

OCTOBER 2019

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



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

Texas in Bloom

OCTOBER 2019 | VOLUME XXXXV | NUMBER 9

From the *President*



TSFA President
Gina Waters AAF TMFA

So ready for summer to be over and experience the "busyness" of Fall coming with cooler days ahead. September is quickly sailing by. With Committee members in place and meeting dates being set, I am ready to plan and execute a sensational year. With the support and assistance from our members we will accomplish this and more!

Just like the changing seasons, our Industry continues to transform. It is imperative for us to remain actively involved and be aware of these industry changes. Our Association is an excellent resource, providing relative information to assist us in this ever evolving transition of the floral industry. Look to TSFA for the needed information and the needed continuing education to stay ahead.

TSFA recently completed our Strategic Planning Meeting in preparation of the upcoming five years. The knowledge, experience and commitment of the members involved in this process is phenomenal and I really appreciated their willingness to review the information and share their ideas. Thank you to all who participated!

TSFA wants to serve the members. I would love to hear from each of you with any suggestions, listen to your ideas, answer any questions, and build a relationship with you.

"Relationships can be the most important aspect of Building a Business. Spend ample time ensuring that they are being both built and sustained." Jack Hanson

4 TEXAS FLORAL EXPO GLEAMS

5 IWANT LOTS OF GREENERY

6 THE ART OF THE BOUQUET

8 BUILDING BLOCKS

10 CHROMA

12 FLORAL MYTH BUSTERS

14 FOLIAGE RULLODA STYLE

16 STYLIZED TROPICALS THAT SELL

18 A FRESH LOOK

22 PERSONALIZED EXPRESSIONS

24 PROFITABLE STYLINGS

26 TROPICALS RULLODA STYLE

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

PO Box 859 | Leander, Texas 78646 | 512.528.0806 | FAX 512.834.2150 | www.tsfa.org | dnordman@tsfa.org | taressad@tsfa.org | caroles@tsfa.org

TSFA BOARD

President Gina Waters AAF TMFA
Immediate Past President Tom Wolfe, Sr.
First Vice President Cheryl Vaughan TMFA
Second Vice President Kassie Baker TMF
Retail Directors
Charles Ingrum | Jodi McShan AAF CFDTMF | Susan Piland TMF
Wholesale Director Hein Verver
Grower Director Jimmy Klepac

STAFF

Publisher and Managing Editor | Dianna Nordman AAF
Editor | Lynn Lary McLean AAF AIFD PFCI TMF
Director of Education and Membership | Taressa Dominguez
Association Coordinator | Carole Sayegh
Production | Graphics by Kandi, Inc.
Cover Credit | Courtesy of Park Hill Collection
Cover Photography Credit | Nancy Nolan
Contributing Writers | Yolanda Amos TMFA, Teresa Bickerstaff, Patty Fair,
Sheri A. Jentsch AIFD TMF, Jo Anne Johnson, Stephanie Minar, Gina Waters AAF TMFA and
Tricia Won CFD

Texas in Bloom USPS 304-350 is published monthly, except for July. \$8 of the annual membership dues is applied toward a subscription to Texas in Bloom. Located at 413 S. West Dr. Leander, Texas 78641. Periodicals Postage Paid at Austin, Texas and at additional mailing offices. Opinions expressed in this publication do not necessarily reflect official policy of the Texas State Florists' Association. POSTMASTER: Send address changes to Texas in Bloom, P.O. Box 859, Leander, Texas 78646



Stylized Tropicals that Sell

TEXAS FLORAL EXPO GLEAMS WITH HANDS-ON EDUCATION

The Texas Floral Expo gleamed with Hands-on Education and attendees were engaged! For the first time two classes with the legendary Phil Rulloda AAF AIFD PFCI were included within the cost of registration! Produced by Texas State Florists' Association, the Texas Floral Expo provided world class education at an amazing value! The pages ahead highlight the talent who brought hands-on education at it's best to the Texas Floral Expo!



The Art of the Bouquet



Chroma: Get your Color on



I want Lots of Greenery!



Building Blocks



Foliage: Rulloda Style



Tropicals: Rulloda Style

I want Lots of Greenery

Translating Trends into Useful Techniques using Foliage

Hands-on Design Experience instructed by Brooke Raulerson AIFD FSMD

Design Experience underwritten by
Floral Greens Farmers of Florida
Texas Floral Education and Product Partner
Bronze Level Texas Floral Education Underwriter



Photo Credit | Kris Ann Photography



Written by Yolanda Amos TMFA

From the moment I walked into Brooke Raulerson's class, a new design process opened for me. By the time the class was complete I departed with a better understanding of how to use foliage more effectively in design. More importantly, the awareness was made clear of just how vital greenery is as a textural element in floral design. Even an effortless design is more appealing if the design is built on a well-thought-out foundation of foliage.

I remember leaning forward in my seat when Brooke discussed the different varieties of greenery. The thought put into the placement of a Monstera leaf to add fullness in a design, while at the same time accounting for the balance in the arrangement, gave me immediate ideas to add originality to designs for everyday. The easy to understand tips and expedient methods for taping greenery were especially useful. For example, her backward taping method for applying leaves to a straight Grande bouquet holder would add an elegant touch to any wedding bouquet.

The design detail and passion Brooke displays shined when she detailed how we, as designers, also must be consultants for our wedding clients. We must be able to deliver an idea which encompasses technique, trends and knowledge to which greenery best lends itself to the occasion. Just imagine a tropical beach themed wedding with a backdrop of spectacular Monstera leaf-filled floral arrangements. How about a shiny lemon leaf to add fullness while complementing the flowers in a centerpiece table arrangement. The ideas were as abundant as the varieties shared.

Floral Greens Farmers of Florida offers an amazing selection through your local Texas wholesalers! Take time to visit and see the unlimited possibilities! A Texas Thank You for bringing Brooke Raulerson to Texas!

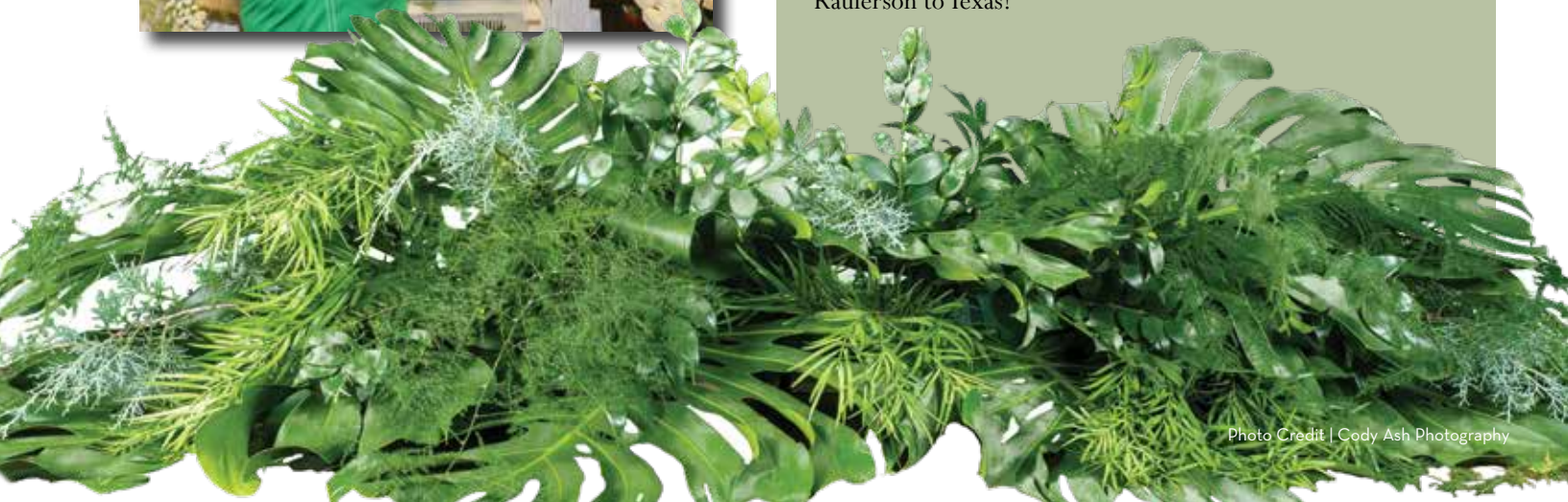


Photo Credit | Cody Ash Photography

The Art of the Bouquet

Hands-on Design Experience instructed by Stacey Carlton AIFD EMC



Photo Credit | Kris Ann Photography

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

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



Photo Credit | Cody Ash Photography

Written by Stephanie Minar

On Friday, Stacey Carlton taught the Hands-on Design Experience titled “The Art of the Bouquet”. With her she brought her passion for flowers into the class as she joyously shared her knowledge with all who wanted to learn.

Think outside the box!

Stacey talked about the fact that bouquets are not just for weddings. You can create these in your daily work for those clients that walk in and choose a premade bouquet! Perhaps share a bouquet or two when passing out business cards! Always think outside the box.

Flowers are a gift so amp it up!

Presentation means everything. Instead of just offering a bouquet in standard paper or cellophane take it to the next level presenting it in decorative paper and tie it with something unique and special.

Wedding flowers are memories in the making! When delivering the bridal bouquet wrap with lacy paper or place in a vase, decorated with ribbons or jeweled embellishments. Wrap corsage and boutonniere boxes with custom selected paper and ribbons. Bridesmaids bouquets may be received by one planning a wedding in the future. Making the most of each opportunity, creating memories in the making and marketing your place of business hoping to stand out must be top of mind in today’s market! Visit floriologyinstitute.com and take a look at Stacey’s on-line demonstration!

Developing the concepts!

Before we started to design our bouquets, Stacey invited all in the class to develop a concept for the design.



Creating the Armature!

With our inspired thoughts we began the armature for the bouquet. Using a crochet hoop we began weaving raffia around the hoop into a web. An armature may be decorative or hidden. The purpose is to hold the flowers in place often providing the opportunity to use less product. To weave the most appropriate web one must think about the number, the type and the actual placement of the flowers. These determinations lead to how much web to weave and just where to weave it. For example, if you are placing your flowers to one side of the armature, you may need the web to be thicker on that side and more translucent on the side that will be visible. Upon completion of the webbed hoop, we removed all foliage from the flowers and placed each until the bouquet was ready to be tied.



A Picture Perfect Ending!

We all came together with the armature bouquets and took a group picture walking away with some valuable knowledge to use in our floral future!! Thank you Stacey Carlton! Thank you Floriology powered by BloomNet for believing in the importance of education!!



BUILDING BLOCKS:

THE ELEMENTS AND PRINCIPLES OF FLORAL DESIGN

Hands-on Design Experience instructed by Pete Samek AIFD

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



Written by Jo Anne Johnson

It would seem that as floral artists, the principles and elements of design are always at the front of our minds. The truth, though, is that as retail florists, we often get caught up in turning out work as quickly as we can, following the same formulas that we always have. Building Blocks was a refresher in the very basics of design. Principles and Elements that should be considered with every arrangement we produce, as well as an invitation to try something most of us do not usually do.

As a recap of the basic principles, we were reminded to consider line, form, space, texture, pattern, fragrance, size of the flowers, and color. Should the design be a round ball, a wispy pillar, or something that radiates from a central binding point? Does a classic or modern style best suit our client's need? Each principle must be carefully planned. It is entirely possible that the way we have always worked is perhaps not the way we should be working to create a floral design with the greatest impact!! This, we would soon see, as we moved forward into the hands-on portion of the class!

A tall, angular vase was provided. We filled it with spires of kiwi vine with an exquisite red hue, while establishing a distinct line accomplished with bird of paradise. The top of the vase was based with round forms anchoring half of the design. Water tubes were secured to the vine where ranunculus, craspedia and plumosa were then placed elevating, while providing greater depth than would be possible with stem insertions into foam. A linear arrangement, with a distinct modern flair and movement



Photo Credit | Kris Ann Photography



Photo Credit | Kris Ann Photography



Photo Credit | Cody Ash Photography

that was exciting to see, was the end result. It was refreshing to break the mold and step away from the round ball that seems to dictate the majority of orders placed.

There are so many considerations when creating for the consumer. From the most basic concepts in design to an expanded artistic expression, the floral professional has so many opportunities to raise the bar. In my opinion the best part of the entire class was the reminder that every design, every shape and every form has merit. To bring that thought back to my studio, where arrangements that were previously round and traditional have an added touch, whether it is curly willow extending past the round form of a hydrangea or featuring delicate ranunculus married to thin bamboo. Unlimited possibilities through the use of the principles and elements of design. Once again, FTD has brought forth the best in design education. Thank you FTD and thank you Pete Samek AIFD for making a difference in each and every design delivered each and every day!



Photo Credit | Kris Ann Photography

Photo Credit | Cody Ash Photography



Photo Credit | Cody Ash Photography



Photo Credit | Kris Ann Photography

Written by: Yolanda Amos TMFA

From the moment I stepped into Pete Samek's class I instantly became overwhelmed with excitement! My mind returned to all I have experienced as a floral designer: the good, the great and the even better! You see, I have never felt any low points when it comes to my passion for flowers! Creating eye-catching designs, that not only have strong appeal but also meet or perhaps exceed my client's expectations, is what awakens me each day! This industry offers opportunity to learn something new and Pete Samek AIFD continues to bring to Texas these teachable moments time and time again.

This class experienced color essentials in floral design with emphasis on the use of monochromatic, complementary, and triadic color harmonies for desired effects.

CHROMA

Get Your Color On

**Hands-on Design Experience instructed by
Pete Samek AIFD**

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





Pete began the class sharing the unique beauty of monochromatic color in varying shades, tints and tones. I was instantly amazed at just how the varying hues increased interest and were instantly soothing and pleasing to the eye. However, the learning experience did not stop there!

We examined the harmony between complementary colors. By using colors high in contrast, such as red and green, places a warm tone with color that is dramatic.

Pete went on to explain how triadic color harmonies create bright and vivid floral bouquets with a touch of subtle. The design demands attention with the initial color and then holds the customer's attention with the bright yet delicate undertone.

Altogether, Pete Samek AIFD delivered another outstanding gem of a class. The eye-popping visual examples of color harmonies offered increased understanding of color implementation. FTD has long supported the best in education in Texas and this experience will certainly long be remembered.

A Texas ThankYou to FTD and to Pete Samek AIFD for bringing the best in education to Texas!



Photo Credit | Kris Ann Photography

FLORAL MYTH BUSTERS

Debunking the Folklore of Flower Care

Lecture and Demonstration presented by
Loann Burke AAF AIFD PFCI

Written by Patty Fair

As I considered attending this presentation, and I say "considered" because I have been in the floral industry for over thirty five years, what did I think I would gain that I hadn't already learned in the past about care and handling. Well... let me just go ahead and tell you that what they say is true...you are never too old or experienced to learn new and proven ways to care for fresh flowers. Thinking back thirty five years ago, the best my memory will allow is that when we received fresh flowers the bunch was cut with cutters and placed in warm water. End of subject. We may have added a dab of Chlorine bleach to the water for a few specific types, to stop continually growing bacteria that some varieties were known for. Little did we know...



Photo Credit | Kris Ann Photography



Photo Credit | Cody Ash Photography



Photo Credit | Kris Ann Photography

Well, AMAZED is all I can say!!! Simply stated...over the years some of those tried and true practices that we have all done for years have been DeBunked! As the industry changes and grows so has research and technology.

Loann Burke was very captivating and knowledgeable. As I sat in on this lecture and listened to the numerous myths and questions she asked about flower care, I would hold up my paddle with a true or false answer. Some of these myths and questions I got correct... but some I thought I knew were 100% correct...ended up being wrong. The benefits of using the recommended products, by far, outweigh the time, effort and expense. To master the product knowledge to best teach your staff promises to be time well spent. When I stop and think that the #1 consumer request about flowers is lasting value and the #1 complaint is due to a lack of lasting value I stood up and took notice!

Since returning from this year's Texas Floral Expo our shop has been implementing some of the practices we learned. I was definitely "DeBunked" on a few of my Myths that I had previously learned in the past. From cleaning cooler buckets and work spaces to using a Finishing Spray as a final protection I have truly come away with knowing a lot more about flower care. So please don't ever think you are not able to learn new things!

Thank you so much Loann Burke and Smithers-Oasis for an eye opening lesson learned!

Thank you TSFA for continuing to bring forward the best in even the most basic of what we need to move our businesses forward with great success!

Lecture and Demonstration underwritten by Smithers-Oasis
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter



SMITHERS-OASIS



Photo Credit | Cody Ash Photography



Foliage Rulloda Style

Hands-on Design Experience instructed by Phil Rulloda AAF AIFD PFCI

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



Photo Credit | Kris Ann Photography





Stylized Tropicals that Sell

**Hands-on Design Experience instructed by
Phil Rulloda AAF AIFD PFCI**

Phil has an exuberant joy of life and teaching... joie de vivre. He says "it's easy to find joy in your life and work when you create with one of God's most beautiful gifts of love: Flowers!" Recognizing that education is a worthwhile investment he sees it as the key that separates the hobbyist from professional. Education costs but no education costs much more.

The Japanese have a word "Kaizen" meaning: "ongoing-continual learning". What can you reason but from what you know. When you know a little, you can't do much. When you know a lot and apply it, you can go a long way.

You have to reinvent yourself every day. He told us to make sure and stay current with design styles and current trends. He reminded us to position ourselves in an environment where you can utilize your skills and talent. One caveat. There is a difference between financial practicality and floral art.

We began our class with a mantra... YES, I CAN. He had us chanting it over and over with excitement. We were first shown how to manipulate Hala foliage into a cone. All the manipulated foliage items were to be used later in the class. Phil demonstrated all of his manipulations via an overhead video following his every move so that the entire class could easily see.

International award winner, educator, mentor and presenter Phil Rulloda AAF AIFD PFCI traveled to Georgetown, Texas to teach at the Texas Floral Expo. From his design philosophy to intense level of skill, Phil always takes floral design and education to a higher level and we were so honored to be able to study with him. In this session, we focused on stylized tropicals that sell.

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





After that, we were told to create our own arrangement. Phil walked around the room assisting his students and answering questions and encouraging us all along the way. In closing, Phil shared that flowers give his life meaning. Phil Rulloda, you have certainly brought meaning to ours and to all that you do.

Written by: Sheri A. Jentsch AIFD TMF

Next was manipulating an Aspidistra leaf into a rosette. I was amazed at the ease in which a leaf could be manipulated into something so beautiful.

Our next leaf manipulation was the nautical shell. As previously mentioned, we watched the Master first. Then it was our turn. Once we all perfected the nautilus shell, Phil went on to create an arrangement. His primary line flower was liatrice. He likes to use flowers in pairs. Next, he added ti leaves. Instead of tossing the Anthurium foliage, he used it to add texture and depth. Then he added lily grass and the foliage that he manipulated and flowers.

Finally, as an added bonus, he cut split leaf philodendron into a square to mimic the container he was working in. We were then shown sheltering and clustering techniques.



Photo Credit | Cody Ash Photography

Photo Credit | Kris Ann Photography



A FRESH LOOK: CHRISTMAS 2020

Lecture & Demonstration presented by Scott Hasty AIFD

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

teleflora.





- 1 • Accent Decor Mandy Vase
• Secure into Styrofoam Red Matsumoto Sticks
• Secure a two foot styrofoam bar vertically up the middle
• Layer permanent botanicals and dried Magnolia

- 2 • Accent Decor Bengal Bowl
• River Rock to fill the base to act as a drain
• Place three double Phalaenopsis plants in plastic containers
• Acrylic Rods to support stems
• Tillandsia Xerographica and Reindeer Moss to base
• Acrylic Midollino to swirl
• Bullion to attach ornaments
• Acrylic Source: United States Plastic Corp. at usplastic.com

- 3 • Accent Decor Winona Bowl
• Tape Cowee Picks to the base of a 6x12 Glass Cylinder
• Secure a bunch of bear grass to the vase with a rubber band
• Secure additionally with Smithers-Oasis Bind wire and cover with ribbon
• Carve floral foam base to secure the cylinder
• Add florals and ornament

- 4 • Accent Decor Empress Vase Repurposed
• Invert and Remove the threaded section
• Place four foot All Thread rod from a Hardware Store
• Attach Ghost Wood using Zip Ties
• Wrap Hobby Store Utility PVC garland
• Hot glue red millimeter balls to the garland
• Complete with a larger ornament

- 5 • Accent Decor Timber Vase to elevate the design
• Syndicate Sales Serenity Cage as the container
• Interpretative Biedermeier Style
• Magnolia for texture with shiny side and velvet side alternated
• Dried Sago Palm Bloom in vertical placement
• Sago Palm Leaf to emphasize the Vertical

- 6 • Accent Decor Newport Pot
• Floral Foam to support the insertions
• Stylized Umbrella Palm at two levels
• Ornaments secured with Oasis Adhesive
• Lacy Leaf Philodendron to shelter
• Echeveria and Reindeer Moss to base
• Red Roses to collar

- 7 • Accent Decor Anemone Vase
• Insert one bunch of Port Orford Cedar into floral foam
• Utilize a 12 gauge wire to assist with shape
• Wrap with Smithers-Oasis Bullion upwards & back down to hold the shape
• Hang the ornament from the Grinch Tree
• Top dress with red roses

- 8 • Accent Decor Timber Vase
• Floral foam to secure
• Vertical statement of equisetum inserted
• Skeleton leaves to base the design
• Dried yarrow to complete





- 9 • Bookend Designs in a cylinder style container
- Perfect for a mantel or an entry or dining table
 - Red dried bamboo and cedar to mirror the vertical
 - Rice plant to base
 - Ornament to complete
 - Statement with three floral selections and an ornament

- 10 • Accent Decor Newport Bowl
- Succulents and Reindeer moss cover the floral foam
 - Stylized umbrella palm accented with gumball size millimeter balls

- 11 • Accent Decor Newport Bowl
- Secure dry floral foam in an eleven inch liner
 - Once secure soak the floral foam in water
 - Place Birch to create the vertical
 - Red Dogwood is the best choice when in season
 - Insert Cut Pine sprayed with Design Master Foliage Sealer
 - Collar with Red Ginger and Green Roses

- 12 • Accent Decor Newport Bowl
- Layer Styrofoam into the base and carve spaces
 - Pan glue birch into the carved spaces
 - Smithers-Oasis wet floral foam to top this base
 - Adhere ornaments to U-Glue dashes placed on the birch
 - Secure with Bullion
 - Remove ornament topper and use as a vase for the Phalaenopsis blooms
 - Green Dianthus Trick and Roses to base
 - Green Dianthus Trick and Skeleton leaves to top the birch
 - Add Bear Grass for movement

- 13 • Accent Decor Haven Vase
- Dried Bamboo
 - Cut Phalaenopsis dance with red Amaryllis
 - Green roses complete the base

- 14 • The importance of creative expression and floral artistry is easily seen when similar products are designed in a different way than Design 15

- 15 • Insert cut Bromeliad blooms into wet foam
- Exaggerated Sago Palm to shelter
 - Group roses, millimeter balls and fresh pomegranates
 - Cedar accents to complete

- 16 • Floor Lamp Base
- Select books in coordinating colors and drill
 - Thread the books graduating the sizes
 - Secure permanent holiday foliage and battery lights
 - Place ornament to complete the top



Personalized Floral Expressions

Lecture and Demonstration presented by Fabian Salcedo

Lecture and Demonstration underwritten by
Texas Floral Education Underwriters



Written by Jo Anne Johnson

Writing about Fabian's work could fill a book. Each design was more breathtaking than the last, and nothing at all as to what I expected was going to be a basic lecture in sympathy designs. I am so grateful that it was so much better than that.

While I could not possibly translate the beauty of Fabian's art into mere words, what I can offer are a few thoughts that were shared. The most important takeaway was a reminder of the purpose of sympathy work. A personalized design brings comfort to family and friends. The very process of artistic expression provides a way for the client to release emotion while moving through the decisions to be made related to flowers. When the design reflects a remembrance of the deceased the arrangement offers not only beauty to behold but more importantly the love it represents. Whether it is a cocoon that shows not a passing but a rebirth, or a wreath that is eternal, or an installation created from something dear to the family, every floral statement is a reflection of a life long remembered.

A second takeaway is that not every design we create, even in personalized work, has to be made from expensive, floral-only materials. One idea I found particularly fantastic was a plant whose roots were bound with a lovely yarn and placed on a piece of found wood. At this size or even on a smaller scale, perhaps on an easel, members of the family can take a plant home and keep a memory alive. Holes drilled in a log can support water tubes that create a natural expression of life. A wall tapestry or a blanket, woven with wire and flowers, created a stunning display. Even beloved furniture is not off limits if an installation work is planned well. I was pleased to learn that several of these designs will be highlighted, in later publications, with suggested techniques so that many can benefit from this amazing lecture and demonstration.

I am so very grateful that Fabian shared his work with us. Both he and his designs are a reminder of how much love lies at the core of everything we do.





Photo Credit | Kris Ann Photography

Kokedama is the Japanese art of growing plants in a moss-covered ball of soil wrapped with string or mono-filament fishing line. Fabian featured a modified approach during the Texas Floral Expo!

Here's the how to !

Create a modified Kokedama as featured to the left


1. Cover the root ball, complete with dirt, with a single layer of paper towel to hold the dirt in place.
2. Wrap with your favorite yarn until a ball shape forms with no holes showing.
3. Bind while the root ball is still dry to where the ball is firm but not too tight.
4. Determine the placement while soaking the root ball in water.
5. Insert at least a 2" nail into the desired placement.
6. Impound the pre soaked yarn covered root ball onto the nail.
7. Orient the plant to desired angle and enjoy!
8. For continued enjoyment simply soak the root ball once a week.

Enhance a Macrame Design as featured to the right

1. Purchase a premade macrame wall hanger.
2. Attach glass water tubes onto macrame hanger with binding wire or aluminum wire.
3. Bind at two points to stabilize the test tubes and prevent any swiveling from the weight of the flowers and water.
4. Once the tubes are in the desired placement simply pop in your favorite blooms and enjoy.



Photo Credit | Cody Ash Photography

 **HEIGHTS Floral Shop, Inc.**
Wallace Nobles

Est. 1935
401 WEST 20TH STREET
HOUSTON, TEXAS 77008

713.862.8811
800.723.3252
fax 713.864.2686
www.heightsfloralshop.com

FTD
Teleflora

HOUSTON

 **Rio ROSES**

1500 N.W. 95TH AVENUE
DORAL, FLORIDA 33172

TOLL FREE 866-RIO-ROSE (746.7673)
FAX 505.594.0924
WWW.RIOROSES.COM
WWW.RIOCORAZON.COM

MIAMI

VICKERY
WHOLESALE GREENHOUSE

PATRICK R. BERRY
Owner

4911 East Grand Ave.
Dallas, TX 75223-2209
pberry@vickerygreenhouse.com
www.vickerygreenhouse.com

(214) 824-4440
Fax: (214) 827-4321
(800) 408-0323

DALLAS



PROFITABLE STYLINGS FOR EXQUISITE EVENTS

**Lecture and Demonstration presented by
Chris Norwood AAF AIFD PFCI**

Lecture and Demonstration underwritten by
Texas Floral Education Underwriters



Written by Tricia Won CFD

What an honor to have Chris Norwood AIFD PFCI present not one but two stage programs for our Texas florists. His Sunday afternoon presentation did not disappoint. Chris showcased a variety of event and wedding designs with props to add flexibility and profitability to our businesses.

Chris began his program with some solid words of wisdom, "There a'int nothin' new, nothin' that hasn't already been done by somebody else already." If you have had a chance to catch one of Chris' stage shows then you are super lucky because they are pure magic. He not only presents his designs, mechanics and outlines the botanicals, he either creates a complete design or completes one for the audience right on stage. What a gift to see him design in person and in such a quick and informal way!

I recently interviewed Chris and asked him several questions about his program.



What did you think when you first found out that you were being asked to present a second program?

I was honored that they would ask me to do a second program...I was given the choice to do whatever I wished. After looking at the lineup, I thought showcasing profitable events outlining ideas on repurposing props might be something that I knew enough about to share with others.

How did you decide what to present for your designs?

I decided to share things that I knew we "reinvent" at our company. Props that had "legs", meaning props that had multiple layers of up selling and repurpose

If you could share one take-away with our Texas florists, what would it be?

Take all the leaves off of hydrangeas...simple but most profitable and effective! Also develop faux botanical statements! Our most profitable items are the suspending design elements and garlands we offer for events!!

Chris completed over twenty designs on stage! Here are a few highlights for now! There promises to be more in future issues of *TEXAS in Bloom*!

A basic stone urn featured a tall arrangement that could be used for weddings or large scale events. Classic garden flowers filled the urn. First showing the audience that placing a large lantern into the center completely changed the look of the design, he then replaced the lantern with additional florals finishing with faux florals. He up sells faux floral rentals often as a way to decrease the overall cost of the arrangement but adding the esthetic value the customer wants. He also enjoys collecting "roadsideia" foliage to add impact without product cost.

A gold urn on top of a styrofoam cube completed with faux hydrangea and foliage was the foundation of the next design. This works well in churches or places that need a large scale design. "Can you tell it's faux?? Yeah, me neither."shared Chris. Fresh florals are then placed in the urn to complete the look.

As we look forward to future issues of *TEXAS in Bloom* note that several amazing ideas will be featured, with the "how-to", hoping to expand the educational opportunities of all that Chris presented!

There may be nothing new here but isn't that the beauty of it?! We can utilize props we have in different ways, expand the visual with faux flower rentals and increase our profitability in doing so. Thank you Chris for traveling to the heart of Texas. We appreciate the time you spent with us creating a magical presentation that many of us will never forget.



Photo Credit | Kris Ann Photography



Photo Credit | Cody Ash Photography



Photo Credit | Kris Ann Photography

TROPICALS: *Rulloda Style*

**Advanced Hands-on Design Experience instructed by
Phil Rulloda AAF AIFD PFCI**

Written by Teresa Bickerstaff

Phil Rulloda AAF AIFD PFCI is widely acclaimed as one of the world's most outstanding floral designers and educators. He is the director of the Southern California School of Floral Design. His awards are numerous and his competitive wins expansive.

Phil has long been known for highly creative tropical installations and creative applications to a variety of foliage. In this advanced hands-on design experience with focused instruction to expand the most needed skills with numerous techniques and distinctive styles were reviewed and practiced to highlight this specialty. The design knowledge, captured in this experience, promises to create the potential for the learner to increase sales with tropical flowers.

Students were provided a variety of flowers and foliage for their design projects. Green Point Nurseries in Hilo, Hawaii was most generous with the contributions of tropical blossoms and foliage. Phil shared that the scale of several Green Point selections allows for better placement in design. Green Point Nurseries products are available through a number of Texas wholesalers, as well as through direct shipment.

A variety of domestic blooms were also available. Of special note, was the inclusion of Crocodyllus fern, a uniquely textured leaf with a very long vase life. Smithers-Oasis furnished the students with tall black vases as well as other design accessories and supplies. What would we do without Smithers-Oasis?!

Phil taught an array of foliage techniques. Ti leaves to create a "Rosette", Hala foliage to create a "Zig-Zag", TeePee Commodore to weave a Nautilus and Hala foliage to braid a bird.

Advanced tropical design applications were reviewed to include using Bird of Paradise foliage and Oasis glue dashes to create a "flame" and shaping a Hybrid Tea Rose to create a "Dahlia Rose". Lily Grass brought form and shape to the design for an innovative touch. He demonstrated several of the techniques taught within his "Fabulous Flowers and Foliages" DVD. The DVD and Phil's several books are offered at philrulloda.com.

Throughout the experience, he worked hands-on with students for individual guidance and demonstration, ensuring that everyone understood the techniques being described. His philosophy for all students is "Yes I Can!!!", and he continuously emphasized this during the class. This positive message was felt by the entire room as the design came to life in front of each floral designer. By the end, everyone was able to leave with a fabulous arrangement, a new knowledge base of how to design tropical flowers and foliage, and wonderful memories to last a lifetime.

Advanced Hands - on Design Experience underwritten by BloomNet
Texas Floral Education and Product Partner
Platinum Level Founding Texas Floral Education Underwriter

floriology
powered by bloomnet

TSFA *Calendar of Events*

Design Credit | Phil Rulloda AAF AIFD PFCI
Photo Credit | Cody Ash Photography



OCTOBER

- 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



DECEMBER

- 23 Hanukkah
- 24 Christmas Eve
- 25 Christmas
- 31 New Year's Eve



Texas thanks Phil Rulloda Texas Style!!

TSFA Past President
Susan Weatherford presents an
ever so stylish Texas Football
Mum to Phil Rulloda!
Design created by TSFA member
Abel Gonzalez - Mencio CFD TME.
Products provided by
Southern Floral Company.

TUBBS
of Flowers, Inc.

4517 S. STAPLES
CORPUS CHRISTI, TEXAS 78411

(361) 993-1978
1-800-288-1978
FAX (361) 993-9819
www.tubbsofflowers.com

CORPUS CHRISTI

Advertisers

Back Cover BloomNet | 866.256.6663

- 27 Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
- 23 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 27 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 23 Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
- 27 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
- 27 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 23 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com

VICKERY
WHOLESALE GREENHOUSE

PATRICK R. BERRY
Owner

6314 Duffan Ln. (512) 291-0400
Austin, TX 78724 Fax: (512) 291-0492
pberry@vickerygreenhouse.com (800) 986-3580
www.vickerygreenhouse.com

AUSTIN

Austin's Finest Flowers
& Best Service

Freytag's Florist

1-800-252-9145
Fax 1-512-345-1336

Ken Freytag • TSFA Past President
www.freytagsflorist.com

AUSTIN

Proud Winner of Consumers' Choice
"Best Florist" Award Every
Year Since 2006



McShan Florist

214-324-2481 • 800- MCSHANS
www.mcshan.com • Since 1948

DALLAS

We're *passionate* about
helping retail florists *thrive!*

Products

Discover exciting possibilities
with serious profit potential

Technology

Optimize your success with ease

Programs & Services

Leverage new opportunities to
further increase your bottom line

Education

Learn how to differentiate yourself in
our upcoming classes

Oct 6-8 "Speak Up Course"

Jackie Lacey AAF, AIFD, CFD, PFCI;

Sharon McGukin AAF, AIFD, PFCI

Register today at www.floriologyinstitute.com/register



bloomnetSM
#betterwithbloomnet

floriology[®]
powered by bloomnet
#betterwithbloomnet

CONTACT US TODAY TO LEARN HOW YOU CAN JOIN OUR NETWORK!

Call: 1-800-BloomNet (1-800-256-6663) • Email: sales@bloomnet.net • Visit: www.bloomnet.net

