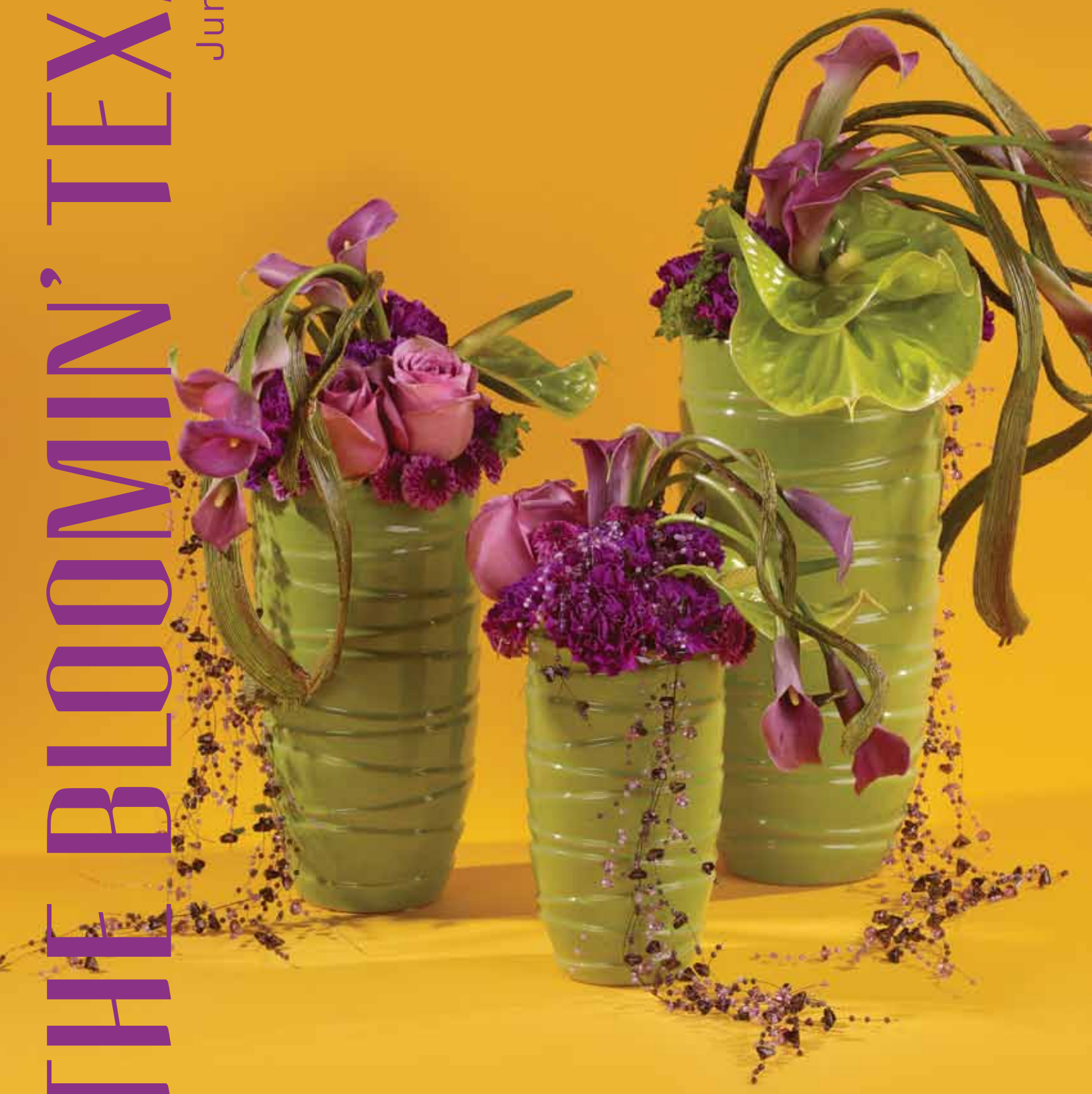
THE BLOOMIN' TEXAN

June 2013



THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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2013 SPRING / SUMMER / FALL COURSE SCHEDULE

APRIL 7-9	3-Day Modern Twist on Everyday Design with Donald Yim, AIFD
MAY 19-23	5-Day Competition / Certification and Portfolio Skills with Jackie Lacey, AIFD, PFCI, CFD
JUNE 2-6	5-Day Principles & Elements with Jackie Lacey, AIFD, PFCI, CFD
JULY 14-18	5-Day Wedding / Party & Events with Jackie Lacey, AIFD, PFCI, CFD
OCT 6-7	2-Day Bling to Ching, Prom & More with Jackie Lacey, AIFD, PFCI, CFD

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THE BLOOMIN' TEXAN

JUNE 2013 VOLUME XXXIX NUMBER 6

TABLE OF CONTENTS

Features

4 TSFA Annual Convention & Trade Show Preliminary Schedule
5 Revised TMFA Program
6 Professional Education Opportunities
8 Member Spotlight
9 TSFA Annual Convention Registration
10 2013 Allied Florists of Houston Cup Winner
10 Quick Takes
11 Make Hotel Reservations for 2013 TSFA Convention & Trade Show
11 Texas Certified Florist Courses Announced
12 Speak Now!
13 TSFA 2013 Booth Participants
14 Texas Works' Comp Nonsubscriber Employers Requirements Changing
14 TSFA Convention Sponsors

Departments

3 Letter From the President
3 Advertisers Index
13 Welcome New Members
14 TSFA Order Exchange Network
14 Welcome New Members
15 Calendar of Events

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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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LETTER FROM THE PRESIDENT

Bruce Easley AAF TMFA, TSFA President

JUNE — The Month of the Bride?

I have found that here in Texas it is not necessarily a fact these days. The hot weather in Texas and all the outdoor venues have played havoc with our traditional June weddings. There is nothing worse than a melted wedding cake, or even worse, a melted bride. I know that every location has different circumstances when it comes to booking weddings but it seems we are booking most of our weddings in Spring and Fall. The vibrant colors of spring and fall have also contributed to the switch of wedding bookings. I think there will always be plenty of June brides…. after all, tradition is tradition!

Here in the land of TSFA, we have plenty going on to keep us busy right now with our 99th Annual Convention and Trade Show on the horizon. I hope you have all made your plans to attend as this will be a very fun weekend, Ya'll. The design and business programs will be spectacular and Saturday nights BBQ, Rodeo, and "Boot Scootin' Dance" will be fun for everyone. I urge everyone to register for this event early so we are sure to have plenty tickets for the rodeo. Oh yes, and don't forget to get there on Friday night in time for the Texas Cup competition and party.

For those of you who have not heard…TSFA now has an official floral design school. The TEXAS STATE FLORISTS' ASSOCIATION SCHOOL OF FLORAL DESIGN will kick off classes on September 16th in our new leased classroom in Austin. The board and all committees are all very excited to see this dream become a reality.

TSFA will also be participating in the Texas Funeral Directors Conference in Austin starting June 10th with a stage program presented by Coby Neal AIFD PFCI of The Flower Studio in Austin. On June 12th and 13th TSFA Board and Committee members will be stressing the importance of flowers during the grieving process to conference attendees at the TSFA booth.

The Education Committee will be in College Station at Texas A&M University on June 27-29 for TCF Classes. Thanks to Jim Johnson and Bill McKinley for allowing us to continue our Master Florists Program at The Benz School.

Remember, June 16th is Fathers Day. Hope all TSFA Dad's have a great holiday!

TSFA Annual Convention & Trade Show presents

information floral

Hampton Suites & Conference Center
Mesquite, Texas

July 12-14, 2013

General Chair: Peggy Franklin TMF

Design Symposium Chair:
Rey Rodriguez AAF CFD TMFA

Schedule

Friday, July 12, 2013

8:30 am - 5:00 pm	Exhibitor Move In, Exhibit Hall B, Convention Center
2:00 pm - 4:00 pm	Hands-On Workshop, Ballroom C "Party in Production…Texas Style" Instructor: Kirksey Gregg AIFD TMF
2:00 pm - 4:00 pm	Business Workshop, Latigo "Hidden Treasure…Finding the Gold in Your Business" Instructor: Derrick P. Myers CPA CFP Sponsor: Crockett Myers & Associates
4:30 pm - 6:30 pm	Hands-On Workshop, Ballroom D "Speak Now" Instructor: Marie Ackerman AIFD Sponsor: Teleflora
6:30 pm	Dinner on your own
7:30 pm - 10:00 pm	Grand Ballroom- Pre- Convention Area Texas Cup Roundup Reception Featuring the Texas Cup Competition — "Rodeo Chic" Sponsored By: American Agroproducts

Saturday, July 13, 2013

8:00 am - 9:45 am	Hands-On Workshop, Ballroom D "Up Cycle" Instructor: Scott Hasty AIFD Sponsor: Texas Floral Endowment
8:00 am- 5:00 pm	Convention Registration, Exhibit Hall B Foyer
9:00 am - 5:00 pm	Ribbon Cutting & Official Opening of Trade Show (3 ½ hours Exclusive Shopping Time) Exhibit Hall B, Convention Center
iCafe Events	Join us for a cup of coffee and great conversation at the iCafe located in the exhibit hall, Complementary Wifi 9:00 am — Michelle Perry-White, Sponsor: BloomNet 2:15 pm — Marie Ackerman, Sponsor: Teleflora 2:30 pm —Pat-Shirley Becker AIFD TMFA
9:15 am - 9:45 am	Design Program, Round-Up Stage "Planting for Profit" Designer: Nicola Parker TMFA Commentator: Gayle Johnson AAF TMFA Sponsor: TSFA Growers Division
10:15 am - 11:15 am	Design Program, Round-Up Stage "The Business of Design" Instructor/Designer: Jack Cross AAF TMFA Sponsor: Priest International, Inc.
11:00 am - 1:00 pm	Concessions Open, Exhibit Hall B
11:45 am - 12:30 pm	TSFA Annual Meeting & Box Lunch, Ballroom B
12:30 pm - 5:00pm	Polls open for voting, Exhibit Hall B
1:00 pm - 2:00 pm	Design Program, Round-Up Stage "Cherished Memories" Designer: Michelle Perry-White AIFD Sponsor: BloomNet
3:00 pm - 4:00 pm	Design Program, Round-Up Stage "The Life of the Party" Designer: Ian Prosser AIFD Sponsor: FTD, Inc.
5:30 pm - 6:30pm	New Member Reception, Presidential Suite
6:30 pm - Midnight	"Lone Star State of Mind" — Dinner, Rodeo & Dancing 6:30 pm-7:30 pm — Dinner, Ballroom B-Hotel 7:30 pm-9:30 pm — Mesquite Rodeo, Resistol Arena 9:30 pm - Midnight — Dancing, Ballroom B- Hotel

Sunday, July 14, 2013

8:00 am - 8:30 am	Devotional
8:00 am - 2:00 pm	Convention Registration, Exhibit Hall B Foyer
8:00 am - 10:00 am	Hands-On Workshop, Ballroom D "Pin It — Post It" Instructor: Michelle Perry-White AIFD Sponsor: BloomNet
9:00 am - 2:00 pm	Trade Show Opens, Exhibit Hall B, Convention Center (3 hours Exclusive Shopping Time)
9:00 am - 11:00 am	Polls Open for Voting, Exhibit Hall B
iCafe Events	Join us for a cup of coffee and great conversation at the iCafe located in the exhibit hall, Complimentary Wifi 9:00 am — Care & Handling, Hein Verver 10:00 am — Ian Prosser AIFD, Sponsor: FTD, Inc. 12:00 pm — Flower Girl Baskets, Sandy Ramirez TMFA
10:15 am - 11:15 am	Design Program, Round-Up Stage "Call Me Creative" Designer: Marie Ackerman AIFD Sponsor: Teleflora
11:00 am - 2:00 pm	Concessions Open
12:30 pm - 1:30 pm	Awards Luncheon, Ballroom B
2:00 pm -	Tradeshow Closes Flower Sale
2:30 pm - 4:30 pm	Hands-On Workshop, Ballroom C "Decorate the Aisle with Style" Instructor: Ian Prosser AIFD Sponsor: FTD, Inc.
4:30 pm - 6:30 pm	Hands-On Workshop, Ballroom D "Picture This!" Quicksilver Design Instructor: Jim Johnson AAF AIFD TMFA Sponsor: Greenbox Floral

Revised Texas Master Florists Program capitalizes on current and profitable flower segments of the industry.

STEPS TO YOUR TMF ADVANCED CERTIFICATION

You must have first obtained your Texas Master Florist designation to pursue your TMFA advanced certification. Class costs vary based on materials and designers.

To attain your prestigious TMFA Certification requires an empowering combination of courses, workshops and conventions:

TSFA supports and encourages your development. TMFA prestigious certification requires a combination of courses, workshops and conventions. Here is how:

01 Attend 4 of 12 TSFA-approved courses

02 Attend 4 TSFA convention approved hands-on workshops (convention scheduled for July 12-14, 2013)

03 Receive 1 credit per class, convention or workshop

04 You have 4 years to obtain 8 total required credits

COURSEWORK TOPICS APPROVED BY TSFA

TMFA offers a wide selection of relevant and compelling subjects. Choose which courses most appeal to you and best suit your business needs. Approved topics:

- Capitalize on the Sympathy Segment
- Color Trends and Future Forecasting
- Current Design Techniques and Styles
- Interconnected: Fashion and Flowers
- Manage Social Media and Technology
- Merchandising and Store Displays
- Principles for Accurate Bookkeeping
- Product Development and Trend Forecasting
- Quality Home Florals and Interior Design
- Sculptural Art and Floral Arrangements (Class scheduled for August 6, 2013)
- Tropical Designs Send Customers to Paradise
- Weddings: Unique, Blissful and Profitable

"SCULPTURAL FLORAL ART" *

August 6, 2013 • 6:30 pm – 9:30 pm

Instructors: Ken Senter AIFD and Donna Senter

Location: Taylor Wholesale Florist, Houston, Texas

Sometimes those creative juices are stubborn. Learn to play again. Join Ken and Donna as you stretch your designs into art. Be inspired by the beauty of line, a leaf , texture or the simple excitement in a form. We will incorporate hollowed stem materials that form grids, with vines weaved across, creating movement. Learn to create designs in paraffin wax containers for fun tablescapes. You will create exciting designs with natural botanical materials from the mountains and forest of California. Give yourself freedom to act creatively. Let yourself act like an artist, whatever that means to you. No one else in the world can bring your ideas to life in the way that you can. This class will consist of lecture, demo and hands on. Class is limited to the first 50 enrolled. For registration information telephone the The TSFA office at 512.834.0361 or register online at tsfa.org

*This class counts as 1 credit towards Texas Master Florist Advanced Certification, but you do not have to be a TMF to attend!

Professional Education Opportunities

Learn, network, influence, experience.
information floral

LEARN HANDS ON

Friday, July 12, 2013

"Party in Production…Texas Style"
Instructor: Kirksey Gregg AIFD TMF
"Bring Your Cowboy Hat" and join us for an unforgettable evening, exploring themed party ideas. We will create amazing designs that will be showcased during the TSFA's Rodeo party "Lone Star State of Mind" the following night. Limited to 24 participants.

"Speak Now!"
Instructor: Marie Ackerman AIFD PFCI AAF
Sponsor: Teleflora
Learn the fundamentals of presenting floral design to an audience. If you've ever wondered how to present a program with the right mix of content, humor and visuals – this program is for you! Designed for new presenters who are seeking to enhance their skills as an educator or more experienced commentators who want a quick inspiring refresher. You will learn at least a dozen things that will give you the edge as a presenter and will help your audience retain what you say. Covered in this session: • Verbal or Verbose? • Gestures & facial expressions • Magic speaking formula • How to answer questions • Achieving Rapport

Saturday, July 13, 2013

"UpCycle"
Instructor: Scott Hasty AIFD
Sponsor: Texas Floral Endowment
Upcycling: "It's taking something that you would otherwise throw out and finding a way to make it into something else." Upcycling is a great way to reuse materials and reduce our footprint. Join Scott as he shares his creativity with you in this hands-on class.

Sunday, July 14, 2013

"Pin It – Post It"
Instructor: Michelle Perry-White AIFD
Sponsor: BloomNet
In this ever changing world, it is important that we are in tune with what is going on in the Social Media world. Trends are created on a whole new avenue now. Join us to see a few online trends that will make your customer see you as a current trend setter.

"Decorate the Aisle with Style"
Instructor: Ian Prosser AIFD AAF NDSF PFCI
Sponsor: FTD, Inc.
This hands on class will show you different options of decorating the aisle in simple and more elaborate ways. Learn how to add pizzazz to the church decorations and increase your profit, as well as how to make yourself look like the ultimate wedding designer.

"Picture This!" Quicksilver Design
Instructor: Jim Johnson AAF AIFD TMFA
Sponsor: Greenbox FLORAL

Save Time (Quick) • Make Money (Silver) • Frame Your Image (Photograph it!)

This workshop will offer several ways you can customize your designs for greater impact with less material…using fewer, but higher quality premium flowers. You will also learn how to photograph your finished design and be able to use that photo in your shop's marketing strategy. In today's business world every florist can now have the capability of marketing his/her floral products via social media and/or web pages! **You will walk away with two things: your stylish and profitable design and a high definition electronic photograph of it ready to use in your marketing program.** *Each person must bring two things to this workshop: 1. Your design tools, and 2. 1 Gigabyte (GB) SD card or 1 GB USB flash drive. The rest will be provided, including the photographer!

FLORISTS BUSINESS EDUCATION

Friday, July 12, 2013

"Hidden Treasure…Finding the Gold in Your Business"
Presenter: Derrick P. Myers CPA CFP
Sponsor: Crockett Myers & Associates
Hidden in your business are areas of cost that if reduced would greatly increase the profit of your business. A dollar saved in cost is a dollar added to your bottom line profit. It takes about eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. In this session we deep dive into the six main cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible. During the seminar Derrick will provide expense targets, worksheets, formulas and structures that he has used with hundreds of florist in the past 28 years to help them grow and maintain some of the best profit margins in the industry. The main costs centers that we will work on are: Cost of Goods Sold, Labor, Delivery, Occupancy, Marketing, and Wire Service Business.

DESIGNS ON STAGE

Saturday, July 13, 2013

"Planting for Profit"
Designer: Nicola Parker TMFA
Commentator: Gayle Johnson AAF TMFA
Sponsor: The TSFA Growers Division
2012 Texas Cup Winner, Nicky Parker TMFA will demonstrate easy ways to take your everyday plants sales into "up sales". Window displays need a little something? Nicky will show how live plants will compliment your window and showcase your product and style.

"The Business of Design"
Instructor/Designer:
Jack Cross AAF TMFA
Sponsor: by Priest International, Inc.
Are you getting the top price on everything that leaves your shop? Jack will share tips on perceived value, pricing and marketability.

"Cherished Memories"
Designer: Michelle Perry-White-AIFD
Sponsor: BloomNet
Celebrate life through personalized floral tributes. Be inspired with creative ways to allow flowers to touch grieving hearts.

"The Life of the Party"
Designer: Ian Prosser AIFD AAF NDSF PFCI
Sponsor: FTD, Inc.
"The Life of the Party" showcases party ideas with style. This informative and entertaining program will teach you how to sell a party and how to fashion the look of it, no matter whether you need to trim back your ideas to suit their budget or pump up your ideas to swell the budget.

Sunday, July 14, 2013

"Call Me Creative"
Designer: Marie Ackerman AIFD PFCI AAF
Sponsor: Teleflora
Were you born "creative" or is it something you can learn? Explore the importance of cultivating creativity and its relationship to productivity in your shop. If you are new to business you'll see what's so alluring about being creative. For veteran designers here's a program that will recharge your battery. No matter your experience level this program will make you laugh, reflect and gain valuable insights to the flower business. You'll see inspiring design work, learn how you can increase your personal creative ability and why being creative is something to celebrate and cultivate.

FUN, ENTERTAINMENT AND AWARDS

Friday, July 12, 2013

Texas Cup Round Up Reception featuring the 2013 Texas Cup Competition
Sponsored by: American AgroProducts
Join Texas' best designers as TSFA Showcases their Unique and innovative design talents with the competition there of "Rodeo Chic". The contestants will be competing in wedding design, interpretative design and will be presented with a surprise situation.

Saturday, July 13, 2013

TSFA Annual Meeting & Boxed Lunch
Join TSFA President Bruce Easley AAF TMFA as he shares TSFA's many and exciting accomplishments over the past year. Meet the candidates that are running for TSFA's Board of Directors. Grab a box lunch (included in your registration) and stay until the conclusion of the meeting for your chance to win a Texas flag flown over the State Capitol.

Sunday, July 14, 2013

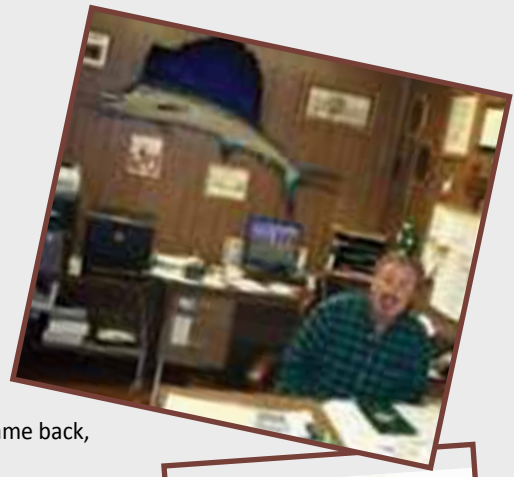
TSFA Awards Luncheon
TSFA President Bruce Easley AAF TMFA and Convention Chair Peggy Franklin TMF will recognize those that have worked hard to earn the Texas Master Florist designation, announce the newly elected board of directors and scholarship recipients. TSFA's most prestigious awards, The Hall of Fame and the Achievement Award will be presented.

Saturday, July 13, 2013 and Sunday, July 14, 2013

Grab a cup of coffee and get involved in some great conversation at the iFCafe located in the exhibit hall. **Complementary Wifi, coffee and great education!** Saturday's scheduled conversation includes Michelle-Perry White AIFD and Pat Shirley-Becker AIFD TMFA. Sunday's scheduled conversation includes Hein Verver, Ian Prosser AIFD and Sandy Ramirez TMFA.

Member Spotlight

Doug Liedtke, J&E Wholesale Florist, Amarillo



NAME: Doug Liedtke

TITLE: President

SHOP: J & E Wholesale Florist, Amarillo, TX

YEARS IN INDUSTRY: Lifetime – working for pay 40yrs

FAMILY: Wife Kathy, 2 sons, 2 daughters

COLLEGE: Associates Degree, Amarillo College

FAVORITE PLACE TO GO TO GET AWAY: Golf Course & the Lake

HOW DID YOU GET INTO THE FLORAL INDUSTRY? Born in it, left, and came back, Grass is not always greener on the other side of the hill.

YEARS INVOLVED WITH TSFA: I've been a member around 30yrs

PASSION(S): My family, my business, and all the time off I can get!

WHAT ABOUT THEM INSPIRES YOU? I'm amazed we have been able to raise some great kids. I love the Florist Industry, we are very unique. I golf, hunt, fish, and am rarely at a loss to find something to get excited about.

GREATEST ACCOMPLISHMENT: Naturally your children are your greatest accomplishment, but a defining moment, there have been two. I'm a volunteer fireman and EMT, and 2 years ago we had a horrific fire move through our lake community. My crew of 3 firefighters, and 2 crews from the Texas Forestry Service out of Lewisville, stopped the fire that had destroyed 20 homes. We stopped it from crossing the road that divided our community in half. We witnessed extreme heat, fire tornados, 60 miles an hour winds, and a lot of prayer, in about 20 minutes of actual fire fighting. If we hadn't stopped it there, it was open sailing all the way to Wichita Falls. Then, just recently, we made an ambulance call where we picked up a 74 yr old gentleman who was not breathing. We had a crew of 4 in the back of the ambulance and one very fast driver. Our patient had flat lined by the time we got him hooked up to the monitor. As we say in the back of the ambulance, "He was DRT", Dead Right There. We all started performing CPR, pushing chest, acquiring an airway, and pumping oxygen and drugs. That was the first time in my 15yrs as an EMT, that I've seen one come back to life. That was amazing stuff!

WHO IS YOUR HERO? All those that put it on the line for you and me, our military, firefighters, and EMT staffs, they are the true heroes.

YOUR DESIGN ICON? I've seen quite a few, but I'll put up our own "Texas Talent" against them all!

BIGGEST THING LEFT ON YOUR LIFE "TO-DO" LIST? A 13lb Bass, and a Hole in One

WORDS OF WISDOM? One word, "Perseverance", America wasn't built by quitters.

GREATEST INDULGENCE? Cheeeese Cake

COVETED ITEM? Time, as I grow older I'm afraid it may run out on me some day.

WHAT WOULD YOU BE DOING IF YOU WEREN'T IN THE FLORAL INDUSTRY? My degree was actually in radio/television; I love to watch, but enjoyed the production even more.

TSFA ANNUAL CONVENTION REGISTRATION

COMPANY INFORMATION

Company_____

Address_____

City/State/ZIP_____

Phone_____ Fax_____

E-mail_____

Register early by mail or fax: Save on low advance registration rates! Avoid delays at the registration desk! Your convention materials will be in packets at the registration desk listed by your name.

Registration Instructions

1. Each attendee must have a badge which will reflect the information recorded on the registration form. For additional forms, go online at tsfa.org, photocopy or call the TSFA office.
   a. Faxed forms require authorized credit card payment. Fax to 512.834.2150. If you fax your form, please do not mail the original.
   b. Mailed forms should contain full payment.
2. The cancellation policy for convention registration shall be:
   a. Full refund if canceled 30 days in advance.
   b. Full refund less $50 if canceled 5-30 days in advance. No refund if canceled less than five days in advance.

Remember to bring your tools for all Hands-On Workshops.

Stay the weekend and help keep TSFA's Convention costs down!

Hampton Suites & Convention Center, Mesquite, TX, 972.329.3100. Special room rates for the TSFA attendees. Single/Double $89 and Suite $109. Room rates guaranteed until June 18, 2013 or until the room block is full. Make sure to ask for the special rates when booking your room. Includes a free hot breakfast and free wi-fi.

Become a TSFA Member Now and Save on Your Convention Registration

Just check one of the boxes below and include the rate in your registration amount to save money on your Convention registration.

❑ $189.95 Owner/Manager
❑ $ 96.00 Employee

PAYMENT INFORMATION (Registration will not be processed without full payment)

❑ U.S. Check/Money Order (payable to TSFA)

❑ VISA ❑ MasterCard ❑ American Express ❑ Discover

Credit Card#_____ Exp._____

Signature_____Code:_____

Billing Zip_____

Name	Individual E-mail	Please check if you are first time attendee	ADVANCED (Before 7/9) Member	ADVANCED (Before 7/9) Non-Member	AT THE DOOR (After 7/9) Member	AT THE DOOR (After 7/9) Non-Member	SUB TOTAL

REGISTRATION OPTIONS

FULL DAY OF EDUCATIONAL FLORAL DESIGN SHOWS AND TRADE SHOW SHOPPING

	ADVANCED (Before 7/9) Member	ADVANCED (Before 7/9) Non-Member	AT THE DOOR (After 7/9) Member	AT THE DOOR (After 7/9) Non-Member
Saturday, July 13, 2013 (includes box lunch)	$ 40	$ 90	$ 50	$100
Sunday, July 14, 2013	$ 25	$ 75	$ 35	$ 85

OPTIONAL EVENTS

Friday, July 12, 2013 Hands on Workshop "Party in Production…Texas Style"	$ 55	$ 65	$ 65	$ 75
Presenting Excellent Floral Programs — "Speak Now"	$ 99	$109	$109	$119
Business Workshop "Hidden Treasure…Finding the Gold in Your Business"	$ 55	$ 65	$ 65	$ 75
Saturday, July 13, 2013 Hands-on Workshop "Upcycle"	$ 55	$ 65	$ 65	$ 75
Lone Star State of Mind. Party Includes Dinner, Mesquite Rodeo, Dancing	$ 75	$ 90	If tickets are still available	
Sunday, July 14, 2013 Hands-on Workshop "Pin It – Post It"	$ 55	$ 65	$ 65	$ 75
Hands-on Workshop "Decorate The Aisle With Style"	$55	$65	$65	$75
Hands-on Workshop "Picture This!" Quicksilver Design	$55	$65	$65	$75
TSFA Awards Luncheon	$ 35	$ 45	$ 55	$ 60
2013 Texas Cup Competition Registration (20 max enrollment)	$100 (Awards Luncheon ticket included)			
TSFA Membership	$189.95 (Owner/Manager) or $96 (Employee)			

Note: *All hands-on workshops are limited. Early registration is recommended.

TOTAL $_____

2013 Allied Florists of Houston Cup Winner

Allied Florists of Houston, a local Houston professional florist organization since 1946, is pleased to announce the winner of the prestigious 2013 Houston Cup competition winner; Rebecca Sherman, AIFD. Sherman is a full time floral design artist with The Blooming Idea, The Woodlands, TX. Rebecca was inducted into AIFD in 2005. In August 2011 Sherman moved from Oklahoma where she had owned and operated her floral shop for 12 years. This 20 year veteran of the floral industry has 2 sons and 2 granddaughters.

First runner up is Lidia Villizimar, with 2 Cool Flowers. Villizimar is native of Venezuela and arrived in Houston in 2004. Lidia taught as a bilingual teacher for 6 years in Texas before pursuing her and husband Carlos's dream of owning their own floral shop. Along with their 2 beautiful little girls, the Villizimar's are ready to face the challenges and opportunities of owning a small business.

Second runner up is Haley Noskrent, with Senter-piece, A Wedding Florist. Noskrent was also awarded the People's Choice Award; an award given by popular vote from the meeting attendees. Haley has been in the floral industry for 3 years as a designer and wedding coordinator for the Senter-piece. She is currently enrolled at Lone Star College Cy-Fair part time working her way through business classes.

Chaired by 2012 winner, Nicola Parker, TMFA, the competition featured 10 professional floral designers in this year's Great Gatsby themed competition. Each person brought 1 Interpretative Design following the Great Gatsby theme and during the hands on competition completed a floral wedding bouquet and a surprise package arrangement of a large arrangement for a grand foyer for a party. Grading is completed by a panel of 3 top rated floral judges based on the principles and elements of design.

The 2013 Houston Cup winner Rebecca Sherman, AIFD will represent Allied Florists of Houston at the 2013 Texas Cup Competition at the Texas State Florists Association Convention July 12-14 in Mesquite, Texas. Last year's winner, Nicola Parker, TMFA represented the Bayou City well by winning the 2012 Texas Cup and then representing the State of Texas in The Sylvia Cup hosted by the Society of American Florists at their summer convention.

Allied Florists of Houston is a professional resource of networking and education for the local Houston and surrounding area floral designers, shop owners and wholesalers. Consumers can visit www.alliedfloristsofhouston.org to see a complete list of the AFH members in good standing and shop with confidence with the AFH floral shop in their area.

For more information, contact Robin Martinez AAF TMFA at 281.360.1364.

Quick Takes

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ADDRESS: picmonkey.com
TYPE: Online Photo Editor
INFO: PicMonkey is a free online photo editor that allows you to edit photos right in your browser, no downloads necessary. Editing tools include everything from teeth whitening to wrinkle remover and spray tan. You can also create collages, add frames, overlays and text to your images.

NAME: 1password
ADDRESS: agilebits.com
TYPE: Smartphone App
INFO: Keep track of all your passwords in one place with 1password for your smartphone.

NAME: Printsagram
ADDRESS: printsagram.com
INFO: Instagram transforms photos into moody images, Printsagram turns those pictures into cool keepsakes like posters, notecards, photo books, stickers, framed prints, even a picture-a-day calendar.

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Date: June 27-29, 2013

Location: Texas A&M University, Horticulture Building

Instructors: Jim Johnson AAF AIFD TMFA and Jack Cross AAF TMFA

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• Concepts of the Care & Handling of Foliage & Flowering Plants
• Wedding Design Techniques • Funeral Design Techniques
• Customer Relations • Delivery • Merchandising
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Online Courses are available

For more information or to register to attend this TCF series, telephone the TSFA office at 800.375.0361.

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Speak Now!

Tips on Presenting Excellent Floral Programs

By Marie Ackerman AIFD PFCI AAF, Vice President of Education for Teleflora

What's the difference between a good speaker and a great one? You could site quite a few attributes, like knowing the audience, expertise in the presentation subject or a quirky delivery style. But for me the difference between good and great comes down to one word: Practice.

Practice is the thing that your coaches and teachers have been preaching for decades as the thing to make you better. Yet, there is something about us that is reluctant to actually take the time to practice being a great speaker. "I should be able to just do it," we tell ourselves. Or, we somehow think that practice will "take the edge off" the actual presentation. Nothing could be further from the truth. Here are some ideas for you to consider as you pursue your own speaking or teaching career.

First: Become an Ardent Observer

One of the most important parts of being a great speaker is hanging around with speakers whose skills you admire or you like how they communicate. As you observe and note what other successful speakers are doing (verbally and non-verbally), you expand your own thinking of what works in various situations. I am not advocating that you copy every one you see speak — but rather glean the best practices from other successful speakers and blend them into your own style. Build your repertoire of ideas so that when you are in the heat of a speaking dilemma — you have someplace to draw ideas from quickly.

Next: Practice, Practice, Practice

"What do you want me to practice?" It is a question I often get from new speakers I am training. After all, most of the speaking we do in the floral industry is "expromptu" speaking — (a mixture of extemporaneous and impromptu) not a prepared State-of-the-Union address.

I practice by standing in the place where I will be speaking. I physically walk the stage as if I am delivering the program. My body will remember being there when it is actually time to go on for the real program — and that helps cut down on the many uncertainties that run through my head.

For large programs, I may also practice how designs will be brought out on stage or removed from stage — even what pedestal they will be placed on. These little things make all the difference in the world with how a program flows — and how it looks to an audience. It also takes away another uncertainty of presenting.

I also practice verbally delivering the program's opening and closing — even to the point of writing it down and repeating it over and over. At show time, I don't read memorized lines like a puppet — but my mind has logically thought through the most important ideas to communicate and I find they magically reappear in the moment. This would be impossible without practice.

Finally: Review Every Performance

After the presentation seek honest feedback from audience members. Have someone capture your presentation on video and force yourself to watch it about a week after the presentation. Although this sounds like a horrible thing to do to yourself, it's probably the thing that helps you improve your abilities more than any other thing you could do. You see yourself as others see you. It helps you isolate a few things to work on. No matter how long you've been speaking — there is always something to work on! (For example: better pronunciations, slowing down, better word selection, more relaxed gestures and more smiles are just a few that pop up on my list often.)

The road to being a great presenter is not a short one. There are no magic formulas or performance enhancing elixirs to get you there quickly. Spend time practicing for every presentation — large and small. Practice won't make you perfect, but it will eliminate a lot of the uncertainties that rattle every speaker. It gives you confidence to move forward toward your goal; becoming the best version of yourself.

About the Author: Marie Ackerman AIFD PFCI AAF has been speaking to floral audiences for more than 35 years. She has presented programs on state and national stages for almost 30 of those years. She is Vice President of Education for Teleflora in Oklahoma City and she simply loves the challenge of all things creative. **Want more? Marie will be teaching a program for aspiring presenters and educators at this year's Texas State Convention, Friday, July 12, 2013 entitled: Speak NOW! Seating is limited. Call TSFA at 512.834.0361 for details.**

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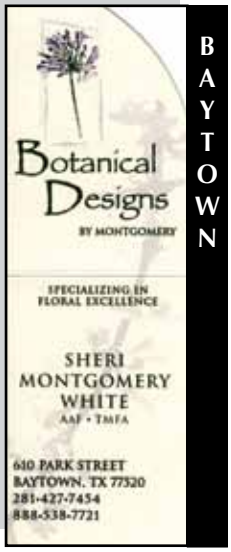

Texas workers' comp nonsubscriber employers requirements changing

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Effective January 1, 2013, Texas employers who do not carry workers' compensation insurance coverage have new requirements for reporting their non-coverage status to the Texas Department of Insurance, Division of Workers' Compensation (TDI-DWC), the state agency responsible for regulating workers' compensation, and to their employees. In addition, they are required to report work-related injuries and occupational illnesses to the TDI-DWC. An employer's failure to comply with these notification requirements is an administrative violation and the employer may be subject to penalties [Texas Labor Code §406.004(a) and (e), §411.032(a) and (c), and Chapter 415, Subchapter C].

All employers in Texas that do not carry workers' compensation insurance and whose employees are not exempt from coverage under the Texas Workers' Compensation Act are required to notify TDI-DWC by filing the recently revised DWC Form-005, Employer Notice of No Coverage or Termination of Coverage. For notices required to be submitted to TDI-DWC on or after January 1,2013, employers must file DWC Form-005:

- annually between February 1 and April 30 of each calendar year as long as the employer remains in operation and does not have workers' compensation insurance coverage (covering a notice period of May 1 of the year of notice submission through April of the subsequent year);
- within 30 days of the employer hiring its first employee, unless this due date falls between February 1 and April 30 and the employer submits the notice within this time period; and
- within 10 days of receipt of a TDI-DWC request for filing a notice of no coverage.

An employer reporting notice of termination of coverage must file DWC Form-005:

- within 10 days after notifying the insurance carrier of the termination of coverage unless the employer purchases a new policy or becomes a certified self-insurer; and
- annually thereafter, on the anniversary of the cancellation date of the workers' compensation policy as long as the employer remains in operation and does not have workers' compensation insurance coverage.

Employers will be required to file the revised DWC Form-005 with TDI-DWC on and after January 1, 2013. Non-coverage status can be reported online on the TDI website at https://txcomp.tdi.state.tx.us/TXCOMPWeb/ common/home.jsp under "Employer Online Filings."

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TSFA CALENDAR OF EVENTS

JUNE 2013

14 Flag Day

16 Father's Day

18-20 TSFA offers introductory Hands-on Floral Design Classes. "Basic Design Styles & Techniques", "Wedding Design Techniques" and "Funeral Design Techniques". Held at the Hampton Inn, Austin, TX. For more information, telephone the TSFA office at 512.834.0361 or register online at tsfa.org.

21 First Day of Summer

27-29 Texas Certified Florist Classes, held at Benz School of Floral Design on the Texas A&M Campus. For more information, telephone the TSFA office at 512.834.0361.

29 Texas Master Florist Exam, held at Benz School of Floral Design on the Texas A&M Campus. For more information, telephone the TSFA office at 512.834.0361.

JULY 2013

4 Independence Day

12-14 TSFA Convention & Trade Show "**i**nformation **F**loral" Hampton Inn & Conference Center, Mexquite, TX. Call 512.834.0361 for details or online at tsfa.org.

AUGUST 2013

2-4 "Green Magick" WTNM 2013 Convention, Ruidoso Convention Center in Ruidoso, New Mexico.

6 **"Sculptural Floral Art"** Instructors Ken Senter AIFD and Donna Senter held at Taylor Wholesale Florist in Houston, Texas. Class size is limited. For registration information, telephone the TSFA office at 512.834.0361 or register online at tsfa.org. *If enrolled in the Texas Master Florist Advanced program, you will receive one credit for attending this hands-on class.*

16-17 TSFA offers introductory Hands-on Floral Design Classes. "Basic Design Styles & Techniques", "Wedding Design Techniques" and "Funeral Design Techniques". Held at Region 8 Educational Center, Pittsburg TX. For more information, telephone the TSFA office at 512.834.0361, or register online at tsfa.org.

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