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January 2014



THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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THE BLOOMIN' TEXAN

JANUARY 2014 VOLUME XXXX NUMBER 1

*Texas State Florists'
Association
Celebrating
100 Years*



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THE BLOOMIN' TEXAN

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LETTER FROM THE PRESIDENT

Pam Fuller AAF TMFA, TSFA President

Happy New Year's everyone! It is hard to believe 2013 is already over. I hope all of you had a successful holiday season.

We are all looking forward to exciting things in 2014. Our Board of Directors, Committees, and many volunteers are working hard to ensure a bright future for TSFA. Wow! What would we do without our Education Committee? We tested over 700 students that represent 96 schools in 2013. It looks like those numbers could grow greatly in 2014. I feel this type of education is so important. Please reach out to the high schools in your area. There are a lot of talented students who would love to help during holidays or do an internship in your shop. These students are our future work force. Encourage them in any way you can.

TSFA is having our 100th year convention this year! What an incredible convention it is guaranteed to be. If you have never been to convention or it has been a while, this is one you won't want to miss. Mark your

calendars July 18-20, 2014 at the Renaissance Hotel in Austin, Texas. If you are interested in volunteering and helping please contact the TSFA office.

Reading a magazine last month, I came across this and thought of all my fellow florists.

How do you stay creative? A quote by Jim Rohn:

"You are the average of the five people you spend the most time with. Surround yourself with people who are doing interesting things, who are thinking interesting thoughts, who challenge you to be better, and who come from a diverse set of backgrounds and experiences. That, combined with appropriate moments of 'me' time, provides the perfect breeding ground for great ideas. And whatever you do, don't get hung up on what competitors are doing. Be aware of what's going on in the industry, but don't let it dictate your own creative process."

Let's all strive to be more creative. This is what sets our business apart from other businesses. Also, get involved in TSFA. If not, you are missing out on great networking, education, camaraderie, business growth ideas, and wonderful friendships. I challenge each of you to bring one new member to TSFA in 2014. Help them know what all TSFA has to offer. Encourage them to become a member and experience all the benefits. 2014 is going to be a great year for all of us.

Phil Rulloda AIFD Impacts Those Around Him

Respectfully written and submitted by Nicola Parker TMFA



I was shocked and honored to get a call from Ken Senter AIFD asking if I was interested in covering the Phil Rulloda Hands-on class that was being held at The Senter Piece October 26th – 27th, 2013. Of course, I jumped at the chance since Phil Rulloda has not been in Texas since the TSFA convention in Galveston, Texas over 10 years ago.

Phil Rulloda AIFD is an internationally acclaimed floral designer, teacher and author. He has been a guest designer/speaker/presenter in over 700 industry events. He is the owner and head instructor of the Phil Rulloda School of Floral Design in Anaheim CA. In 1987, Phil was the first inductee into the Arizona Floriculture Hall of Fame.

In 1990, Rulloda co-authored his famous book *Contemporary and Tropical Floral Design* with Silberio Casavar AIFD. In 1991, Phil was bestowed the first ever award for Design Influence by AIFD. This award, to date, has only been given to 7 people. He is very much in demand worldwide for his expertise and amazing design style. I wondered whose idea it was to bring such a great educational opportunity to Houston. So, I asked Ken Senter how it came about. He said they were at the AIFD Symposium in Las Vegas at dinner, discussing the possibility of Phil coming to teach a class. Phil said he was so much more accessible to students in a hands-on situation so Ken and Donna offered their business to him for the class. They made no money on this event; they were just happy to bring him and his knowledge to Texas.

When I asked Ken if he would be bringing more of these classes to town, he said he would be open to future classes that would bring this level of education to Houston.

I was amazed to hear that some of the students traveled from as far away as Tennessee! Students came from Oklahoma, Houston, Dallas, Ft Worth and Tyler, TX. I asked Lisa, one of the students, what brought her to the class and she said, "Getting to see Phil". I guess that's as good an answer as any!

Upon entering the class, I recognized Phil Rulloda right away. He seems ageless and exactly the same as I remember him, even though he is now 70 or so years old. He is a formidable man that is very hard to miss except when trying to get a good picture of him. It's almost impossible due to the fact that he never slows down. Rulloda was in constant motion moving to and from each of the lucky 19 students in the class, busily working the weaves that he was demonstrating for them from Hala Foilage and different varieties of greenery. He wove birds from Hala, informing participants that it was a very long lasting foliage and recommended touching them with silver or gold so they would last indefinitely.

There was one thing I noticed immediately: repetition is a must to Phil. He has a lot of catchy phrases that are used to help the students remember the weave patterns that he teaches. He says, "Repetitive directions help keep them in your memory".

One quote he said was, "Do it 1,000 times, it's repetitive; 10,000 times is refinement; and 250,000 times is perfection."

He made so many fabulous designs from woven greenery and incorporated them into floral art that he created. (See pictures below)

During his design programs, Phil likes to quote something philosophical from the Bible or the Koran that can help you with your journey. He says the best things in life are faith, hope and love and of these three, love is the greatest of all. Rulloda recommends that you learn from everyone you meet, marinate it and don't ever say "That won't work". Always learn, grow and expand and make it your own.

Last but not least was getting to meet Ms. Phan Lai. She has been Phil's assistant since 2004. She is a shockingly young, 70 year-old stick of dynamite. I was astonished to learn that she will be receiving her AIFD certification at the 2013 AIFD Symposium in Chicago. When asked if that was her first time to test at the PFDE, she said, "No, but to never give up. You're never too old to do what you dream of." Congratulations Phannie! I want to thank Ken and Donna Senter for hosting the incredible Phil Rulloda and for opening their doors for a great educational opportunity for Houston. Thank you also to Phil Rulloda and Phan Lai for all they do for the floral industry.

In closing a quote from Phil Himself:
"When a pebble is cast into a placid pond the consequences of the impact ripples out from the center, the ripples touch all sides of the pond in a far-reaching expression of cause and effect. Just as "no man is an island", the correlation between one man's actions affect not just his own life, his own destiny, but can and will have an impact on the people around him."
— Phil Rulloda

Thank you also to Alex Torres AIFD TMF for helping with some facts on this article.



How to handle “No Match” letters from the Social Security Administration

By Sheila Gladstone

Reprinted with permission from Texas Business Today

What to do when you receive a “No Match” Letter from the Social Security Administration?

Like most employers, you probably do a good job of making sure all your workers present the necessary I-9 documentation at hire, to demonstrate they are eligible to work in the United States. The documents may look very legitimate and you are quite comfortable with the employees’ legal status. What happens, though, if you later receive a letter from the Social Security Administration stating that the Social Security Number reported for one of your employees does not match the employee’s name in the SSA database?

This is happening to employers more frequently than ever. What do you do next? Do you have to fire this employee?

First, don’t panic. Although the Social Security Administration (SSA) has resumed its practice of sending out “No Match” letters, the Department of Justice has emphasized that the receipt of a SSA no-match letter does not necessarily mean that the employee is not authorized to work in the U.S. In fact, the government does not want you to fire an employee based solely on the receipt of such a letter. The no-match letter simply means there is an error in either the employer’s records or the SSA’s records, and seeks the employer’s and/or the employee’s assistance in trying to make the two records match. There are other reasons besides questionable immigration status that could cause the problem—a simple typing error when the employee, the employer, or the SSA recorded the name or social security number, an unreported name change due to marriage, or even identity theft. We recently saw a no-match letter that was issued because the middle and last name of the employee were reversed based on cultural differences.

You still must take the letter seriously and respond quickly. Employers or employees who ignore no-match letters are often



When an employer receives a “No Match” letter from the Social Security Administration (SSA), it simply means there is an error in either the employer’s records or SSA’s records, and the SSA is seeking the employer’s and/or the employee’s assistance in trying to make the two records match.

investigated by Immigration and Customs Enforcement (ICE), as sometimes the reason for the no-match is that the employee provided a false SSN. Ignoring a no-match letter will be used as evidence that the employer knowingly hired an illegal worker, leading to fines of up to \$10,000 per worker/per incident. When ICE audits, it is common to see a request for all no-match letters received by the employer.

If you get a letter, the first thing to do is check your employment records to determine if the information provided to SSA matches those records. If not, you can contact SSA for an easy correction. If you need the employee’s help in verifying the records, ask as a second step. The employee may be able to show you an original social security card, or explain an unreported name change. If the answer is not evident, then require that the employee contact the SSA. It is not advised that you terminate or otherwise retaliate against the employee at this time, as doing so could be seen as national origin discrimination. You should give the employee a reasonable time to resolve the matter, normally about 120 days. If, after that time, it appears that the employee is not permitted to legally work in the U.S., termination may be appropriate.

Sheila Gladstone chairs the Employment Law Practice Group at Lloyd Gosselink. She has spent the last 25 years helping employers navigate through the complex laws governing the employment relationship, including establishing the right policies, forms, contracts, wage payment practices, and workplace training. She is committed to keeping employers out of trouble, and defending them during governmental investigations and worker complaints. Sheila can be reached at 512.322.5863, or at sgladstone@lglawfirm.com.



100 Advantages to Membership

Throughout 2014, TSFA's Board of Directors will share 100 membership advantages in the magazine and on Facebook, Twitter, Pinterest and tsfa.org. Please make sure that you like us, follow us, pin us, and bookmark us to know about all that TSFA has to offer.

Let the countdown begin!

1. TSFA's website, tsfa.org, offers all the information you could ever want to know about what is going on with TSFA.
2. The job banks on tsfa.org allow you to post a job to find your next amazing designer. Level 1 Certified designers can post their resumes for owners to look at as well!
3. The *Bloomin' Texan* online archives to share your favorite issues on tsfa.org
4. Share your memories and read others on our 100 Years of Memories page on tsfa.org.
5. Take some basic level online education courses right from tsfa.org.
6. Scholarship opportunities from the Texas Floral Endowment can be found on tsfa.org. Submit your application today!
7. Online registration now available for all Hands-On Workshops on tsfa.org.
8. 100th Anniversary Convention information available for both exhibitors and attendees available on their own pages on tsfa.org.
9. Thank you to all the Past Presidents of TSFA that have brought us to this celebration. See their pictures and terms on the President's Wall of Honor on tsfa.org.



100 Years of Memories

Here are a few of our favorites

Share your memories and upload your favorite pictures on the online *100 Years of Memories* page on tsfa.org.

Remember to join us at our 100th Anniversary Celebration Convention, July 18-20, 2014 in Austin, TX to begin our next 100 years of memories!



MEMBER SPOTLIGHT

Annie Fentz, Pressed Garden Floral Preservation



NAME: Annie Fentz

TITLE: Owner and Pressed Flower Artist

SHOP: Pressed Garden Floral Preservation, Austin, TX

YEARS IN INDUSTRY: 8

FAMILY: I am a “Mom” to two amazing young women and “Nee-Nee” to a 5 year old grandson who holds my heart.

FAVORITE MOVIE: *Blindsight, Gone with the Wind, Notebook*

FAVORITE PLACE TO GO TO GET AWAY: Anywhere outdoors, the mountains, the ocean, woods, a beautiful garden, a foreign land where nobody speaks English!

HOW DID YOU GET INTO THE FLORAL INDUSTRY? I have always had a passion for flowers, even at a very young age. I would make floral arrangements for my mother’s Christmas table by the age of 10. As a child, I would play with Hollyhock Dolls for hours that my grandmother made for me! My mother TRIED to grow Snapdragons, but we would have puppet shows with all the blossoms!

YEARS INVOLVED WITH TSFA: This is my first year with TSFA

PASSION(S): Flowers, art, color, mission trips to foreign lands, feeding the homeless in downtown Austin, friends...and laughter!



WHAT ABOUT THEM INSPIRES YOU? Each of these things inspire me to continue learning, exploring, finding joy in life and never EVER allow my life to just turn beige...

GREATEST ACCOMPLISHMENT: That would be a two-way tie. Traveling around China, staying with missionaries with the underground church was a huge, wonderful and dangerous adventure. It gave me the opportunity to stare down some great fears. Fulfilling my 20+ year dream of starting my own business, preserving bouquets and turning them into art is the other.

WHO IS YOUR HERO? Cestelle Hanneman — She hid at night, writing a book, when “women don’t do such things”. Her book was “Glorious Pressed Flower Projects”. She was told that nobody would ever read such a book. I read it over and over again for over 20 years, inspired each time. When I was at the lowest place in my life, I found her online and she encouraged me to go for it. So, at age 47, I became an entrepreneur and started my business, “Pressed Garden”.



YOUR DESIGN ICON? What I love about TSFA is that I have the opportunity to be around so many gifted and talented floral artists. I seriously just enjoy watching all of you at work, especially at conferences.

BIGGEST THING LEFT ON YOUR LIFE “TO-DO” LIST? I would like to use my business to lift homeless women and women caught in human trafficking to get off the streets, teach them a trade, and ethical business practices. I want to find a way to use my business to encourage others to find the gifts and talents and passions that were born into them...so they can fulfill the destiny God has for them.

WORDS OF WISDOM? Find your passion...and then be passionate about it! Your life is of GREAT WORTH, so pour all of that into the things that give you the most joy. If what you do does not bring you joy...it is time to go exploring till you find it!

GREATEST INDULGENCE? My mind automatically goes to food! Chocolate from Amsterdam...or cheesecake from anywhere!

COVETED ITEM? Right now I am saving for a great big overstuffed purple chair that I can sink down into and get lost in my Japanese Pressed Flower Books!

WHAT WOULD YOU BE DOING IF YOU WEREN'T IN THE FLORAL INDUSTRY? I would likely be more active on the mission field, perhaps in South Africa. Or I would be a photographer/painter of beautiful floral art.

Adkisson's Florist Celebrates 100th Anniversary

On July 16th, 1913 Wise Adkisson sold E. D. Barlow 25 roses for 50 cents. And with that first sale Adkisson's Florist started what would become one hundred years of serving the Greenville community.

Wise and Lenna Adkisson founded Adkisson's Florist two years after their marriage in 1911 and after spending a year learning the floral business and apprenticing with the Forrest family, Lenna's uncle, in Waxahachie. Originally operating from a shop and greenhouses on Walnut Street in North Greenville, Adkisson's Florist, with the slogan "The Greenville Florist", both grew flowers for the wholesale trade in North Texas and arranged and delivered flowers to retail customers in Greenville to celebrate life's important events like romance, marriages, births, birthdays, anniversaries, and deaths.

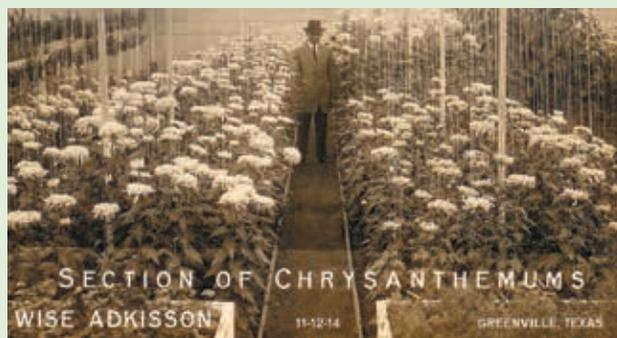
By the late 1930s, Adkisson's had grown to encompass more than 40,000 square feet of greenhouses producing cut flowers and green plants year-round and employing almost 100 people. In addition, the greenhouses were a major source of seasonal blooming plants such as poinsettias, hydrangeas, and Easter lilies to help Texans across the state celebrate major holidays like Christmas and Easter. The end of World War II found Wise and Lenna expanding the business to the growing of ornamental nursery stock at multiple sites in Hunt County which totaled more than 120 acres. Nursery plants were shipped from Greenville by truck and rail all over the United States.



Lenna Adkisson



Wise Adkisson

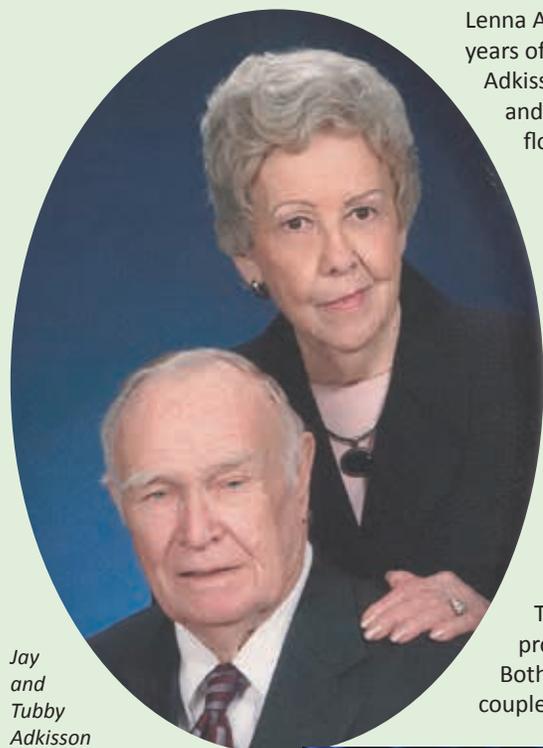


Lenna Adkisson died in 1959 and shortly thereafter Wise retired from the florist business after 50 years of almost continuous growth. Jay and Tubby Adkisson became the owners and proprietors of Adkisson's Florist and together they would operate the business for the next fifty years. Jay, Wise and Lenna's oldest son, had grown up in a house next to the florist and had been active in the florist since he was 10 years old when he served as a delivery boy after school.

Changing market conditions, the advent of jet travel, and the energy crises of the early '70s resulted in the relocation of greenhouses and growing operations to offshore locations in Central and South America. The greenhouses and nursery operations were closed and Adkisson's Florist moved to its current location at 3410 Wesley Street in Greenville where it continues today to provide flowers to mark life's milestones.

Tubby married into Adkisson's Florist on Valentine's Day 1948. As she would say for the rest of her life "I married a florist on Valentine's Day, the busiest day of the year in a florist's life. It shows you just how much I didn't know about being a florist". However, Tubby was a quick study and after several years of on-the-job experience and design schools she soon became a certified Texas Master Florist.

For the second 50 years of its existence, Jay and Tubby balanced operating the florist with extensive civic volunteerism in the Greenville community and industry leadership in the Texas State Florists' Association. Jay was a two-term Greenville city councilman and mayor pro-tem and Tubby's service to Greenville is both well-known and too comprehensive to list. Both Tubby and Jay served as president of the Texas State Florists' Association and together as a couple they received the TSFA Lifetime Achievement Award.



Jay and Tubby Adkisson

Jay was active in the operation of Adkisson's Florist until his death in 2009. Tubby was also more than active in the business as well as the Greenville community until her somewhat sudden death in January of 2013. Two days before she died Tubby was, in no uncertain terms, conveying her ideas and plans for the 100th anniversary celebration of Adkisson's Florist. Hopefully she is pleased with the results.

Roses no longer cost 2 cents each—and the world is a different place than it was in 1913—but the business of life goes on unchanged. People still fall in love, get married, have children, celebrate milestones, and eventually die. And Adkisson's Florist is still here helping the people of Greenville, during the good times and the bad by helping them, as the old musical suggests, "Say It With Flowers".

Richard Adkisson, son of Jay and Tubby, is congratulated on the 100th anniversary by TX Dept. of Agriculture Deputy Commissioner Drew DeBerry





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1313 W. 20th Street

Instructor: Pat Hermes TMF



2014 Schedule

JANUARY 2014
January 13-16 & 20-23

JUNE 2014
June 16-19 & 23-26

FEBRUARY 2014
February 17-20 & 24-27

SEPTEMBER 2014
September 15-18 & 22-25

APRIL 2014
April 21-24 & 28- May 1

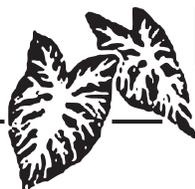
School Registration Fees

Class Name	Member	Non-Member
Basic Floral Design	\$275	\$315
Wedding Design	\$300	\$345
Sympathy Design	\$300	\$345
Floral Management/ Care & Handling of Cut Flowers and Foliage	\$275	\$315

\$75 deposit is due for each class registration. The deposit will be refunded if cancellation notice is received five (5) business days before the start of classes. Registration fee includes all flowers and supplies. Tools provided.

For more information, please contact the TSFA office by phone at (512) 834-0361 or by email at txsfa@sbcglobal.net. To register, visit www.tsfa.org/school.html.

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It's Up to You!

Your nominations for TSFA Officers and Directors determine whom you'll vote for in July!

The Texas State Florists' Association Nominating Committee will meet in January 2014 and is now accepting recommendations for nomination of persons desiring to run for office at our July 2014 Convention. Candidates will be nominated for the following offices: President, Second Vice President, Retail Director (two to be elected) and Wholesale Director.

Only those members who have been active in the Association for at least two (2) years prior to the election, whose Association dues are currently paid, and who will have sufficient time to devote to the affairs of the Association, shall be eligible for nomination for the office of Director.

Candidates for the offices of President and Second Vice President shall have been members of the Association for at least three (3) years and shall have served on the Board of Directors for at least two full years prior to the election, with membership dues currently paid. If you wish to be considered for an office, or if you would like to nominate someone else, please forward your recommendations to reach the TSFA office by January 20, 2014.

You may use the form on this page or write a personal letter. The Committee will appreciate your responding to this request to assist them in selecting a slate of officers for 2014-2015.

To: TSFA Nominating Committee
P.O. Box 170760, Austin, Texas 78717
FAX to 512.834.2150
or email: txsfa@sbcglobal.net

I would like to be considered for the following office:

I would like to nominate for the following offices:

President _____

Second Vice President _____

Retail Director _____

Wholesale Director _____

Recommended by: _____

Name _____

Firm Name _____

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City _____ State _____ Zip _____

Phone _____ Email _____

focus on design

Floral design by Rich Salvaggio AIFD AAF PFCI

Reprinted with permission of *Flowers&* magazine

Photography by Ron Derhacopian



Ribbon and foliage combine to clothe a tall glass vase in high style.

The waterproof green ribbon is designed as an alternative to aspidistra foliage for wrapping and covering foam. It can also be used inside the vase. Here, it covers the vase on the outside and provides the perfect backdrop for striking diagonals of split hala foliage.

1. Wrap a tall glass rectangle with waterproof green ribbon that resembles foliage, using UGlu. The ribbon used here (see our Where to Buy section) is made of polypropylene and is four inches wide.
2. Glue split hala (also called pandanus), flax, or a similar foliage to the ribbon. The split foliage is narrower than a UGlu Strip, but you can still use UGlu Strips: simply press a strip to the back of the foliage, press on the paper cover to secure the glue, pull the paper cover off, and fold the excess glue over so it sticks to itself.
3. To complement the custom vase, include more hala foliage among the flowers in the finished design, angled in a way that calls out the diagonal line of the hala accent on the vase. 🌿





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Governor Perry Appoints TSFA Member to Lower Colorado River Authority Board of Directors



Ellison-Kalil

Gov. Rick has appointed five members to the Lower Colorado River Authority Board of Directors for terms to expire Feb. 1, 2019. The board oversees activities of the Lower Colorado River Authority, which delivers electricity, manages water supply and protects water quality for the lower Colorado River and its tributaries. One of those few appointees is TSFA member P.J. Ellison-Kalil.

Pamela Jo "PJ" Ellison-Kalil of Brenham is the former president and owner of Ellison's Greenhouses Inc. She is a member of the Society of American Florists (SAF), a past member of the SAF Growers Council, a member and past director of the Texas State Florists' Association, a member and past grower director of the Texas Nursery and Landscape Association, and a member of the Ohio Florists Association, Seeley Conference and Texas Agricultural Lifetime Leadership Advisory Board. She is chair of the Texas A&M University Department of Horticulture International Floriculture Advisory Committee and a member of the American Floral Endowment Board of Trustees. She is also a member and past president of the Brenham Historical Society, a member and past board member of the Washington County Chamber of Commerce, a member of the Brenham Rotary Club and Washington on the Brazos Foundation, and a past member of the Brazos River Authority Board of Directors. Ellison received a bachelor's degree from Texas A&M University and a Master of Business Administration from Notre Dame College.

TSFA congratulates P.J. Ellison-Kalil on this appointment.

Strategy Session – Are You Focused on Growing Your Business?

If your floral business is growing, or you would like it to, here are a few ideas to help empower your business to succeed even in challenging economic times.

First, take a moment to reflect on your brand and make sure you are delivering a consistent message. Your mission should be clear and consistent so that your customers know exactly what you are selling and what values you have as a Company. With a clear picture of what your brand represents, the following ideas will be easier to execute.

- Customers first. Align any growth plan around protecting your existing customers. Repeat business is an incredible source for grassroots marketing, as satisfied customers give you word of mouth marketing.
- Listen. Begin any sales conversation with determining what it is your customer needs. The goal is to match your products and services with what your customer needs. Describe your product in a way that expresses how it benefits your customer. For example, edit product descriptions on your website to illustrate what floral arrangements can do for your client.
- Embrace growth. A challenge for many small business owners is transitioning from thinking about the day to day operations and thinking outside the business – i.e. developing a marketing strategy, researching the industry, etc.

As you embark on the journey of growing your business, remember there are several resources you can use such as asking the advice of other businesses in the industry and taking advantage of assistance provided by the Small Business Association.



JANUARY 2014

- 10** TSFA is offering a Qualifying Exam testing at Blinn College in Brenham, TX. For more information, please call the TSFA office at 512.834.0361 or tsfa.org.
- 13-16** TSFA School of Floral Design Classes. & **Austin location** — 12108 Roxie Dr., **20-23** Austin, TX 78729. Instructor: Pat Shirley-Becker AIFD TMFA **Houston location** — Southern Floral Company, 1313 W. 20th St., Houston, TX 77008. Instructor: Pat Hermes TMF. Call the TSFA office at 512.834.0361 to register or go online to tsfa.org.
- 22** Nominating Committee Conference Call, time 3 pm.

FEBRUARY 2014

- 14** Valentine's Day
- 17** President's Day
- 17-20** TSFA School of Floral Design Classes. & **Austin location:** 12108 Roxie Dr., **24-27** Austin, TX 78729. Instructor: Pat Shirley-Becker AIFD TMFA **Houston location:** Southern Floral Company, 1313 W. 20th St., Houston, TX 77008. Instructor: Pat Hermes TMF. Call the TSFA office at 512.834.0361 to register or go online to tsfa.org.

MARCH 2014

- 2** Texas Independence Day
- 9** Daylight Savings Time starts
- 17** St. Patrick's Day

APRIL 2014

- 12** Level 1 Testing for High Schools
• College Station High School, College Station, TX, 9am
• Banquete High School, Banquete, TX, 9am
- 13** Palm Sunday
- 14** Passover Begins (at sundown)
- 18** Good Friday
- 20** Easter
- 21-24** TSFA School of Floral Design Classes. & **28-May 1** **Austin location:** 12108 Roxie Dr., Austin, TX 78729. Instructor: Pat Shirley-Becker AIFD TMFA **Houston location:** Southern Floral Company, 1313 W. 20th St., Houston, TX 77008. Instructor: Pat Hermes TMF. Call the TSFA office at 512.834.0361 to register or go online to tsfa.org.
- 23** Administrative Professional's Day
- 26** Level 1 Testing for High Schools
• Skyline High School, Dallas, TX, 9am

JULY 2014

- 18-20** TSFA's 100th Anniversary Celebration Convention, Renaissance Austin Hotel



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IN MEMORIAL



Gertrude T. Baugh

Gertrude Keating Tubbs Baugh AAF, founder/owner of Tubbs of Flowers in Corpus Christi, TX, passed away peacefully at home November 14, 2013 at the age of 96. Gertrude was a widow with two young boys, Robert and Michael when she opened her business, Esco Flowers, in 1946 which became Tubbs of Flowers shortly thereafter. While becoming more involved

in the floral industry, she met Jerry Baugh, a Lion Ribbon salesman from Portland, OR. They fell in love and married in 1948. They had two children, Jerry Jr. (Butch) and Susan. Gertrude and Jerry (TSFA President, 1970) were very active in TSFA, participating in and commentating many design shows for Texas and other state floral organizations as well as in Mexico. Gertrude was preceded in death by her mother Edith, husbands James L. Tubbs and Jerry R. Baugh, daughter Susan B. Avila and son Jerry Baugh Jr. She is survived by her sons Robert and Michael Tubbs, by Raymond and Bobbie McElhaney, 7 grandchildren, 4 great-grandchildren, many cousins, nephews, nieces, friends, and loyal employees that will treasure the memory of this gallant and loving woman. Gertrude will always be remembered for her love of life, family, animals, and of course, flowers.

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A black and white photograph of a person standing in a room filled with cardboard boxes. The person is wearing a dark shirt and jeans, with their hands behind their back. In the foreground, a brown paper bag is lying on the floor, partially crushed and torn, with the word 'FLOWERS' printed on it. The scene suggests a warehouse or shipping area where flowers are being damaged.

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