



The Bloomin' Texan

January 2015





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The Bloomin' Texan

JANUARY 2015 | VOLUME XXXXI | NUMBER 1

From the President



BRILLIANCE of the BASICS! Promote the POSITIVE!

Welcome to the NEW YEAR! This is an opportune time to reflect on the past year and promote the positive. Once the reflection of 2014 is done, it is time to direct our focus on 2015 and on the BRILLIANCE of the BASICS.

When we hear the word, "BASIC" we sometimes, automatically think...generic, easy, elementary, etc. However, the definition for BASIC is...most important or essential; serving as a starting point or minimum. The brilliance of the basics creates a solid foundation upon

which every successful career is launched. Initiating this foundation with a positive mind-set will only enhance its stability. The positive thinker sees the invisible, feels the intangible and achieves the impossible. To quote Zig Ziglar, "People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily".

Some people deal too much with the negative, with what is wrong...why not try and see the positive things and make them "bloom"? This pertains to our personal life, as well as professional life although, in many cases, they are one in the same. That's when you know you love what you do!

I hope you like the NEW *Bloomin' Texan*. We definitely added BRILLIANCE to the BASICS! This is just a sampling of what BRILLIANT things are to come through TSFA! Our first Floral Showcase will be in Harlingen on January 21, 2015, featuring The Flower Expert J Schwanke AAF AIFD PFCI TMF. Upcoming Floral Showcases will be in Temple and Lubbock, as well as an outstanding Floral EXPO in Sugar Land, Texas.

In closing, I must share that this collaborative effort would not be possible without the support of the Texas Floral Education Underwriters. To state it quite simply, these companies are giving back to Texas. I ask that you give back to them each and every time you can through your purchases of products and services. When you have the opportunity to purchase, please acknowledge their generosity toward TSFA's new approach to floral education in Texas.

Wishing you a fantastic New Year and don't forget there will always be time to seek out the...

Brilliance on the Basics!

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

P.O. Box 170760 | Austin, Texas 78717 | 512.834-0361 | FAX 512.834-2150 | 800.375-0361 | www.tsfa.org | E-mail: txsfa@sbcglobal.net

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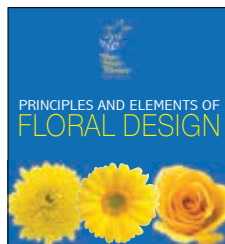
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TEXAS FLORAL
EDUCATION
UNDERWRITERS
JOIN TSFA MISSION
TO BUILD THE
FLORAL
INDUSTRY WORKFORCE



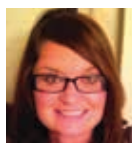
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BRILLIANT...ON THE BASICS!!

TEXAS FLORAL EDUCATION UNDERWRITERS JOIN TSFA MISSION TO BUILD THE FLORAL INDUSTRY WORKFORCE

Over the past ten years, TSFA has developed programs to build the Floral Industry Workforce in Texas. These programs include the Level 1 High School Certification Program, the development of an Industry Authored High School Curriculum, and the Texas State Florists' Association School of Floral Design. A portion of the proceeds from the Texas Floral Education Underwriters will contribute to the continued success of these programs. TSFA has developed a strong foundation in these areas. This forward thinking approach will continue to create the platforms needed to provide a broad based format and encourage those interested in the floral industry to take a fresh look at all it has to offer.



The high school floral design certification program began because of the retail florists' need for qualified and educated employees and future business owners. Ten years into the program, this Level 1 Floral Design Certification is fulfilling that objective.

The purpose of Level 1 Certification is to prepare students for an entry level position in the Floral Industry with both knowledge and skill to enter as a beginning floral designer. Students take a comprehensive written exam and test, hands-on in a timed setting. When a student passes both components of the Level 1 certification they may post their resume and portfolio to the TSFA website so that potential industry representatives may view their work for potential employment.

Level 1 Certified Floral Design Certified students are sharing their talents with the Texas floral industry in flower shops across the state.



The Texas State Florists' Association School of Floral Design currently offers a comprehensive two week intensive program at locations in Austin and Houston. The two week in depth study includes design classes in three subjects and a management class that includes the most up to date care and handling information.

The tireless effort of the TSFA Education Committee is recognized in the success of sold out classes and requests for additional programming.

TSFA's consideration to expand to locations in other areas in Texas is in research and financial review.

One of the first state associations to open a School of Floral Design, TSFA offers yet another platform to build the Floral Industry Workforce.

Basic Floral Design

Understanding Mechanics | Composition
Function of Color | Principles and Elements of Design

Sympathy Design

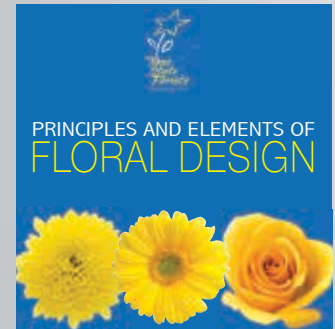
Expressions of Sympathy | Floral Tributes

Wedding Design

Boutonnieres to Bouquets | Aisle to Altar Designs
Cake Flowers to Reception Centerpieces

Floral Management

Mastery of Business Principles | Reading Financials
Opening a New Store
Care & Handling of Fresh Florals



The TSFA Education Committee recognized the need to develop floral curriculum for high school teachers. Thus, "Principles and Elements of Floral Design Teachers Edition Curriculum" was written in 2014.

This 287 page manual covers 100% of the Texas Education Knowledge Skills (TEKS).

TSFA is pleased to announce this curriculum was approved in November 2014 by the Texas State Board of Education and is the only approved industry written curriculum.

TSFA Volunteer leadership is so forward thinking. This curriculum will enhance the floral design student's experience in high school, sparking their interest in floral design at a young age. TSFA's involvement in the high school floral design program ensures the future of the floral industry in Texas.



MAKING TEXAS EDUCATION POSSIBLE

SHOWCASE REGISTRATION



January 21, 2015

Stefano's Italian Cuisine Restaurant
4201 W. Business 83 | Harlingen, TX 78552

or

March 24, 2015

Hilton Garden Inn Temple
1749 Scott Boulevard | Temple, TX 76504

- 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 | uBloom.com Flower Expert J Schwanke will present 101 ideas to make your life in the design room a little easier!
8:30PM | Product Gallery Shopping
Design Auction to support the Texas Floral Endowment

Basics 101....Anything but Basic

Texas is taking *101 Design Ideas* on the road that will make your life in the design room just a little easier. uBloom.com Floral Expert J Schwanke AAF AIFD PFCI TMF will show you how!

What a perfect opportunity to learn and share incredible flower tips, tricks, and techniques that will help you the very next day in your flower business. Make YOUR BUSINESS more PROFITABLE, FASTER, EASIER and a whole lot more FUN.

Join J Schwanke AAF AIFD PFCITMF, the host of *Fun with Flowers and JTV*, as he shares his collection of essential tips, tricks and techniques gathered from throughout the flower industry.

Be the first to see him use your favorite flowers, foliage, and floral products! It's time for fantastic fun and flower ideas...

101 to be exact!

Attendee Name

Business Name

Address

Phone

Email

\$35 Registration Includes
Dinner | Design Presentation
Product Gallery Shopping

Take 30% off Registration as a TSFA Member

**\$101 will be presented to one
attendee at each Showcase!**

_____ I am registering for the
January 21st Showcase in Harlingen

_____ I am registering for the
March 24th Showcase in Temple

Credit Card No.

Expiration

Code

Zip Code

Signature

Mail check to:

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

OR REGISTER ONLINE AT TSFA.ORG

Staying the night in Harlingen or Temple?

There are \$69.99 room rates at the Best Western Casa Villa Suites, Harlingen. Call 956.412.1500, use code #1148 to receive this reduced rate.

There are \$99 room rates at the Hilton Garden Inn-Temple. Call 254.773.0200 and ask for the TSFA group code to receive this reduced rate.

J SCHWANKE *The Flower Expert*

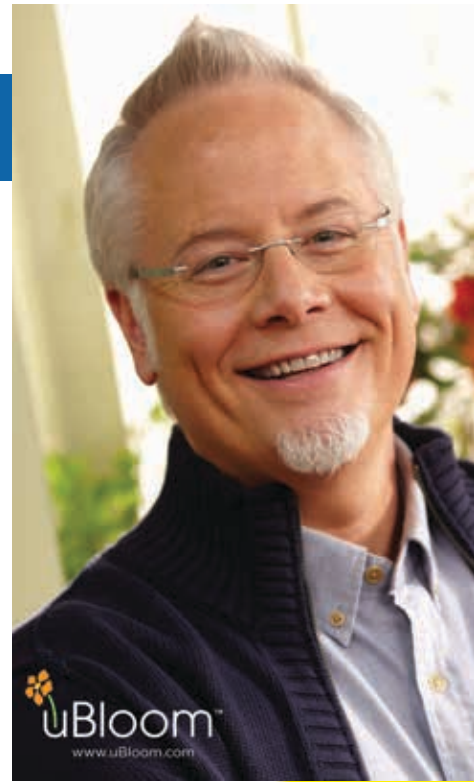
A True Flower Celebrity, Author, Award Winning Speaker and one of the Most Trusted Voices in the Flower Industry.

J Schwanke's love of flowers began at birth during a snowstorm at a state flower convention in Nebraska. In 1976 J formally joined his family's flower business, Green's Greenhouses Inc., where his career grew and blossomed as he directed the Flower Shop and Garden Center operations starting in 1981. J is a Certified Flower Designer (CFD), a member of the American Academy of Floriculture (AAF), the American Institute of Floral Designers (AIFD), the Professional Floral Communicators International (PFCI).

In 1994 J began his independent career as a flower design consultant, flower industry spokesperson becoming the foremost expert on flower design in the American flower industry. J is the CEO of uBloom.com, the first online community for flower lovers, both professional and enthusiast. As the host and producer of the first ever web broadcast flower design show, JTV, and his current show Fun with Flowers and J, J is regarded as the most trusted voice in the flower industry. His website, uBloom, offers flower lovers everywhere the opportunity to learn and experience the fun of Flowers and Flower Arranging, 24/7! J's Passion for Flowers is far reaching and infectious.

J is the creator and publisher of the *uBloom Trend Synthesis*, an annual publication that explores current trend concepts and how they relate to floral and decorative accessory retailers. J has given Flower demonstrations in all 50 states, Canada, and throughout Europe and continues to educate and entertain his flower fans around the globe. Highlights include the Epcot International Flower and Garden Festival, Art in Bloom, Bouquets to Art, San Francisco Flower & Garden Show, Flowers at Kensington Palace, and 100's of state, association, wholesale and consumer shows.

2014 saw the publication of J's new book, *Fun with Flowers — Your Guide to Selecting, Arranging and Enjoying Beautiful Flowers*. J was awarded the Iron Designer of the year by the International Floral Expo (2013). J was honored with the Society of American Florists' Tommy Bright Lifetime Achievement Award of Excellence in Communication, Instruction and Marketing for the Flower Industry (2010). J was also honored with the Crystal Rose Award, Denoting J as a Living Legend in the Flower Industry (2011). Critics, sponsors and flower-loving attendees agree, J is one of the most sought after speakers in the flower world.



J's 101 Design Ideas to Travel Texas

In addition to the overall support of the Texas Floral Education Underwriters these companies have partnered to travel with J and 101 Design Ideas:

Texas Floral Education and Product Partners

Acolyte Designs, Inc. | Chrysal Americas | Design Master
Greenleaf Wholesale Florists | Priest International, Inc.
Rio Roses | Southern Floral Co | TSFA Growers Division

Texas Thanks You for not only providing the product to make these ideas both profitable and fun to produce but also for the additional funding to bring these ideas to Harlingen, Temple, the Texas Floral Expo...and later in the fall to Lubbock.



KASSIE BAKER TMF, MANAGER HOUSE OF FLOWERS, LUBBOCK

Name: Kassie Baker TMF

Title: Manager

Shop: House of Flowers

Year in Industry: 14 years

Family: I have two amazing loving parents who have been happily married for 40 years, Vernon and Lisa Baker. They have raised three outstanding daughters including myself. My two sisters (Jennifer Harris and Jessica Fincher) are both older and are married with 2 children each. I also have two dachshunds that tend to hang out at the shop on occasions.

College: South Plains College and Texas Tech University

Favorite Movie: Sweet Home Alabama

Favorite place to go to get away: Anywhere with a beach!

How did you get into the floral industry? During my senior year of high school my parents told me I had to get a job. I went around to several businesses in Lampasas and the only one that called me back was the owner of Petal Peddler. I loved working there and knew that someday I wanted to run my own shop.

Years involved with TSFA: 2 years. 2015 Showcase Chair in Lubbock

Passion: I love flowers and being able to provide a unique gift. I enjoy teaching people who are interested in the industry as well as learning as much as I possibly can about the floral world. When I am not busy at the shop, I enjoy cooking and traveling.

What inspires you? Being able to provide a well designed quality product to the customer is extremely important. It's a unique gift that usually brightens the recipient's day. I think that teaching people who are interested in the industry is necessary because they are the future. I am very passionate about learning as much as I can. Most of the things I knew before joining TSFA was self taught, or had influences from previous employers and or coworkers.

Greatest accomplishment: My greatest accomplishment would be getting my TMF certification and being able to apply the skills learned to run a successful shop. I also find it a major accomplishment that I have been asked to help with different floral functions and to have my work featured in a wedding magazine.

Who is your hero? I don't have just one hero, but four: my parents and my sisters. Not only are they great role models



I think that being able to provide a well designed quality product to the customer is extremely important. It's a unique gift that usually brightens the recipient's day no matter the reason they are receiving the flowers.





but they are also my biggest supporters in everything I do. I would be completely lost without them.

Biggest thing left on your life “to-do” list? *I want to travel a lot more, I would love to visit the farms where the flowers are grown and see everything while it's still growing. I have visited the rain forest in Puerto Rico and there is nothing like seeing the flowers we use daily growing in their natural habitat.*

Words of Wisdom? *Never give up and everything will happen when and how it's supposed to. When I first moved to Lubbock in 2001, I tried to get in the floral industry. I was told that I didn't have enough experience and was not able to find a job here at a shop so I went to work in the banking industry. I continued to do free lance work for family and friends. I decided to move to Dallas in 2009, and applied for shops there and was able to get a job working at a shop that did primarily funeral work. I worked there for a couple of years and thought about buying a shop in my home town but wasn't quite ready to move back so I switched back to the banking world to be able to make a little more money. I finally decided life in Dallas wasn't for me and moved back to Lubbock. When I moved back I started working at House of Flowers but wasn't getting the hours I needed so again I went back to the familiar banking industry. A few months passed and I was asked to help out part time at the shop by the previous owner and my schedule was flexible. I knew that she wanted to sell the shop so I eventually convinced my sister and her husband to purchase the shop, and well the last two years running the business has been great!*

Greatest Indulgence? *Sweet Tea! I could drink sweet tea all day every day!*

What would you be doing if you weren't in the floral industry? *I sure hope the day never comes that I am not in the floral industry, but if it did I would probably go back into the banking industry just because it is familiar.*



2015 TEXAS FLORAL ENDOWMENT SCHOLARSHIP OPPORTUNITIES

The Texas Floral Endowment has a strong commitment to the principles of diversity in all areas of the floral industry. In that spirit, the applications for scholarships are open to all qualified individuals based on the specific criteria of each scholarship. For more information, visit tsfa.org.

Freytag Family Education Scholarship in Memory of Ann HobbsTMF
 Floriology Institute Scholarship in Memory of Mildred E. Riddle
 Tubby Adkisson AAFTMFA Educational Scholarship
 Society for the Advancement of Floral Design | High School | College | Adult Scholarship
 Society for the Advancement of Floral Design TMF | Career Change Scholarship
 Society for the Advancement of Floral Design TSFA Convention Scholarship
 Society for the Advancement of Floral Design Floral Career Scholarship
 National Designer of the Year Scholarship
 Floral Industry Tuition Certificate
 Allied Florist of Houston Scholarship in Memory of Wayne and Mabel Fisher
 Allied Florist of Houston Scholarship Honoring Lavon Bankhead AAF AIFD PFCITMFA
 FTD Boot Camp Scholarship
 Judy Rutledge AAFTMFA Education Scholarship
 Seymour Carren Memorial Scholarship
 Teleflora's TSFA School of Floral Design Scholarship
 Texas Floral Endowment Memorial Scholarship
 Texas State Florists' Association Past Presidents' Scholarship
 Texas Floral Expo Tuition Scholarship



The Texas Floral Education Fund provides a method for you to contribute whatever you can whether it be \$50 or \$500 to the Texas Floral Endowment, a 501 © 3 charitable organization.

As you plan your year's contributions, consider partnering with the Texas Floral Education Underwriters as we build the Texas work force together.

*To contribute, mail you donation to the
 Texas Floral Endowment, Floral Education Fund,
 PO Box 170760, Austin, Texas 78717.*



Make Change Work

Randy Pennington to present at the Texas Floral Expo

July 17-19, 2015 | Sugarland Marriott Town Square

In a marketplace that is ever changing, Randy Pennington shares the steps to design and implement a strategy to deliver meaningful business results.

These real life concepts are proven in the competitive marketplace.

In a step by step presentation these ideas will provide what is needed today to create an environment that will *Make Change Work*.

What **GOOD** Change looks like in business today

How to be **BOLD** in the face of needed CHANGE

Making your company **BETTER** by listening to your customers

Six **LEADERSHIP** strategies for urgency, support, and
SUCCESSFUL change

The **FUTURE** of change

These are only a few of the points that will help **YOU** to lead your business, focused to adapt and improve each and every aspect, to stay **RELEVANT** in a competitive marketplace.



RANDY PENNINGTON is a business performance veteran, author, and expert in helping organizations build a culture focused on results.

His client list includes leading organizations in business, nonprofits, and government. His ideas and comments have appeared in the *New York Times*, *Entrepreneur*, *Executive Excellence*, and numerous professional and trade journals, and on CNN, Fox News, the BBC, and ABC radio. He is the author of *Results Rule!*

Special thanks to Texas Floral Education Silver Underwriter and Texas Floral Education Partner Vickery Wholesale Greenhouse

Product Power Takes Center Stage at the Texas Floral Expo

Texas retailers know the power of the best products. The best of the best will be featured in a Product Gallery concept with lots of shopping time and activities to make it a Go To kind of place!

PRODUCT POWER will take center stage with a design team presenting the ultimate in **CREATIVE**. Watch as they share a variety of ways to make the most of a **WEALTH** of products. These design concepts will help **YOU** finalize your buying decisions so that you can **SHOP** the Texas Floral Expo!

You will not want to miss **NEW PRODUCTS ON PARADE** with products provided from the Texas Floral Education Underwriters.

The **PRODUCT GALLERY** at the Texas Floral Expo is **NEW** and is one example of how the Texas Floral Industry will **MAKE CHANGE WORK!**

Be the change you want in the world
Gandhi

Making the Business of Flowers...Fun

TEXAS IS TAKING *101 Ideas on the Road* that will not only make your life in the design room a little easier but also offer ideas to take you out of the design room and into sales and marketing and a whole lot more... making the business of flowers FUN! This is only a sampling of what you will see. uBloom.com Flower Expert J Schwanke AAF AIFD PFCITMF will show you how!

Do you suggest flowers for men as part of your Valentine marketing? If not, it is time that you do! This exquisite design featuring protea and a unique foliage treatment would accent the workspace and offer incredible value...and you never know what opportunity this might present — weekly flowers for the office perhaps!



Here is one idea to add a lasting touch of a foliage rose to a design for Valentine's Day or any day! These can be created in advance and ready for production. The business of adding a unique and creative detail that sets you apart will never go unnoticed by your customers. Just remember to share with your sales team whether it be a team of 1 or many more!



Photos courtesy of uBloom.com

TSFA LAUNCHES A STATEWIDE MARKETING PLAN

PASSION | COMMITMENT | TALENT | PURPOSE

TSFA is pleased to announce the launch of a statewide marketing plan. With the support of the Texas Floral Education Underwriters, this multifaceted program will reach all aspects of the floral industry in Texas. The success of TSFA's established work, as well as the new approach to floral education in Texas, will be shared at a level that is unprecedented.

PUBLICATIONS

A new look for the statewide publication, *The Bloomin' Texan*, will provide a magazine presentation both online at tsfa.org as well as in print. The TSFA E-Newsletter is a platform to highlight the latest information.

WEBSITES

The Texas State Florists' Association website will be updated with pages on the Texas Floral Expo, Texas Floral Forum, and Texas Floral Showcases.

SOCIAL MEDIA

TSFA has retained a social media company to ensure our message reaches the growing number of individuals in our industry who utilize Facebook, Twitter, Instagram, and Pinterest. Our strategy is to grow our presence on each of these platforms. The outreach promises to be phenomenal. On occasion, the posts will link to the Texas Floral Underwriter whose product or service is being featured, providing additional exposure for the underwriter.

MISSION | COMMITMENT | TALENT | PURPOSE

This plan has been developed with the PASSION for this industry shared by the volunteer members of the association, COMMITMENT of the Texas Floral Education Underwriters, a level of TALENT that has always led to accomplishment beyond expectation presented with a sense of dedication and PURPOSE.

GRASSROOTS

The local committee will reach out to the areas where the events are scheduled with personal visits, calls, and an invitation to participate in the production of the event. Texas Wholesalers will be asked to distribute information where the events are held by including printed information in statements and in the floral boxes or with invoices when flowers are delivered.

TEXAS HIGH SCHOOL PARTICIPATION

The Texas High School Floral Design Teachers are a tremendous resource. Through the TSFA database, contact will be made as we move forward with all of the aspects of Building the Floral Workforce in Texas.

RELATED INDUSTRIES

We will reach out to Event Stylists and Wedding Specialists in an effort to expand the opportunities of the use of florals by these individuals. Floral Departments in markets are visited daily by the consumer. TSFA's passion is to educate the industry so the end product is designed using the principles and elements of design and has received the proper care and handling. We will promote programming to the floral departments.



SIMPLY *Social*

1. Start Small

Building an online community takes time and it is easy to feel overwhelmed by spreading efforts across multiple social media platforms. Begin by choosing Pinterest | Facebook | Twitter | Instagram and grow your efforts from there.

2. Consistency Matters

Decide what you can commit to and stick to it. Posting twice per week is more effective than posting ten times consecutively, every few months.

3. Look and Listen

Observe how other businesses present themselves and interact on your chosen platform. You will gain a lot of insight on both good and bad behaviors.

For more information, contact ashley@simplifiedsocialmedia.com



Brilliant...on the Basics

With the abundance of information received each and every day, we oftentimes are in search of a basic approach to an idea. As we lead up to the Texas Floral Expo, we will share a glimpse of the ideas that you are going to see. Some will be reminders. Others will offer a new twist. We invite you to set some time aside and get brilliant on the basics!

The placement of materials can sometimes be all you need for a **NEW** approach to the design.



The layering of the callas and the ribbon in this design add dimension and an impact of color that is sure to be noticed.



The addition of just the perfect branch creates a wind swept look to a classic glass cube delightfully filled with colorful blooms. To create this visual space adds value and interest...and don't forget to share these details with your customers.



Line 'em up...Carnations that is! Take a look at this modern approach to what is typically known as a traditional flower. This is only one of the 101 Design Ideas that you will see at the Texas Floral Expo. Did you know that specialty carnations with fragrance are making a comeback? We are going to see this treasured flower more and more so get ready to be brilliant on the basics!

VOTE!



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 2015 and is now accepting recommendations for nomination of persons desiring to run for office at the 2015 Texas Floral Expo. Candidates will be nominated for the following offices: President, Second Vice President, Retail Director (one to be elected) and Grower 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, 2015.

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 2015-2016.

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 _____

Grower Director _____

Recommended by: _____

Your Name _____

Firm Name _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

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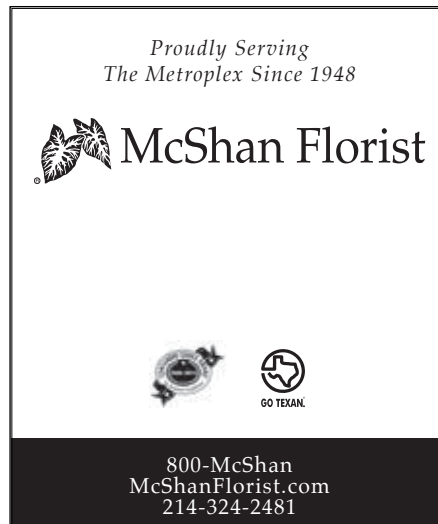


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214-324-2481

TSFA *Calendar of Events*



JANUARY

- 1 New Year's Day
- 12&19 TSFA School of Floral Design
2030 N. Loop W., Suite 103,
Houston, 12108 Roxie Dr.
Suite D, Austin
To register, call 512.834.0361
or texaschooloffloraldesign.com
9:00 am - Noon
Basic Floral Design
1:00 pm - 4:30 pm
Wedding Design
- 13&20 9:00 am - 4:30 pm
Sympathy Design
- 14&21 9:00 am - Noon
Basic Floral Design
1:00 pm - 4:30 pm
Wedding Design
- 15&22 9:00 am - 4:30 pm
*Floral Management / Care & Handling
of Cut Flowers,
Foliages and Plants*
- 19 Martin Luther King Day
- 21 Texas Floral Showcase
"Basics 101...Anything But Basic"
uBloom.com Flower Expert
J Schwanke AAF AIFD PFCITMF
Stefano's Italian Cuisine Restaurant
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For registration information see
page 6 of this issue, online at
tsfa.org or call 512.834.0361.



FEBRUARY

- 2 Groundhog Day
- 12 Lincoln's Birthday
- 14 Valentine's Day
- 16 Presidents' Day
- 18 Ash Wednesday
- 22 Washington's Birthday



MARCH

- 8 Daylight Savings Time Begins
- 17 St. Patrick's Day
- 20 First Day of Spring
- 22 AIFD South Central Design Forum,
8:30 - 4:00 PM, Pike's Peak, Houston
- 24 Texas Floral Showcase
"Basics 101...Anything But Basic"
uBloom.com Flower Expert
J Schwanke AAF AIFD PFCITMF
Hilton Garden Inn-Temple
1749 Scott Blvd | Temple, Texas 76504
For registration information, see page
6 of this issue, online at tsfa.org or call
512.834.0361.
- 28 Level 1 High School Floral Certification
Testing, Manor ISD
- 29 Palm Sunday



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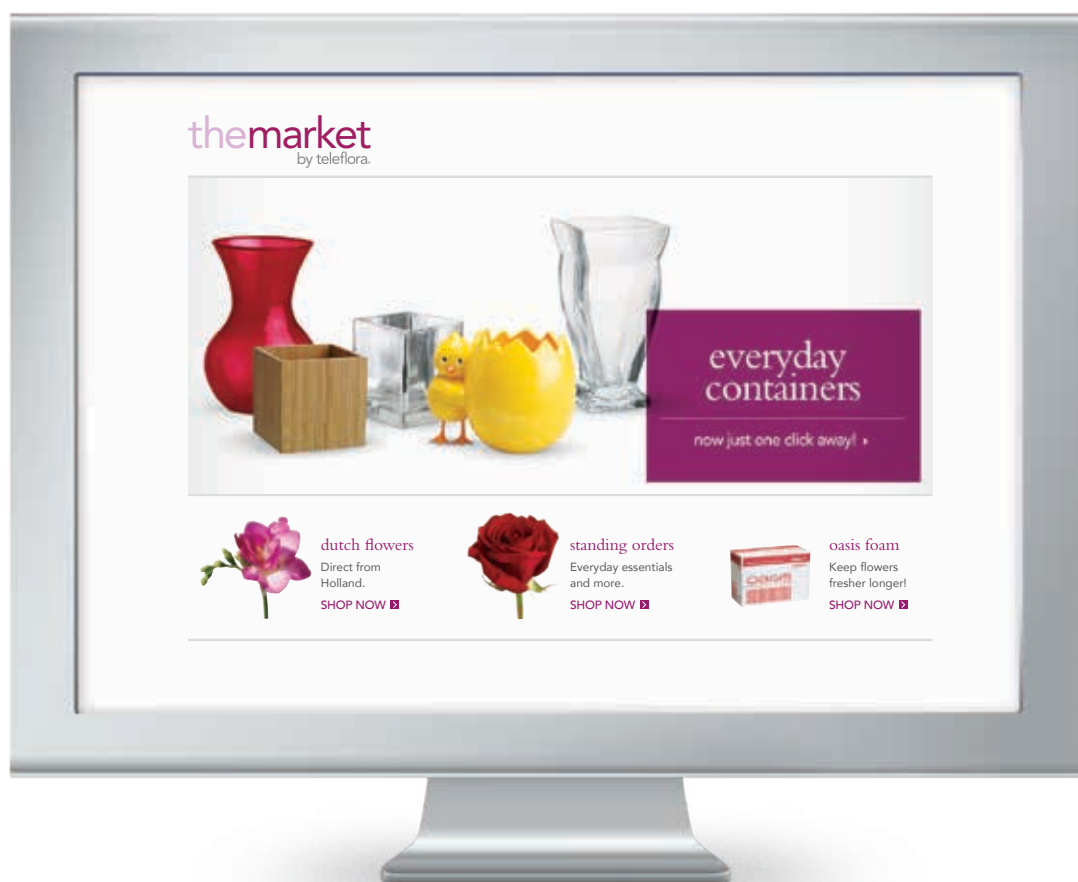
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