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October 2014



THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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THE BLOOMIN' TEXAN

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Highlights from the
100th Anniversary
2014 TSFA CONVENTION & TRADE SHOW

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About the Cover:

A floral wedding gown created, designed and modeled by Melissa Bui. It features silk rose petals that were hand sewn and fresh phal orchids, silver leaf protea, and spray roses that were glued to the dress. Photographs on the cover and throughout this issue by Kris Ann De Los

Santos Photography. For reprints, contact Kris Ann at 512.740.7748. You can see all the photos in the 2014 Convention album on TSFA's Facebook page.

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LETTER FROM THE PRESIDENT

Susan Weatherford, TSFA President

This has been a busy, but exciting time for the TSFA.

Lynn Lary McLean AAF AIFD PFCI TMF and Gayle Johnson AAF TMFA have been working tirelessly to help create a new approach to floral education in

the State of Texas. There will be new TSFA Programming that offers educational opportunities to include statewide, regional and local events with focus on design and the business of flowers. We are so passionate about this transformation and hope you will be too. Further information to come!

The TSFA School of Floral Design is resuming after the HOT summer break and registration for the last series of classes in 2014 are at an all time high.

All 2014-2015 Committee Chairs are appointed, including co-chairs for the newly created "Industry Communication", which will encompass Social Media, Marketing, Industry Networking, Member Opportunities and more. Chairs will be reaching out for committee

members. If you would like to be involved, please contact the TSFA office. The best way to expand your talents is to volunteer.

I must admit I am not social media or computer savvy. (I type with one finger.) However, I am a true believer in marketing and recognize the invaluable role that social media and networking play in today's market. "Industry Communication" will be significant.

Finding time to spend on marketing your business can seem pretty overwhelming, but the best solution for that problem is to start small. Try to commit to doing one small thing each day (or even once a week to start) to promote your business. A few ideas are:

- Post a photo of your latest floral creation or design on your Facebook page.
- Call or email a regular customer of yours and offer them 20% off an order within the next 2 weeks.
- Carry business cards with you and always give one to your new acquaintances. (Put some business cards in your purse or wallet now, so they are actually available when you need one later.)
- Update and/or add testimonials from satisfied customers on your Website/Facebook page.

Marketing, networking, and promoting your business and products in front of your target customers will hopefully produce good results for your company.

Have a great October!



TSEFA Annual Convention and Trade Show *100th Anniversary*

July 18 - 20, 2014 ★ Austin, Texas

HANDS-ON WORKSHOPS

"Not the Typical Tropical"

Presented by Gerard Toh AIFD • Sponsored by Teleflora
Written by Rey Rodriguez AAF AIFD TMFA



Just when you thought all those remnants of ribbon and discarded wires were ready for the garbage, leave it to a great floral designer to show you otherwise. Gerald Toh AIFD, showed a room packed with eager floral designers how to transform a typical tropical arrangement into something more.

I visited with Gerald and he mentioned that he likes to show his students a variety of designs and give them time to be creative on their own, and he did just that. Using gorgeous tropical flowers, ribbon, and jewels, the

students were on their way to creating one of a kind works for art.

Each participant was given the opportunity to use the decorative accessories in a way they felt it best complimented their design.

Gerald said he likes to nurture creativity by allowing the students to develop their own design rather than telling them a step by step format. The arrangements on display were gorgeous. I wanted to create my own, but I had to rush off to a meeting. However, when I saw the designs that came from his workshop around the exhibit halls, I could easily spot which ones came

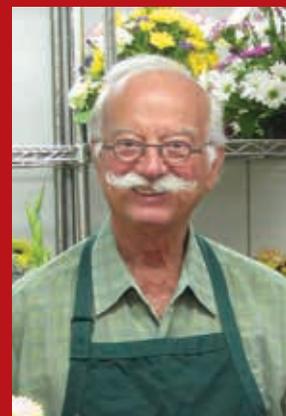
from his class. They had remnants of ribbon attached to the ti leaves and buckles woven into the bear grass. The containers were easy for the students to work with and complimented every unique design. I now have a better understanding of how to transform more than just tropical flowers into something not so typical.



HANDS-ON WORKSHOPS

"The Retro-Floral Menagerie"

Presented by Jim Johnson AAF AIFD TMFA
Written by Rey Rodriguez AAF AIFD TMFA



Just when you thought poodles only belong on poodle skirts, leave it to Mr. Jim Johnson AAF AIFD TMFA to show you otherwise. It was the 100th Anniversary Celebration of the Texas State Florists'

Association and how better to take a trip back in time than to create a poodle....The Retro-Floral Menagerie. As always Mr. Johnson had a packed room. He visited with students and explained that he came up with the idea for his show while looking thru "The Centennial History of the American Florist", and he found the iconic poodle arrangement from the 1960's. It was described as a clever bit of nonsense that would delight a patient of any age. I must agree, the poodle continues to delight any age. Each of the students was given an opportunity to create their own poodle and decorate him or her as they wanted. Supplied to the students were all sorts of decorative accessories from felt pom pom to diamond cut aluminum wire and ribbons of all colors.

The students were provided with a timeline from 1950-1969 showing that the first poodle skirt was designed in 1948, and were given a bit of floral history.

Who would have thought that white mums would make a great looking poodle? Mr. J introduced the students to the "Howdy" poodle, the "Begging for a treat" poodle, the "Missy Prissy" poodle, the "Bathing Beauty" poodle, and the "I am Shasta" poodle. I always expect something fun from Mr. J; he has a way of making the most unique floral arrangements fun all over again. It was fun being taken back to an era that I know very little about. Let's hope that poodles are the only dogs we will try to create from football mums.

“Secret Shopper Calls”

Presented by Tim Huckabee • Sponsored by Flower Shop Network
Written by Bridget Weatherford with contributions from Robin Martinez
AAF TMFA

As Pam Fuller AAF TMFA, Past President of TSFA, introduced Tim Huckabee, President of FloralStrategies, to the attendees of the program, I was wondering if I, as a part owner of a wholesale greenhouse, would have anything to gain from this program. Obviously, the program was geared towards retail flower shop owners, managers and sales personnel. However, as Tim walked us through his basic tenets of how to be a great salesperson, how to ensure customer satisfaction and gain repeat business, I was amazed at how much of it applied to just about any business even ones that are not commonly thought of as being sales oriented. With over 21 years in the industry, Tim has developed and finely tuned a process that, if applied correctly, will boost sales and maximize the potential of any flower shop, small or large.

Tim's basic rules are as follows:

- * **Identify Yourself**
This is just the 1st step in connecting with the caller and the beginning of personalizing the conversation.
- * **Qualify the caller as a new or repeat customer**
If they are a repeat customer, they were most likely satisfied with their previous purchase/purchases. Also, you should be able to look up their buying history which will help in determining their likes and dislikes and the pricing parameters.
- * **Take the card message prior to discussing the product**
As Tim put it, “The message is the most valuable piece of real estate on the paper.” The card is another way to connect with your customer and the message will provide you with important information that can be used to help advise your customer on flower/plant selection, colors, etc and it will also give you a basis on what to suggest as a starting sales price.
- * **Connect with the caller**
It's imperative to always try to connect with the customer. As Tim said, “Being friendly on the phone does not necessarily translate to giving good service. It is important, but it's not enough.” It is the salesperson's job to ‘sell’ and maximize each selling opportunity and, at the same time, create a bond and trust with the customer so that your shop is the first thing that pops into their mind the next time they need to order flowers.
- * **Leverage the card message to maximize your price point**
You need to always try to find an angle to get the most out of every sale. Most of the time, salespeople will start by asking the customer what they would like to spend and the customer responds with, “What do you think?” Never ask the customer what they would like to spend. Start by considering the card message. You can take into account what they are making the purchase for and use that to leverage a higher price point. Like Tim said, “What is the worst thing that could happen? They will say ‘no — that's just too expensive’. At the very least, you have established a starting point.”
- * **Ask for an email address**
This is just another way to ‘connect’ with your customer. It allows you to follow up on the sale to make sure they were completely satisfied and, if not, what can be done to resolve the situation. It also gives you the opportunity to promote future sales, announce specials/promotions and keep the customer abreast of those special upcoming occasions such as Valentine's Day, Mother's Day, Father's Day, Secretary's Day and so forth.
- * **Offer add-ons**
Don't ever forget the add-ons. Believe it or not, the small inexpensive add-ons can start to add up in the long run. Some salespeople feel that it is pushy and simply don't feel comfortable



with this part of the transaction. As Tim pointed out, when placing an order on the internet for a flower arrangement, you will have to go through the prompts regarding the various add-ons. So, why shouldn't a salesperson do the same? Plus, add-ons are a nice added touch and a way for the customer to personalize the gift.

- * **Avoid dead air**
While you are writing information down or running the credit card, etc., make sure to continue talking to your customer. Let them know that you are still attentive and engaged in the transaction.
- * **Run the credit card while the customer is still on the phone**
Nowadays this process is simple and very fast, so run it while you still have the customer on the phone. That way if it doesn't clear or if you have written a number down incorrectly, you will be able to rectify the situation immediately.
- * **Thank them for their business**

It sounds so simple, right? However, it is so often forgotten. Make sure to thank the customer and you can personalize it and push for the next sale all at the same time. Say, for instance, the customer was placing an order for his wife because she just gave birth to their 1st child. Then let's say Mother's Day is just around the corner. This is a perfect opportunity to let him know to remember that Moms, especially first time ones, always like to be thought of on their special day.

After going through the above 'rules', Tim began to place phone calls to several shops posing as a potential customer. It was amazing how it all just fell into place. What the salesperson was doing right and wrong became very clear. As Tim said, “Some shops need to revamp the culture within their shop. As an owner or a sales manager, you must remember that it is like raising kids. Regardless of their age or experience, you must continue to train and reiterate all of the principles of good salesmanship.”

While taking this workshop, I noticed that Tim had quite a few 'repeat customers' as many of the attendees had obviously taken the class before — a reflection on just how valuable his course is considered. If you haven't had the opportunity to take his workshop, log on to his website at www.floralstrategies.com and check out his schedule to see when he might be presenting in your area. He also provides on-line webinars that you can sign up for or you can have a 'live' session by scheduling for Tim to visit your store and work with you and your staff first hand. Whichever route you choose, regardless if your shop is located in a high dollar area or a small country town, and regardless of the size of your shop or the volume of your sales, it will be well worth the investment.



DESIGNS ON STAGE

"A Century of Centerpieces"

Presented by Kevin Ylvisaker AIFD • Sponsored by Smithers Oasis
Written by Elaine Nevarez

"A Century of Centerpieces" presented by Kevin Ylvisaker, was a true eye opener. In 1914 the floral design of the time was of "art nouveau". This form of design was inspired by natural forms and structures. Flowers were mainly used to accent a structure that was normally designed of metal and wood with natural looking curves. Water lilies were commonly used to accent the arrangements.



Next we moved into the "art deco" era (1920's) where floral arrangements took on a very visual art design style. This form of design was very linear and geometric in shape. Classic flowers used in this form of design were calla lilies and allium.



"Surrealism" was introduced in the 1930's where dreams became realities. Designers began to think outside of the box and created unique, never before seen arrangements such as upside down designs.

In the 1950's – 60's, color dominated the floral world. The 2D movement of British pop art was well under way. The use of flowers and brightly colored non-floral objects created an eye catching display of beauty.



As we zoom past the 70's, 80's and 90's, we get to where we are today with a very computer generated digital art. Clear glass vases in the shape of cylinders, squares, and rectangles are the new way to go. Monochromatic arrangements are loved by the gen-y customers, as well as the dyed flowers.

This can only keep me on the edge of my seat to see what is coming next.

DESIGNS ON STAGE

"Ecos of the Past"

Presented by Rebecca Sherman AIFD
Sponsored by TSFA Growers Division
Written by Ann Cain

The very talented 2013 Texas Cup competition winner, Rebecca Sherman AIFD, took her audience on a little stroll down memory lane with her design show.

With an array of outstanding plant products generously provided by TSFA Growers Division, and a wonderful assortment of baskets and containers, Rebecca had wonderful supplies at her fingertips to guide us through this "eco" journey.

As do many florists, Rebecca began her career as a delivery driver. The year, 1989, the place Oklahoma, her first design assignment, "wrap a plant and add a bow". A good first step, and as Rebecca stated; "some things never change, then and now, learn to make a bow." As she quickly wrapped a plant and plunked in the bow, most of the audience could certainly relate and remember.

Hopefully, our wrap and plunk days with plants are behind us. Today, with such wonderful products at our disposal to enhance and embellish plants, our creativity can be limitless and the "wrap and plunk" method a distant memory.

Rebecca encouraged, "remember the past, but don't stay there; learn from it, then grow and improve upon every idea." Good advice from this creative designer.

Perhaps rather than just wrapping a plant, with the traditional "gold foil wrap", try using it to line a beautiful basket. Maybe you utilize gold deco wire to suspend a miniature kalanchoe plant within a garden basket to give height, movement and a "touch of gold", which as Rebecca noted, reflects the past and the future.

"Nature provides countless 'found objects' for our plant designs," explained Rebecca. "Be on the look out for beautiful pieces from nature that can be utilized as large stand alone containers/vessels or smaller pieces that can be used as additions to your plant baskets." Select driftwood, pods, bird nests, and the other endless possibilities that surround us daily.

Rebecca repurposed a "frame box" made of driftwood. She attached succulents wrapped in burlap with bronze deco wire to create a unique plant piece. Equally unique was her use of the packing material used in shipping products from Accent Décor. "Don't throw away anything!" proclaimed Rebecca. This material helped enhance a beautiful plant basket with its unusual texture.

The audience appreciated Rebecca's excellent tip to include a small inexpensive spray bottle along with specific care instructions with every orchid plant sold. "Orchids are definitely a popular plant with today's customer and will likely remain popular for years to come, so encourage and educate your customers about their care."

Rethink terrariums. They are not just a thing of the past. Put your own spin on it; check out your competition and come up with a terrarium design unique to your shop.

And for the customer who still wants "a plant with a few flowers in it", Rebecca suggested we honor the request but try a new twist. She selected a beautiful metal container, a bright and bold dracaena plant to which she added bamboo accents then finished by adding gorgeous cymbidium orchids each in a clear water tube. A traditional request filled with an upscale look.

A plant and a bow is no more.

Follow Rebecca's lead. Learn from the past then take steps to create and please your customers with new and inventive ideas for outstanding plants.



"Cultivating Personality & Emotion Into Funeral Design"

Presented by Coby Neal AIFD PFCI • Written by Annie Fentz Smith



Coby Neal AIFD PFCI, opened his program, "Cultivating Personality and Emotion into Funeral Design" with a dedication to the two Malaysian jetliners that had recently gone down.

The purpose of funeral flowers, he said, are "to comfort the living and honor the deceased. Flowers make the sentiment more intimate and meaningful".

Modern florists and funeral directors were challenged with three main points:

1. All funeral work is alike and nobody is stepping out of the box. The challenge is how the consumer is buying flowers. Today it is about ordering from a computer screen. It is a network verses the personal relationship between the florist and customer. We need to sit down with our customers and talk about grandma. It can be a very personal, emotional and defining moment, defining the personality of the deceased.
2. Attitude of the Funeral Home - Do they want flowers anymore? They seem to move people in and out rapidly.
3. We need to highly confront the words "in lieu of". When this phrase is used, others are dictating what you do, taking away free choice. Flowers are the soul food for the body in a time of bereavement. We, as florists can write to and visit funeral directors to encourage them to change the wording "in lieu of".

"Why did we sit still and allow funeral homes to take over the selling of flowers? How can you choose from a catalog for grandma? There is no intimacy, it's not personal. We need to say, 'No, this is not happening anymore.'"

"Almost all funeral work looks alike. Does it really honor the deceased?" 60,000 years before Christ, there are signs of dried flowers in tombs. They were not just hiding the odor of death, but laid for purpose of cultural process. Embalming started in the early 1800's. In 1874, Andrew Johnson laid in state so long that the mortician had to surround him with flowers to hide the stench. Also, in the early 1800's "flower ladies" played just as important of a role as pall bearers. These ladies would transport flowers from the funeral to the cemetery and spread the flowers out over the grave.

Coby demonstrated how to develop designs to match the personality of the deceased. A very personal tribute to his mother included her wonderful hand-made quilt, which served as a warm backdrop to a profusion of Larkspur, Roses, Lavender and other flowers that reminded him of the flowers that filled her garden. A tin watering can, made by his grandfather, was filled with clusters of Larkspur, so reminiscent of his mother. Ribbons flowed gracefully downward and softened the overall effect.

Coby encouraged the audience to think about the positioning of flowers differently. Why cover the entire casket with flowers? Most flowers go horizontal on the casket covering it completely. Try an arrangement that spills over the side like a waterfall of flowers. Use patches of different shades of colors and textures.

A moss wreath can be used as a picture frame with a cascade in front of yellow and peach Roses and Asparagus Fern.

A dramatic, Red Antherium and Red Rose Bouquet, cascading down with intertwining silver flat wire ribbon brought spontaneous applause and inspiration to the audience.

"Who says you have to make a little arrangement around the urn?" Coby asked. "Funeral designs should evoke emotion and tell a story. Be creative! It is not always about the price, but about emotion."

"White Ghost Bikes" are an unfortunate Austin tradition. When a cyclist is killed on his bike, often that bike is painted white and posted at the accident as a memorial. Coby created a stunning

White Ghost Bike Memorial by painting the bike white and then covering it with hundreds of white cushion mums and resting it on a bed of sky blue Hydrangea and Baby's Breath, like a bike floating on a soft cloud. This was supported by two clear Plexiglas pedestals which were surrounded by ivory pillar candles and mercury glass votives. The vision was very ethereal.

Coby stressed the importance that the flowers be comforting. Taking the time to talk to family members can help you understand what comforts that individual. One woman wanted to make a statement with the scent of the flowers. When people walked into the church she wanted everyone to experience the smell of flowers, so Gardenias, Stock and Lilies were used.

Coby posed this question, "Which is most important, wedding or funeral?" "We miss the boat by not selling emotion."

The final bouquet that Coby created was for a friend. He pointed out that often, at a funeral, people share their talent to honor their loved one, by singing, reading, playing an instrument. Coby suggested, "We have been given a talent, why not turn our talent into a living tribute?"

So, to honor his friend, Coby hired David Perkoff to play "Amazing Grace" which later flowed musically into a rendition of "When the Saints Come Marching In" on the saxophone while Coby created a living arrangement, honoring him, in front of the friends and family. Because his friend was a musician, a violin case was used as the base of the arrangement. As Coby re-created the fitting tribute, we were all treated to a beautiful saxophone performance by David Perkoff.

He used a principle he had learned where the base of the arrangement represented the earth, where people live, covered well with a mix of foliage. The second area represents man and was made up of a cluster of blue Hydrangea, purple Dendrobium Orchids, rich purple Carnations, keeping colors and textures segregated. An urn was added to the center. The third level representing heaven, was a moss-covered cross with a red rose heart at the center. The finishing touch was a few whimsical, colorful musical notes tucked here and there that seemed to dance across the tops of the flowers.

He was later told by those attending the memorial that that this "was the most meaningful thing I've ever seen".

Regarding the placement of flowers, Coby said, "Let your flowers tell you what to do with them" "Instead of controlling the flowers, let the flowers control you. They almost whisper to you about where they want to be".

"Funeral art should be our best foot forward. To honor someone, it must be the very best, not what's left in the shop. This is important work."

Coby wrapped up his presentation with encouragement for the audience, "We need to invite people back into our shops to experience us as human beings. Our shops should look professional. Throw a party in your shop with wine and cheese! Let your guests see that you are capable of these creative things. We need to talk about death and what we can offer. Get the customer in to see what you are capable of creating."

Coby would like to acknowledge The Flower Studio staff, Lorri, Shayne, Matthew and Jonathan for their hard work, talent and support in making this program possible.



DESIGNS ON STAGE

"Weddings...100 Years of Style and Romance"

Presented by Ken Senter AIFD and Donna Senter

Sponsored by Texas Floral Endowment

Written by Annie Fentz Smith

Lush clouds of white Hydrangea, Paleo Orchids, Dendrobians and Roses profusely filled the stage of "Weddings...100 Years of Style and Romance". Simple, elegant tall white Calla Lilies lined the runway. The violin and harp duo of Angelic Streams played softly as the show opened. This bridal bouquet extravaganza was a fitting grand finale to a fabulous weekend. It truly was the fulfillment of Donna's dream to do a "big splash show".

Influenced by the book, "Steal Like an Artist" by Austin Kleon, Ken encouraged the audience to copy the ideas, to make them their own, and not be afraid to try new things, pulling from the designs and colors presented. "Nothing is original, so embrace influence, be inspired, learn from everybody, make it your own and share it with everybody". For the next 2 hours, Donna and Ken Senter, AIFD, treated the audience to a breathtaking parade of creative, colorful, out-of-the-box bridal bouquet designs, spanning 100 years of floral beauty from the past and into the future.



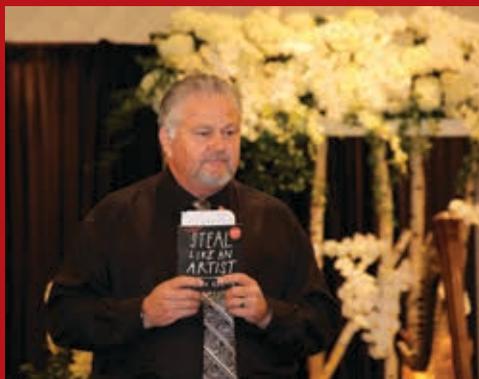
The backdrop for the wedding show at the 100th Anniversary Convention of TSFA. It featured three 8-foot panels of white birch that were topped with lush white hydrangea, white dove roses, stock Hawaiian dendrobiums, and spray of white phals. Southern smilax cascading down the frame. Open cut callas lined the runway



The program opened with beautiful music supplied by Angelic Strings of Austin



Ken Senter AIFD and Donna Senter CFD, starting the wedding program



Ken Senter AIFD sharing a great book with the audience



The program started with a Dream Catcher bouquet that was designed by Maggie Smith



A succulent bouquet that featured string of pearls cascading. Designed by Ken Senter AIFD



A floral hand bag by Donna Senter CFD. The inside of the purse was filled with beautiful flowers



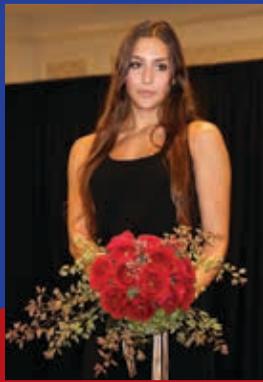
This bouquet was designed by Donna Senter CFD



Acrylic tubes have been glued together forming a suspended bouquet holder. Phal orchids are placed into water tubes that fit down into the acrylic tubes. The bouquet also features green and white caladiums and beautiful white coral vine that was provided by Kathi Thomas AIFD PFCI TMF



A wonderful composite of green cymbidium orchids, designed by Ken Senter AIFD



Beautiful Darcy garden roses in a clutch style by Donna Senter CFD



A Boa of dendrobium garlands



A glamelia of purple gladiolas with a jewel in the center. Designed by Ken Senter AIFD



Vintage classic large cascade. This bouquet featured Emily roses, Hawaiian dendrobiums, honey suckle vine and white wax. Designed by Maggie Smith



A very large classic cascade by Donna Senter CFD. It featured table smilex that trailed to the floor



The show stopper, a floral wedding gown created, designed and modeled by Melissa Bui. It feature silk rose petals that were hand sewn and fresh phal orchids, silver leaf protea, and spray roses that were glued to the dress. It was the show finale



The Senterpiece staff from left, Melissa Bui, Maggie Smith, Haley Noskrent, Donna Senter CFD, and Ken Senter AIFD



Our final three bouquets of the show. The bouquet on the left was designed by Donna Senter CFD. It featured strands of stephanotis, ex long Hawaiian orchids, phal orchis and white garden roses. The bouquet also featured fabulous jewels. The bouquet on the right was designed by Haley Noskrent. It was a Great Gatsby look, that featured stems of white phal orchids, and white feathers. She also designed a matching head piece and was the model for the bouquet

"First you have to figure out who to copy. Second, you have to figure out what to copy. Who to copy is easy. You copy your heroes, the people you love, the people you're inspired by, the people you want to be." ("Steal Like An Artist", Austin Kleon) Thank you, Donna and Ken, and your whole creative team, for laying all your creative talent before us and for being "Those People".

The show was truly a showcase for the talents and gifts of all the designers from Senterpiece: Ken Senter AIFD, Donna Senter CFD, Haley Noskrent, Maggie Smith, Melissa Bui.

Each bouquet was even more enhanced by the modeling of Haley Noskrent, Melissa Bui and Nicole Bagley.

The musicians who set the perfect mood were: The Angelic Strings from Austin and Alex Torrez AIFD, DJ.

Lucas Chavez did a great job as fashion show coordinator.

Also a big thanks from Ken and Donna to Stephanie Barro and the staff of Bouquets of Austin for all their help.

"100 Year Gala Celebration It's a Grand Night for..."

Written by Sandy Ramirez, TMFA

Beauty! Everywhere we looked, we saw beauty. Beautiful people, beautiful memories and stories, beautiful friendships and beautiful flowers, of course.

We reflected on the days behind us and looked to the days far beyond us as well. As always, we welcomed new friends and embraced the old friends. The Texas State Florists' Association's "100 Year Gala Celebration" was nothing less than a Grand Night.

Past Presidents and current floral dignitaries were escorted into the ballroom like the finest of kings and queens representing different eras in TSFA times.

Gifts were given and plaques were awarded along with hugs, and even tears were wiped away as well deserving individuals were recognized for efforts put forth in countless areas. Among the many important presentations were several we must not forget to mention. The Jim Orr Volunteer Spirit Award was given to Shana Brittain, TMF. Shana has been a real asset to the education committee and TSFA as a whole. Lynn Lary McLean AAF, AIFD, PFCI, TMF, a well known name in TSFA circles, was awarded the prestigious Herman Meinders Visionary Award, while Smither's Oasis was given the Hall of Fame award, accepted by Kelly Mace.

Anticipation and a quiet hush settled over the the room as Sheri A.Jentsch, TMF was announced as the 2014 Texas Cup Award winner. Well done Sheri!

Last but not least, our very own Dianna Nordman, AAF was awarded the TSFA Lifetime Achievement Award. Nobody eats and breathes TSFA quite like Dianna Nordman. We are so proud to have her in our industry and guiding our ship. Thank you so very much Dianna! We truly appreciate you.

Past President Pam Fuller AAF TMFA, who did an exemplary job of representing and leading Texas State Florists' Association in 2013-14, handed over her reign to an equally capable and lovely lady we all know and respect, Susan Weatherford of Southern Floral Company. We are thankful for both of these fabulous women and all they have done and will do for TSFA.

So about those flowers...they certainly could not be missed! Greeting us at the grand entrance of the ballroom and everywhere we looked, were the decadently lush designs created by our very own Susan Tate, AIFD Owner of Darlene's Flowers and Gifts, Houston. Approximately 8,500 red roses, 500 white dendrobium orchids, countless gerberas and greens were procured by Susan Weatherford of Southern Floral Company. The two ladies worked as a team procuring and designing respectively and were a great team at that. As they say, "it takes a village" and it did indeed take many volunteer hands to create the gorgeous towering designs; set-up and removal as well. A big thank you to all involved and a special thank you to Johnny Hackett, TMF for allowing his Alief High School floral design students the opportunity to participate in the design preparations for our grand evening. It was all truly beautiful!

The front stage lights dimmed as the presentations concluded. Scrumptious food pairings were cleared away and a lively dance stretched late into the night to the tunes of the great band "Reunion". Presidents and Ladies glided smoothly across the dance floor as laughter and chatter wafted above the sounds of a delightful evening.

With happy faces and lingering good-byes, the chapter closed on another memory; one not soon to be forgotten and destined to be written about in the next 100 years.

Yes, it was a Grand Night...and beauty did abound! We thank you TSFA!



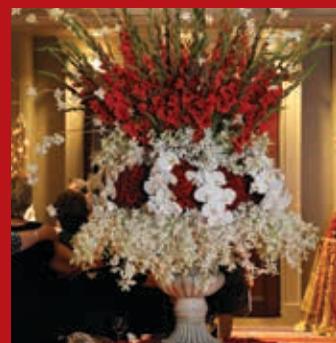
TSFA's Past Presidents



Herman Meinders and Lynn Lary McLean AAF AIFD PFCI TMF. Lynn is the recipient of the 2014 Meinders Visionary Award.



TSFA Incoming President, Susan Weatherford, thanks President Pam Fuller AAF TMFA



Ken Freytag, Dianna Nordman AAF and President Pam Fuller AAF TMFA. Dianna is the recipient of the 2014 Lifetime Achievement Award.

THANKS

to the following for making this Convention possible:

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TSFA Past Presidents

Ken Freytag

Freytag's Florist, Austin, TX

Pat Shirley-Becker AIFD TMFA

PS Designs, Austin, TX

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Renee Dahl TMFA

A Bed of Roses, Austin, TX

Design Symposium Chair:

Bruce Easley AAF TMFA

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David Kurio Floral Designs, Austin, TX

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ANNUAL MEETING DECORATIONS

Norman Northen TMFA

Precious Memories, Temple, TX

100 ANNIVERSARY GALA CHAIR

Susan Tate AIFD

Darlene's Flower Shop, Houston, TX

MEMORIAL GARDEN

Sheri White AAF TMFA and Robyn Howell TMF

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FRIDAY DINNER DECORATIONS

Norman Northen TMFA

Precious Memories, Temple, TX

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For All Occasions Inc., Houston, TX

FLOWER SALE

TSFA Past Presidents



Past President Bruce Easley AAF TMFA, Shana Brittain TMF and President Pam Fuller. Shana is the recipient of the 2014 Jim Orr Volunteer Spirit Award.



President Pam Fuller AAF TMFA and Texas Cup Chair Nicola Parker TMFA congratulates the 2014 Texas Cup winner Sheri Jentsch TMF.



Kelly Mace, Susan Weatherford and President Pam Fuller. Smithers Oasis is the recipient of the 2014 Hall of Fame Award.



TEXAS FLORAL ENDOWMENT PRESENTS 2014 SCHOLARSHIP RECIPIENTS

By Ann Cain

After a thorough selection process, members of the TSFA Floral Endowment Committee came to decisions about the best possible recipients to receive the 2014 Texas Floral Endowment scholarships. These scholarships have been provided by many generous and forward-thinking individuals in the floral industry with the purpose of helping other florists advance their skills and careers with further educational opportunities, competitions, and consumer awareness events relevant to floriculture.

Incorporated in 1991, all the investments made in the Endowment are tax deductible whether business or personal.

The Texas Floral Endowment's priorities are based on the industry's needs. The TFE Board of Directors has determined the following priorities:

- Developing well qualified trained help.
- The need for education is vital for the industry to advance.
- The need for increased consumer awareness is more evident than ever before.

Texas Floral Endowment President Jimmy Klepac took the stage to announce and encourage this year's scholarship recipients. "Prosper and be blessed whatever you put your hands to. You are the future of our industry."

CONGRATULATIONS TO ALL OF THIS YEAR'S TFE RECIPIENTS:

Nicola Parker TMFA
Allied Florist of Houston Honoring
LaVon Bankhead PFCI

Kelly Scroggins
Allied Florist of Houston
In Memory of Wayne & Mabel Fisher

Sandy Ramirez, TMFA
Floriology Institute in Memory of
Mildred E. Riddle AAF TMFA – BloomNet

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Freytag Family Education Scholarship
In Memory of Ann Hobbs TMF

Debbie Lyon
Judy Rutledge Education

Sheri Jentsch, TMF
NAFA Designer of the Year

Mikaela May TMF
Seymour Carren Memorial
Teleflora

Sheri Jentsch, TMF
Sylvia Cup Competition
Teleflora

Becky Smith
Society for the Advancement of Floral
Design Scholarship

John Drake
Society for the Advancement of Floral
Design College Student

Shana Brittain TMF
Society for the Advancement of Floral
Design Convention Tuition

Yolanda Amos
Society for the Advancement of Floral
Design Floral Career

Alan Masters
Teleflora Floral Industry Tuition

Alaina Morris
Texas State Florists' Association
Education Scholarship in Honor of
Pat Shirley-Becker AIFD TMFA

Cheyenne Neal TMF
Texas State Florists' Association
Past President's

Mindi Britt TMF
Texas State Florists' Association
Convention Tuition

Tina Jackson
TFE Memorial

Arlene Jones
Tubby Adkisson AAF TMFA Memorial
Educational Scholarship

We are grateful for the dedication of the members of the Texas Floral Endowment Committee: Jimmy Klepac, Jr., John Priest, Pat Shirley-Becker AIFD TMFA, Ken Freytag, Debbie Gordy AAF TMFA, Gayle Johnson AAF TMFA, Keith Taylor and Emeritus member Lynn Lary McLean AAF AIFD PFCI TMF.



IN MEMORIAM

Tom Butler



Tom Butler, loving husband, devoted father, dedicated grandfather, caring brother, and chairman of Teleflora, went to be with the Lord after a courageous battle with cancer.

Tom was born in Detroit to John and Eleanor Butler, along with his sister, Maureen, and brother, John.

In 1967, Tom graduated from Sacred Heart Seminary in Detroit. Tom taught English and coached basketball and football at St. Rita Catholic School.

After teaching, Tom began working at

FTD where he held a variety of senior positions, including director of the International Division. He served as the vice president of sales and marketing for Syndicate Sales in Kokomo, IN. In 1985, he joined American Floral Services based in Oklahoma City as executive vice president and then became president. In 2000, he led the successful merger of AFS and Teleflora, making Teleflora the world's largest flower delivery service and became chairman.

Tom served as World President of Teleflora International, Chairman of the American Floral Endowment, Chair of the AFE Development Committee, Trustee on the AFE Board, Member of: American Academy of Florists; Professional Floral Communicators International; Society of American Florists Past Board of Directors). Additionally he was a member of numerous national and state floral associations.

Recipient of SAF's Hall of Fame Award and Paul Ecke Jr. Award, Florida State Florists' Association Hall of Fame Award, Lifetime Achievement Award and Place in the Sun Award, Michigan State Florist Association Award of National Industry Service, Michigan Floral Foundation Hall of Fame Award, Arkansas State Florists' Association Distinguished Service Award and Oklahoma State Florists' Hall of Fame Award.

Tom traveled the world and made many friends whom he considered part of his extended family. He always made sure to take photos of them and send them copies. He lived by the motto, which he hung upon his wall, "Don't lie, don't cheat, don't make promises you can't keep". His most cherished title was GaGa to his grandchildren, Cole and McKenna. He thrived watching them grow up and loved to brag about their life firsts, goals scored, and academic achievements.

Tom is survived by his wife, Becky, her two sons Cameron Stark, Dustin Stark and his wife, Evin; his daughter, Amy Brumby, her husband, Lyol, and two grandchildren, Cole Thomas and McKenna MaryJo; his sister, Maureen Frahm, her husband, Ken, his brother, John, his wife, Linda, and their families; his aunts and cousins. Tom is preceded in death by his parents; his previous wife, Jo; grandparents, aunts and uncles.

The family would like to express their appreciation to Dr. John Ward and the staff at the Huntsman Cancer Institute for all of their care. Also, many thanks to the doctors and nurses at University Hospital for ensuring the attentive care and comfort of Tom.

Tom loved flowers and the American Floral Endowment. In honor of Tom, please send flowers to someone you love.



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Miss an article highlighting your favorite part
of the 100th Anniversary Convention?

Check the September issue of the *Bloomin' Texan* for articles on these programs and events.



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By Kris Kratt AIFD PFCI and Bill Schaffer AAF AIFD PFCI
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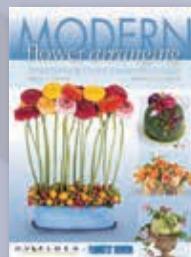
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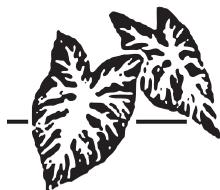
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OCTOBER 2014

- 1 Education Committee Meeting at 10am, Austin, TX.
- 2-3 TSFA offers Introductory Hands-on Floral Design Classes. "Basic Design Styles & Techniques", "Wedding Design Techniques", and "Funeral Design Techniques". Held at Park View Terrace Club House, Harlingen, TX. For more information, telephone the TSFA office at 512.834.0361 or register online at tsfa.org.
- 4 Yom Kippur
- 7 Holiday Spectacular at Southern Floral Company, 1313 W 20th Street, Houston, TX. Hosted by Southern Floral Company, The Allied Florists' of Houston & TSFA with designer Marlin Hargrove AIFD PFCI. Opportunities for shopping before dinner and the design program. Chances to win tickets for TSFA Educational Funds will be sold! To register, call Southern Floral Company at 713.880.1300 or Weatherford Farms at 281.498.7261. Preregistration ends October 3, 2014.
- 13 Columbus Day Observed)
- 14 Texas Floral Endowment Board Meeting at 10am, Austin, TX.
- 15 Finance Committee at 10am, Austin, TX.
- 16 Bosses Day
- 18 Sweetest Day
- 31 Halloween

NOVEMBER 2014

- 2 Daylight Savings Time Ends
- 11 Veterans Day
- 16 TSFA Board of Directors Meeting at 9am, Austin, TX.
- 27 Thanksgiving

DECEMBER 2014

- 17 Hanukkah Begins
- 21 First Day of Winter
- 25 Christmas
- 31 New Year's Eve

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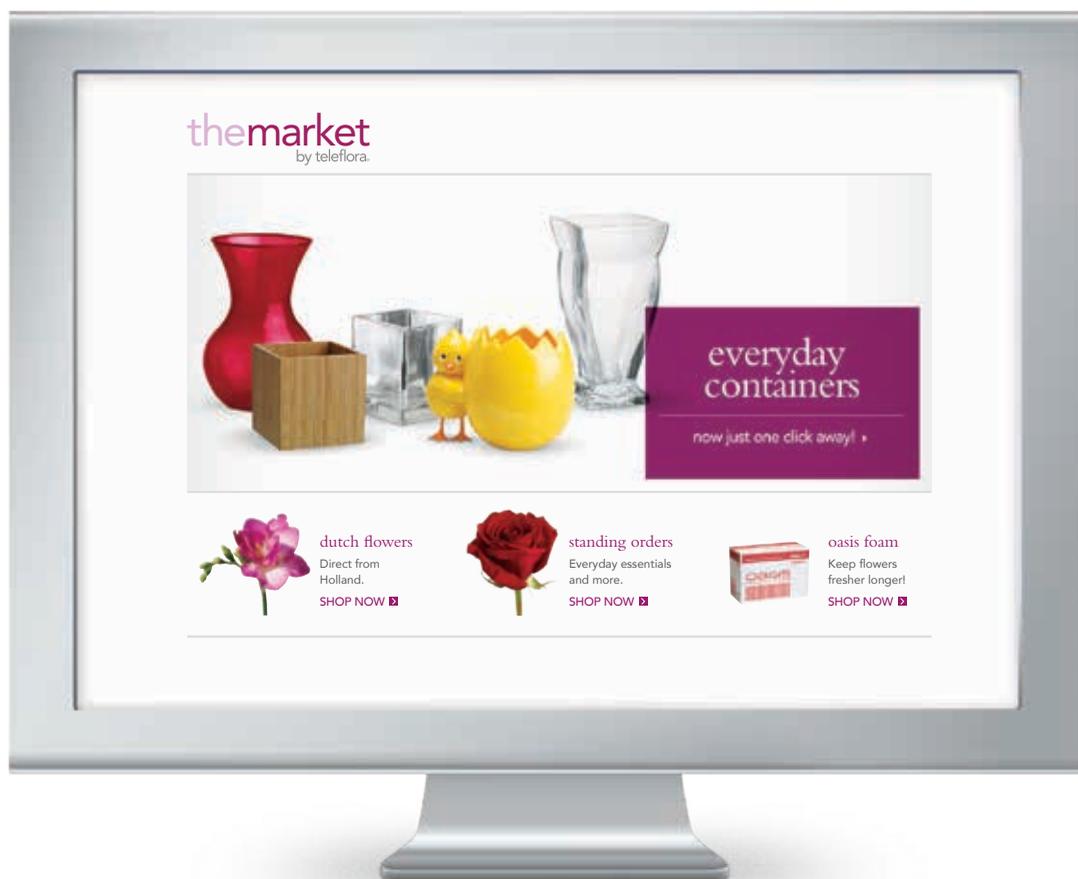
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