and purple with purple being the 3 were added to the well prepared structure in water tubes.

Texas experienced a fresh new approach to floral art. We were inspired by *The Introspective Stylings of Leopoldo Gomez*. We are so grateful to BloomNet for underwriting this presentation and to Leopoldo for the shared opportunities of floral as a art form.



Surrounded by Love

Jacob McCall AIFD AAF CFD FSMD

Presentation Underwritten by The Elite Flower
Texas Floral Education and Product Partner
Silver Level Founding Texas Floral Education Underwriter



Written by Rebecca & Norman Northen

The opening song “Seasons of Love” asks a pertinent question, “How do you measure a year?”

Jacob McCall's opening message asked "How do you interpret in flowers the lifetime of one that is loved?"

Jacob presented three vignettes, each beautifully created to express emotion illustrating three that were quite different.

The first vignette was tailored for the matriarch of the family. Using shades of lavender and pink with a pop of a color ever so bright, a gorgeous feminine tribute was designed. Jacob suggested that selecting a specific flower to represent the number of

grandchildren or great grandchildren helps to bring a personal touch.

He noted how awesome it is when floral designs capture the moment. Showcasing *Aspidistra* leaves in loops to give the illusion of ribbon he emphasized the use of spray stock. With only eight stems, he created the effect of a cascade waterfall when it appeared that twenty had been placed. A broken heart reminded us to suggest set designs to represent the emotions of the moment.

The second vignette was artistic with dramatic color featuring garnet and royal purple. Roses, gladiola, hydrangea, stock, and gerbera were featured in this collection. Battery operated candles were placed to bring light representing the children. Jacob

suggested the importance of an accent design of mono botanicals as a statement. A large vase of blue thistle with a very light dusting of glitter made quite the statement. Bear grass placed unevenly in bunches created a traditional waterfall effect. He shared the story of how the “Freedom” Rose came to be. The Elite Flower moved a rose named “Bloody Mary” from Holland where it was not developing as it should to Columbia and it flourished. This rose was put into full production in 2001 and received best in show at the 2001 annual SAF Convention New Varieties. The very next day, at a moment that changed history, the name was changed to “Freedom” in honor of 9 | 11. Take a moment to share that story with your customers the next time you sell the Freedom Rose!

Jacob's third vignette was designed with his grandfather in mind. It was beautifully created for a rancher | farmer. He constructed a fabulous cross by wrapping an Oasis mache cross with birch branches for visual impact. He then added “Electric Tangerine” gladiola, roses, gerbera, and feathers to complete the design. Three grapevine wreathes were deconstructed and reconstructed on a wire easel in a swirling pattern to create the starting point of the design and complement the overall style of the vignette. Bundles of dried wheat in three colors and two groupings of sunflowers completed the placements finishing the design with a cowboy hat to accent. Cowboy boots, suggesting that you can always add something that belonged to the loved one to personalize the design, with several bunches of Poms and Bells of Ireland established the weight of the casket design with mini Callas cascading.

The Elite Flower supports education. This presentation is one that will long be remembered with countless ideas that will provide success to the florists of Texas. Thank you Jacob McCall and The Elite Flower for continuing to make a difference!



It's Just Another Saturday Night

John Hosek AIFD CFD PFCI CAFA MCF

Presentation Underwritten by Teleflora
Texas Floral Education and Product Partner
Gold Level Founding Texas Floral Education Underwriter



While on stage he shared techniques creating ribbon rosettes, Hala Leaf braids, Midollino armatures, Deco wire jewelry to name a few! John also named a few small tools to perfect some of these techniques. Do you have a Rebar or Ratchet in your toolbox? The possibilities of what you can create are limitless!

John asked during the presentation “what is the difference between a “vas” and a “vaz”? Of course, we shouted out “money,” and he agreed. John actually opened my eyes to an even greater meaning of “perceived value.”

Floral designers are far more than one who simply places pretty bright flowers between colorful satin ribbons. We create beauty, love, warmth, and happiness.

We express our customer’s emotions when words are not spoken! Our hands create emotion with every touch of a rose gaining confidence with every warm hearted gesture that our floral arrangements symbolize. Each design is a reflection of the emotions needing to be expressed.

The 2017 Pantone color is “greenery” symbolic of new beginnings. Mr. Hosek’s use of foliage is seen repetitively throughout his designs. He also enjoys subtle color and the brilliance of color and shared the importance of the knowledge of color when developing an overall event. Each palette sets a different mood thus color is of most importance in establishing the overall event.

John Hosek finds beauty in everything he creates. His heart is full of love, and it shows in everything that he shares. I was inspired and motivated and I know that everyone who attended was as well.

Texas thanks you, John Hosek, for an excellent presentation that we will never forget. You are limitless in your creativity and so greatly admired, appreciated, and respected in our industry. Thank you Teleflora for always providing the best in education.

Written by Yolanda Amos TMF

With a toast to the audience as he opened his presentation, it was time to party with John Hosek!! It’s Just Another Saturday Night!! Overwhelmed with the breathtaking beauty of his magnificent floral artistry we all flourished as John led us on a pathway of creative opportunities.

Today the demand for event design is quite different than in years past. The expectations are far greater. John brought a new level of awareness while instructing our class on the basics of rhythm, texture, line, and creating overall excitement.



Weddings with Style

Ian Prosser AAF AIFD PFCI NDSF

Presentation Underwritten by FTD
Texas Floral Education and Product Partner
Silver Level Founding Texas Floral Education Underwriter

Written by Norman Northen TMFA

Wedding Programs are always a Wow! Ian Prosser did not disappoint as he addressed a business tip here and there adding to a stellar design presentation. *Weddings with Style* took center stage highlighting ceremony and reception decor concluding with models down a runway showcasing the latest in bridal and bridesmaid's bouquets.

Styled to reflect a forest, southern smilax covered branches and curly willow with white dendrobium orchids laced on wires set the tone of this forest inspired vignette. At the base of the trees were bursts of roses, protea, spray roses, and larkspur all in pink! Pink continues to be the most popular wedding color palette this year.

Ian showcased a transitional aisle décor later transformed to embellish the front of the reception stage where the band would perhaps play throughout the evening. The idea of re-purposing for both the ceremony and reception is always received well no matter what the budget. The aisle transforms the front of the stage, the Unity candle design easily becomes the centerpiece for the sweetheart table, the toss bouquet might accent the guest book table.

Suggestions were made to maximize profits. Fifteen percent of the wedding total should be charged as a fee to install and dismantle. A menu for each floral design should be determined and each priced accordingly. Three tiered pricing for florals is one approach to pricing that should be considered.

rushing to complete a proposal during the appointment.

Reception flowers in the first vignette included floral designs set in groupings rather than one main centerpiece. Lower centerpieces should be no taller than seventeen inches and tall floral designs placed to be seen under should not drape too low to the table. Statement floral designs are the key to an impressive wedding.

Flower walls are a part of event work today. Expand that concept to flower tables and floral tablecloths. The sculpt sheets of foam are the perfect answer to create these placements. Finish with a sprinkling of plenty of fresh flower petals to compliment.

When determining the amount of rose petals needed for aisle décor for example or other placements as well, figure one square foot at a time. A square foot of petals can take as many as eight roses per square foot depending on the preferred density. Then multiply the 8 roses times the number of square feet needed to complete the aisle. Total this figure and prepare to be surprised as to how many roses are needed to complete an aisle. Multiply that number times the price per rose for the total price for the aisle. Remember that petaling roses takes time so be sure to figure in the cost of labor for this process rather than only the cost of the rose.

Floating candles easily add drama to the tables and provide rental income. Rental income can very quickly add increased profit centers to your business. Consider purchasing large crosses to sell or rent for wedding décor.

Taking time with the proposal and offering the bride a contract within seven business days gives time to be certain that the prices are correct and expectations are met rather than

A trend for a religious ceremony is reoccurring, even though many are not being held in a church. Use vases as hurricanes as an easy way to create more ways to offer the same rental item.

Renting table linens offers another profit center for the business. There are vendors in your area as well as ones that ship linens to you for this purpose. You can also get into the linen business in that oftentimes you rent them once and they are yours. Then every time you rent the linen extra dollars are earned. Chargers are another way to add rental income to your bottom line. Chair décor is another. A Fitz Designs candelabra was featured with an all white floral topper in this vignette. Talk about a rental opportunity. These candelabras are ever-changing thus offering ways in which to use! Whenever you purchase an item for rental, take the time to discover the many ways it can be used before purchasing. This will lead to making good decisions when adding to your inventory.

A sophisticated yet rustic wedding style, complete with a floral and foliage covered archway, set the stage. Red, coral, and green offered an impressive look. Wooden columns and rustic accessories set the tone of the staged event. When designing large centerpieces on lomey trays remember to cover the trays with large leaves so that the trays do not slip and also cover the mechanics. This rustic style wedding might call for collections of items from the families. So mix and match to get that special look always personalizing the style whenever possible.

Three models stole the show as they danced down the runway with exquisite bridal and bridesmaid's bouquets. The perfect ending to an outstanding Expo! What a fabulous wedding program with so many trends and so much information. Thank you, Ian Prosser, for sharing *Weddings with Style*! Thank you FTD for your support in all that we do!

An Intricate Approach to Artistic Florals

A Day with Leopoldo Gomez!!

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

Written by Amy Neugebauer AIFD TMFA

Having viewed Leopoldo's main stage presentation on Saturday it was difficult to imagine what we would be creating in his day long class on Monday. Entitled *An Intricate Approach to Artistic Florals*, it could really be anything! Would we create a wall sized piece of art, or a floral ring eight feet high or a collection of vases?

What we quickly discovered is that Leopoldo is a passionate and talented teacher in addition to being a very gifted artist. He spent the morning explaining the principles of design: with proportion and balance the two most important principles from his perspective. An international instructor, Leopoldo emphasized that while terms may appear to be different in various countries the terms are only "different names for the same rules". He stated that whether you refer to the subject as floristry or floral design, it is a universal subject no matter whether the study is European, Asian, American, or studied elsewhere in the world.

Regarding balance, Leopoldo patiently explained the importance of the 8-5-3 rule discussed during his main stage presentation and also referred to as the The Golden Mean. Leopoldo explained that creating beauty has a mathematical component as described by the 15th century mathematician, Filius Bonacci. This mathematical component applies to everything in floral design, from the size and dimensions of a container to the proportion of each color used. What is your, 8, your 5, your 3? He urged the class to apply this principle for a successful design.

Next we moved into a discussion of flower color proportion:
For weight contrast in color: 3 yellow to 1 purple or an orange to blue ratio is 2 to 1 and red to green ratio is 1 to 1.

It is important to realize that white is stronger than green. In fact Leopoldo shared that white is so strong that he never uses white when he uses color. Color position is important. He suggests dark colors in the front and light colors in the center with the light color drawing your eye into the arrangement. With regards to dominance: 8 is the mass and 3 is the accent or the focal point.

He shared the use of bailing wire and how it is best suited for many styles of armatures. He suggests to always use an even number of wires and



to cover each wire with floral tape so it is easier to bend and manipulate.

Longer lasting flowers are best when designing in water tubes. Placement is critical in that you must be able to see all of the flowers!

After our lunch we began creating based on what we had learned in the morning. Leopoldo encouraged us to reach from within and find our own applications to a unique creation. Don't ever just copy something that you see. Take the idea, the teachings, or the concept and make it your own.

Leopoldo invited everyone to his school Centro de Arte Floral in Mexico City. They have classes in January 2018 and February 2018 as well as throughout the year. The January class is in English!!

Thank you BloomNet for the international presence at the Texas Floral Expo!!!What a difference this made to the opportunities of learning that were offered!! Texas appreciates your continued support.



Sheri White AAFTMFA *Fund Endowed during the Texas Floral Expo*



The family and friends of Sheri White worked together in a grass roots approach to establish and reach the threshold of \$25,000.00 to endow a fund for the first time in the Texas Floral Endowment. The Texas Floral Endowment Board of Directors established a matching funds program which helped to launch this most important effort. The family and friends of Sheri White are grateful for this support and to all who worked towards this goal. Sheri loved TSFA and loved the flower industry. There is simply no better place to honor her memory.

To establish a grass roots effort TSFA President Norman Northen worked with artist Charlie Wharton of Starfire Designs. As a result an opportunity to sell Chances to Win a black onyx and gold pendant was presented. The winning ticket was drawn from Waterford Crystal from Sheri's collection by her son Christopher with husband Donnie and her TSFA family in attendance. The monies raised from this effort helped to reach the threshold. A special thank you to Selese Thompson, owner of Precious Memories who showcases the artist's jewelry in her store in Temple and to Norman Northen for coordinating this opportunity. The Texas Floral Endowment appreciates the generosity shown by artist Charlie Wharton with the donation of the pendant to assist with this most important recognition.

The vision that the Texas Floral Endowment founding members had when they established the Texas Floral Endowment as a non-profit, 501 (c)(3) organization continues to hold strong today. Sheri White was one of those visionaries that saw the need to support education on many levels in order to strengthen the floral industry. Though she is missed, Sheri White will forever be remembered leaving an amazing legacy because of the establishment of this fund to provide educational opportunities into perpetuity.

Thank you to all who contributed to the Sheri White AAFTMFA Endowed Fund.



Sheri's Family Expresses Appreciation

What a thrill to be invited to the Texas Floral Expo and share in the excitement when the winning ticket was drawn for the onyx pendant. This effort, with an amazing level of participation, added to the possibility of the endowment of the fund to honor the memory of my mother. To return and share this time with so many familiar faces and peak at the amazing designs added to the enjoyment of the weekend. Texas State Florists' Association has for many years been the place to go in July and Dad and I were happy to share in the moments celebrated during these days.

At the close of the Texas Floral Endowment Event surrounded by those who meant the world to my mom, Dad and I were so pleased to learn that the fund established in her name had been endowed. It means the world to my family too know that Sheri's legacy and her belief in the importance of floral industry education will continue into perpetuity. Sheri always made it a point to introduce herself to all new TSFA and Allied Florists of Houston members and immediately share information about the excellent educational opportunities through TSFA. She believed strongly in education as a way to stay current in the industry and become a better designer and manager. Sheri knew that education and industry involvement was a great way to grow

your business in a lasting and positive way. She was a mentor to so many and always happy to share her knowledge and business experiences of success and failures with others. She believed that when everyone was successful and the floral industry was strong that was a positive for everyone. Though we all witnessed her industry activism over the years, the countless stories and personal accounts that people have shared with us of how instrumental Sheri was in getting them interested and involved in TSFA and how crucial it was to their success and the success of their business has been remarkable. I speak for the family when I share how extremely proud we are that Sheri will be forever remembered for her service to the industry and education that was so close to her heart.

On behalf of the entire White and Montgomery family, we will forever be grateful for the tremendous effort of the Texas Floral Endowment Board of Directors and everyone in TSFA and in this industry that Sheri so dearly loved who were instrumental in making this endowed fund a reality!

With sincere appreciation,
Christopher White

On behalf of the White and Montgomery families

SHOWCASE REGISTRATION



2017 • SHOWCASE • 2018

October 11, 2017

Odessa Country Club
1 Fairway Drive
Odessa, Texas 79765

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

Exceeding Expectations in Odessa

Join Tim Farrell for the final Texas Floral Showcase of the year!

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.

Attendee Name

Business Name

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**\$50 Registration Includes
Dinner | Design Presentation
Product Gallery Shopping**

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

_____ I am registering for the October 11th
Showcase in Odessa.
At the door registration will be an
additional \$10.00.

\$ _____ Showcase Registration

\$ _____ Total Enclosed

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Expiration

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Mail check to:

Texas State Florists' Association
PO Box 170760 | Austin, TX 78717

OR REGISTER ONLINE AT TSFA.ORG

Staying the night in Odessa?

TSFA has confirmed \$109.99 room rate plus tax per room per night for a standard rate and \$139.99 for rooms on the Concierge Level. The Concierge Level includes complimentary breakfast in the morning and complimentary hors d'oeuvres and cocktails in the evening.

MCM Elegante | 5200 E. University | Odessa, TX 79762
Reservations must be made by September 20th in order to guarantee rooms and rate and may be made by calling toll free 866-368-5885 or direct 432-368-5885. Please ask for the Texas State Florists Association group rate to receive the special pricing.



In Memoriam

Vernon Dale Stehle, better known as Dale, was born February 10, 1949 to Mary and Joe Stehle. He is preceded in death by his parents, and his brother in laws James Dietz, Phil Peacock, and Dwayne (Cherokee) Daugherty. Survived by his wife Yvonne Stehle, his oldest son Gary Stehle, daughter in law Charmain Stehle, Steven Stehle, daughter in law Annette Stehle, Joseph Stehle, daughter in law Katherine Stehle, Timothy Stehle, daughter in law Michelle Stehle. He is also survived by his four sisters; Linda Dietz, Donna Raby, Patty Peacock, and Carol Calentine, and brother in law John Calentine. He was blessed with six grandchildren; Amber Mattson, Alison Stehle, Colton Stehle, Brayden Stehle, Peyton Stehle, Sabrina Vaughn, Justin Kutza, and Christopher Kutza. in addition to six great-grandchildren with another on the way, as well as several nieces and nephews.

Dale served the Texas State Florists' Association for many years as Credit Union Chair and in 1994 as President of TSFA.

In Memoriam

Floral designer Rochelle Rogers and husband Reverend Donald Rogers were lost to flood waters as a result of Hurricane Harvey.

As per the article in the New York Times:

Thelma Hooker, of Katy, said she was still trying to piece together the events of Wednesday, when her brother, Donald Rogers, called her to say that he and his wife, Rochelle, were busy checking on relatives, but would be home soon. They just needed to be satisfied, he told his sister, that everybody was all right. "He didn't come home and I started getting worried," Ms. Hooker said. Her phone soon rang with a frantic message, passed from a cousin to Ms. Hooker's sister to her: There was a white truck in the raging water in nearby Fulshear, west of Houston, and it looked like their brother's. "The police officer said the current was so strong, it just wiped them off the bridge," Ms. Hooker said, adding that she could not make sense of the situation. "My brother was a minister. He followed every rule."

Our thoughts and prayers are with the family and with KD's Florist and Gifts in Katy, Texas where Rochelle was employed as a designer for twelve years.



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DALLAS

TSFA *Calendar of Events*

Photo credit | Cody Ash Photography



SEPTEMBER

- 4 Labor Day
- 10 National Grandparents Day
- 17 Pikes Peaks of Texas Christmas Show with Gregor Lersch
For more information contact
Leslie Schlotma 713.686.4500 ext 227
leslie.schlotman@pikespeakfloral.com
- 19-20
Level 2 Teacher Training
Region 17 Education Service Center
Lubbock, Texas
For more information or to register
telephone the TSFA Office
512.834.0361 or visit tsfa.org
- 21 Rosh Hashana
- 28 Level 2 Teacher Training
Birdville Technology Center,
North Richland Hills, TX. For more
information or to register telephone
the TSFA office at 512.834.0361 or
www.tsfa.org
- 30 Yom Kippur



OCTOBER

- 4 TSFA Investment Committee Meeting
10:00 am | TSFA Office
Cedar Park, TX
- 9 Columbus Day
- 11 Texas Floral Showcase
Odessa Country Club, Odessa, Texas
- 25 TSFA Education Committee Meeting
10:00 am | TSFA Office
Cedar Park, TX
- 16 Bosses Day
- 31 Halloween



NOVEMBER

- 1 TSFA Finance Committee Meeting
10:00 am | TSFA Office
Cedar Park, TX
- 5 Daylight Savings Time Ends
- 10 Veteran's Day
- 12 TSFA Board of Directors Meeting
10:00 am | TSFA Office
Cedar Park, TX
- 23 Thanksgiving



EXPO EDUCATION CONTINUES!

The Texas Floral Expo Business Session Coverage will be featured
in the October issue of *TEXAS in Bloom!*

A *TEXAS in Bloom* New Feature will launch in October and continue
into 2018 with design images from the Expo featuring world class talent!

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