

A close-up, high-angle photograph of a vast field of blooming hyacinths. The flowers are in various shades of pink and blue, with green leaves interspersed among them. The overall effect is a vibrant, textured carpet of color.

APRIL 2020

# TEXAS

*in Bloom*





*Making Texas Floral Education Possible*

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please visit [tsfa.org](http://tsfa.org) for the most up-to-date list of underwriters and their links

## From the President



TSFA President  
Gina Waters AAF TMFA

Happy Spring!

With this season comes beautiful fragrance, so be sure and take time to smell the roses, lilies, hyacinths, iris, stock, lavender and whatever blossoms cross your path. A little garden therapy is sure to clear the mind and bring motivation. We all need this more than ever!

With Spring comes a time of renewal, with flowers bringing reassurance and hope. Positive messages shared with your customers and those struggling with all that surrounds the mention of COVID -19 can certainly make a difference.

Just prior to this issue going to print, the Society of American Florists (SAF) held a webinar, emphasizing the importance of using positive messaging with our customers. For example, recent world events have plenty of consumers on edge. SAF encourages to remind that flowers

have been scientifically proven to reduce stress and feelings of anxiety with a timely post and links to your top spring products and services. This is only one, of the several available messages, outlined at [safnow.org/spring-social-media/](http://safnow.org/spring-social-media/). I encourage you to take a moment and review all that is offered to assist you with communications during this unprecedented time.

TSFA is in review of all possible ways to assist members during these times. TSFA Executive Director Dianna Nordman AAF contacted SAF and requested that these opportunities be shared, at no charge, with TSFA members, as well as other associations, in an effort to benefit all industry. We are in this together and extend our appreciation to the Society of American Florists for extending this invitation and providing these marketing messages.

During the webinar, SAF also suggested to implement Safe No Contact Delivery and Curbside Pick-up immediately. If you have not already done so, I would encourage you to set these practices in place.

I want to take a moment and share a little bit about an organization close to TSFA that you may not be as familiar with. The Texas Floral Endowment is a 501c3 non profit corporation established to fund educational opportunities, scholarships and consumer awareness events that are relevant to floriculture.

This year the Texas Floral Endowment offers thirteen different scholarships, each with individual criteria. Visit [tsfa.org](http://tsfa.org) and click Texas Floral Endowment. Scholarship Applications are available online! Each provides an opportunity for you to experience new education. Read the criteria carefully and remember to submit all requested documents. The Application Deadline is April 24, so schedule time to apply today! There are also scholarships available for High School Student Level 1 Certification for next year.

Tax deductible contributions to the Texas Floral Endowment expands the possibilities. Contributions may be made in memory of or in honor of an extraordinary person known to have made a difference in our industry. Give what you can to make a difference!

With all we have to think about today, I thought this quote most appropriate. I hope that it brings to you a smile and hope for tomorrow.

"To plant a garden is to believe in tomorrow." Audrey Hepburn

### THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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**JUNE 3, 2020**



# INGENUITY

## WATCH YOUR STAR RISE

**This is an unprecedented time. The TSFA events that are currently planned are subject to change, depending on guidelines from local and national governmental health organizations. The health and safety of our members is our highest priority. TSFA will continue to share updates at [tsfa.com](http://tsfa.com).**

TSFA continues with two of the six 2020 Regional Design Competitions in the  
Rio Grande Valley and the Gulf Coast.

Rio Grande Valley • June 24, 2020 • Corpus Christi

Gulf Coast • June 28, 2020 • Houston

### **FOUR CHANCES TO WIN!**

### **TO ENTER IS AS EASY AS 1-2-3!**

**1. Verify your eligibility according to these requirements**

**2020 Regional Design Competition Eligibility Requirements**

- Competitor must be at least 18 years of age.
- Competitor must be a member of Texas State Florists' Association.
- Competitor must reside within the state of Texas.
- Competitor may enter the remaining four Regional Competitions.
- Only one competitor per company may compete in any given year.
- Previous winners may compete after a period of five years.
- Competitor must pay the entry fee of \$195.00. The entry fee includes Dinner and the State of the Art Interactive Demonstration where the winners will be announced at the end of the evening.

**2. Review the rules at [tsfa.org](http://tsfa.org)**

**3. Pay the entry fee of \$195.00 and register on-line at [tsfa.org](http://tsfa.org) for each entry.**

#### **Additional Opportunities in August**

TSFA will travel to two areas of Texas in August! Determine the area closest to your place of residence and register to compete at [tsfa.org](http://tsfa.org) !

East Texas  
August 26, 2020 • Longview

West Texas  
August 29, 2020 • Lubbock

**FOR COMPLETE INFORMATION VISIT [TSFA.ORG](http://TSFA.ORG)**





# STACEY CARLTON TO TRAVEL TEXAS IN 2020

## EACH 2020 REGIONAL EVENT OFFERS THREE EDUCATIONAL OPPORTUNITIES!

INGENUITY • A Regional Design Competition  
ORGANIC STRUCTURES • A Hands-on Workshop  
STATE OF THE ART • An Interactive Demonstration  
with Dinner and Product Gallery

### **Rio Grande Valley**

June 24, 2020

Holiday Inn Corpus Christi Downtown Marina  
Chair Donna Titus

### **Houston**

June 28, 2020

Houston Racquet Club  
Chair Tiffany Albrecht

## **A SCHEDULE TO HELP PLAN YOUR DAY!**

8:00 am - 11:00 am	Regional Competition
11:00 am - 12:30 pm	Lunch on your own
12:30 pm - 3:30 pm	Hands-on Workshop
6:00 pm - 7:00 pm	Product Gallery
7:00 pm - 10:00 pm	Dinner and State of the Art Interactive Demonstration

### **ADDITIONAL EVENTS IN HOUSTON, TEXAS**

The TSFA Annual Meeting 2020 is scheduled at the Houston Racquet Club in Houston, Texas on Sunday, June 28, 2020 at 4:30 pm.

The TSFA Officer and Board of Directors Election is scheduled to immediately follow the TSFA Annual Meeting until 6:45pm.

## **Product Gallery, Dinner and State of the Art Interactive Demonstration**

### **REGISTER TODAY at [tsfa.org](https://tsfa.org)!**

Registration Price \$99.00

TSFA member \$75.00

## **ADDITIONAL FUNDING PROVIDED BY THESE TEXAS FLORAL EDUCATION UNDERWRITERS**

Texas Floral Education and Product Partners

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BloomNet

Gold Level Founding Texas Floral Education Underwriter  
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Bronze Level Founding Texas Floral Education Underwriter  
Smithers - Oasis

# TWO CITIES • TWO HANDS-ON WORKSHOPS

## REGISTRATION DEADLINE JUNE 3, 2020

To register and pay your class tuition, on or before June 3, 2020, visit [tsfa.org](http://tsfa.org) or call 512.528.0806.

Tuition for TSFA member is \$175.00 and for a Non-member \$199.00.



## Organic Structures

### CORPUS CHRISTI

Join Stacey for a hands-on workshop and discussion as she demonstrates organic structures as the foundation of a variety of floral designs with an emphasis on Midollino. Explore new techniques and mechanics to inspire your next creations. Bring your tools and create your own guided version of designs rooted in nature. Principles, elements and the process of design will be discussed during this interactive workshop.

## Organic Structures

### HOUSTON

Join Stacey Carlton AIFD EMC as she demonstrates organic structures as the foundation of a variety of floral designs. Create your own floral art in this individualized hands-on workshop featuring custom built reusable structures, fresh approaches to bouquet wrapping, a new take on the traditional Ikebana flower mechanic Hana-Kubari and efficient techniques to take your designs to the next level.



Hotel information for Corpus Christi and Houston with special rates is located at [tsfa.org](http://tsfa.org)



Artist Stacey Carlton celebrates the value in the vast diversity of the floral industry by wearing many hats including educator, consultant, event designer, magazine contributor and product developer. As the owner of The Flora Culturist, she energetically expresses her ever-evolving point of view with unexpected materials and unique combinations of botanicals. A lover of adventure, she travels as a freelance artist and speaker. Stacey's continued lifelong educational journey through various arts and horticulture are met with her experience as a second-generation floral designer. She is recognized for bringing a fresh perspective and strong voice to the visual arts community most recently as a feature artist at Art Basel Miami in 2019. Internationally published, her latest work is featured in the 2018-2019 International Floral Art Book by Stichting Kunstboek. Leadership is one of Carlton's strongest attributes which she demonstrates as the Marketing Manager for the the European Master Certification program, as a board member for In The Realm of Senses and as a member of the Floriology Education Team.

# Take Time to Vote!!!

These candidates have responded to the request from the Nominating Committee to lead Texas State Florists' Association during the next term of office. Their willingness to serve and give unselfishly of their time is to be commended.

In the event you wish to nominate one not currently on the ballot, please refer to these instructions, as outlined in the TSFA Bylaws. TSFA Bylaws Section 6 states: Any member nominated by petition of fifteen (15) members of the voting membership shall be placed on the ballot. Please refer to the TSFA Bylaws at [tsfa.org](http://tsfa.org) for further petition requirements.

Take time to vote during the Election to be held following the Annual Meeting and until 6:45 p.m. at the Houston Racquet Club on Sunday, June 28, 2020 in Houston, Texas.



## *President*

Cheryl Vaughan TMFA | Dripping Springs

I have owned Creative Petal Designs since 1997. Currently, I mostly freelance with most of my time at Blumen Meisters Flower Market. Working on the TSFA Communications Committee and assisting with numerous TSFA events prepared me to chair the Texas Floral Expo in 2019. Serving TSFA as First Vice-President and the Education Committee as a Co-chair continues to prepare me to serve the members of TSFA. I am honored to be considered as President.



## *Second Vice President*

Jodi McShan AAF CFD TMF | Dallas

As a third generation florist, Jodi understands the importance of TSFA and how it helps all aspects of the floral industry. She remains active through writing for Texas in Bloom, serving on the Education Committee, numerous other TSFA committees, and participating in SAF. Jodi realizes the value of strong leaders who are committed to helping TSFA maintain its position in the forefront of education, technology and networking in the flower industry today and into the future.



## *Retail Director (elect 2)*

Tiffany Albrecht TMF | Sugar Land

My floral career began in 2007 with my family at The House of Blooms, in Sugar Land, Texas. I am passionate about fostering the growth of our industry, and actively work with multiple organizations to see this progress come to fruition. The beginning events of 2020 are unimaginable for the entire world. TSFA members deserve leadership from a Retail Director that continues to inspire the magic and beauty of flowers in our world.



Mary Ann DeBerry CFD TMFA | Denton

After being in the floral industry approximately eighteen years, Mary Ann understands the importance of education. She actively maintains and designs in the shop, also attending TSFA and SAF events. As former Teleflora Unit President, Mary Ann will continue to help and support educational events for TSFA and the retail florist. Strong leadership is important for the future of the retail florist as well as FFA floral students. Mary Ann was named 2020 Louisiana State Florists' Association Designer of the Year.



Oralia Espinoza AIFD CFD TMF | San Antonio

Oralia Espinoza is the president and owner of Spring Garden Flower Shop. Since 1990, Oralia has created a successful business serving San Antonio and surrounding communities. She leads a team of knowledgeable designers, production crew and event specialists serving clients such as San Antonio Aids Foundation, CPS Energy, and the American Heart Association. A most rewarding experience was receiving an invitation from American Artist Devon Dikeou to replicate, in flowers, the last sixteen paintings Edouard Manet painted before his death.



Marisa Chanel Guerrero AIFD CFD | El Paso

As Vice President of Debbie's Bloomers and instructor at El Paso Community College, Marisa Guerrero AIFD CFD is a second generation floral designer and educator known for her enthusiasm and wide ranging involvement in the floral industry. She sits on the boards and committees of numerous industry organizations. Marisa has had the pleasure of designing for many prestigious industry events but her goals lie in propelling the floral industry into a successful future.



## *Wholesale Director*

Tom Wolfe, Jr. | Waco

I am a 6th generation florist at Wolfe Wholesale Florist in Waco and a graduate of Southern Methodist University. I have been around the floral industry my entire life. I have previously served TSFA as a member of the Technology Committee. I have also served on the Board of Directors and numerous committees for WF&FSA. I look forward to the opportunity to serve this vital organization and build on its great successes.





It is an exciting time in the Texas floral industry! The Texas Floral Endowment (TFE) continues to strive to reach new heights, offering substantial ways to advance your knowledge with business education and design opportunities.

The Texas Floral Endowment supports Texas State Florists' Association (TSFA) education as a Silver Level Founding Texas Floral Education Underwriter. TFE invites you to soak in the unique information that Stacey Carlton AIFD EMC will bring to Texas over the next few months. With stops in Corpus Christi, Houston, Longview and Lubbock there is surely a stop near you, so DON'T MISS OUT.

The Texas Floral Endowment is doing their part to increase the availability of a future workforce through our support of the Level 1 and Level 2 High School Certification Program offered through TSFA. One hundred Scholarships for students to be tested have been granted with increased interest. The program continues to grow and with it, the young individuals who see a spark of excitement to lead the way to a potential lifetime career path.

Most exciting this year and NEW to TFE is the ability to apply for TFE Scholarships through ON-LINE APPLICATIONS! Yes, scholarships can be accessed at [tsfa.org](http://tsfa.org). Simply CLICK on the Texas Floral Endowment Tab. We hope that this process will make it more convenient for applicants to respond to the questions, provide the essays and attach the letters of reference in a much more efficient way. Many thanks to TSFA Administration for helping to complete this task. Many thanks to the AIFD Foundation for sharing the Jot Form software with TSFA! I invite you to take a look and apply today! These scholarships are available to all, with the hope to offer what you feel is most needed to better your skills and knowledge of the trade. No one is above or beneath applying, so take time to do so today!

The Application Deadline is April 24, 2020.

Listed on the next page are the 2020 available TFE Scholarships. Only one of these is endowed into perpetuity. As we look to the future, the Texas Floral Endowment Board of Directors is seeking new opportunities to develop additional scholarships in 2021 and

beyond. I encourage you to take a moment and consider what your support of a single scholarship might do, not only for one individual, but for an entire industry. Take a moment to think about joining those who have contributed each year in the amount of \$500.00 or more to establish a scholarship for a designated purpose or named in honor of one or in memory of one who means a great deal. This is only the beginning of what we can offer to the industry.

In addition, the Texas Floral Endowment Board of Directors announces a new Legacy Gift Program. Complete information will be included in the May issue of *TEXAS in Bloom* and included at [tsfa.org](http://tsfa.org). If this opportunity is of interest to you, we encourage you to reach out to a board member or the TSFA office.

The Texas Floral Endowment is doing all possible, working for Texas florists and for the industry, to make education our number one focus now and for years to come. We always welcome any questions or suggestions and we THANK YOU for your continued support!

On behalf of the Texas Floral Endowment Board of Directors,  
Gayle Johnson AAF TMFA  
Texas Floral Endowment President



**SILVER**

### **2020 Texas Floral Endowment Board of Directors**

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**The Texas Floral Endowment is pleased to announce the following 2020 Scholarship Opportunities**

Give your Career the Advantage by attending industry-leading education programs through scholarships offered by the Texas Floral Endowment.

Allied Florists of Houston Scholarship honoring  
Lavon Bankhead AAF AIFD PFCI TMFA  
\$500

Allied Florists of Houston Scholarship honoring  
Sheri Montgomery White AAF TMFA  
\$500

Allied Florists of Houston Scholarship honoring Mabel and Wayne Fisher  
\$500

Floriology Institute Scholarship in memory of Mildred E. Riddle  
\$1,000

Freytag Family Education Scholarship in memory of Ann Hobbs TMF  
to Texas First Place FFA Floriculture Team  
\$1,200

FTD Boot Camp Scholarship  
\$500

Judy Rutledge AAF TMFA Education Scholarship  
\$500

Sheri Renee Montgomery White AAF TMFA Memorial Scholarship  
\$500

SAFD Texas Master Florist Scholarship  
\$500

SAFD Floral Career Change Scholarship  
\$500

Tubby Adkisson AAF TMFA Educational Scholarship  
\$800

**Details and qualifications may be found online  
Tsfa.org>Texas Floral Endowment>Scholarships  
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SAN ANTONIO



Jodi McShan AAFTMF

# THE BUSINESS OF *Flowers*

## *Cost of Goods*

### *Why is It Important and How Does It Affect My Business?*

You often hear the words cost of goods (COGS) thrown around by accountants and those analyzing the profitability of your business, but what does this term really mean and how should you use the information? The cost of goods is the cost of the items you are offer for resale. This is NOT your rent, mortgage, electric bills, and other overhead costs. It is the amount of money actually going into the items your customers are buying. Floral tape for a corsage would be considered a COGS, but the needle-nosed pliers, using to twist the wire for boutonnieres, is not.

When looking at the accounting side of the equation, you are reviewing the cost of goods as to what you are paying for the components of your retailed items. This would mean the actual price you are paying – not what the sticker says or what you think it should be. The actual price paid is used for the purpose of determining your profitability. Taking into account the cost of labor is also a consideration.

If you are not considering the COGS when pricing, then you may be taking a loss on sales without even realizing it. Be sure that you understand your retail price calculations and the COGS involved so that each item is profitable. If you are pricing to “break-even” on an item, be sure that you have actually made the decision to do so. Take the necessary time to understand this analysis. Schedule time to review these details with your accountant. These points of analysis will provide opportunities to tighten things up and lead to becoming more profitable with even the smallest of changes throughout your operation.

When reviewing the sales side of the equation, you may not choose the price that you actually paid for the item as the baseline to mark-up. There are times that you should use the full wholesale price for the item and mark-up from there. For instance, if you purchased an item on sale, price the item

based on the regular wholesale price, not the price you paid. While some may choose not to follow this method, it will most definitely lead to more profitability. It may seem like you are doing a great service to your customer when you pass along the discount, but you do not want that same customer to come back in two months, request an identical item, and you need to charge more because you are no longer receiving at a discount. Take time to regularly check the market rates to be sure you are properly pricing your retail items.

These numbers vary greatly when it comes to major holidays, such as Valentine’s. Your COGS increases on roses and a number of other items. Many florists pass this increase onto the consumer and others do not. This decision is based on what is ultimately best for your business. Take the time, in making these decisions, to keep in mind the accounting side of things to be certain that you are not loosing money. Some florists wish to increase the price year-round so as to not increase prices around the holidays. Others train their sales team to explain the reason for the increased costs to the consumer. Neither option is wrong. Whatever your decision, it should be well thought out, clearly understand and determined in advance.

COGS is extremely important in all aspects of business planning and in evaluating profitability. Take time to know your COGS (both what you pay and what the wholesale rate is). It is only then that you can accurately price your consumer goods and fully understand your company’s greater earning potential. Understanding the logistics of your business may not be the most fun and is definitely not the most creative, but it is one of the most important aspects to master. Proper analysis of your COGS can lead to better inventory management and higher profitability.



CALFLOWERS is a Platinum Level Texas Floral Education Underwriter

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**Our Mission is to strengthen member businesses, provide industry leadership, and foster fresh flower sales and enjoyment through research, education, logistical support, and promotion.**

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Visit **[www.cafgs.org](https://www.cafgs.org)** for details



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Date*

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Hotel Del Coronado - CA

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celebrates 80 years!

- \*Educational Sessions
- \*Grower Tour
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# Expo Education

## CHRIS NORWOOD

Chris Norwood AAF AIFD PFCI shares the One! Two ! Three! to successful event work created from items found within the walls of the Little Rock iconic flower shop Tipton & Hurst. Creativity expands the visual and offers unlimited possibilities for event work and instore display. The best news is that the majority of items were found simply sitting around the shop, just waiting to be enhanced and used!!

- An open wooden frame column was built to create the base.
- The structure may be built in 3 foot - 12 foot heights and in various widths.
- Cover and secure chicken wire to the open wood frame.
- Once the chicken wire is secured, insert permanent botanicals. We selected hydrangea and roses.
- Floral pedestals work well adding interest and height to in-house floral displays and also perfect for event rentals. Permanent Foliages and Floral Botanicals accent well in varieties only limited to your imagination.



Photo Credit | Kris Ann Photography



Photo Credit | Cody Ash Photography



Photo Credit | Kris Ann Photography

- An idea borrowed from Tim Farrell AIFD Awards and Induction Dinner decor at AIFD Symposium, this is an easy way to add height and drama to a tabletop design.
- Purchase a milk crate to create the base.
- Wire a Smithers Oasis Floral Foam Tile to the sides of the milk crate.
- Add a selection of floral product, remembering to use shorter stems and broken flower heads that are typically tossed aside.
- This idea may also be created in permanent and dried botanicals to elevate displays by simply inserting stems through the milk crate.





Photo Credit | Cody Ash Photography

- The design was created directly in the vase filled with water. It is always important to be certain that decor vases are sealed to support water without seepage at the base.
- For a more airy look and especially for delivered event work, the design may be designed in an appropriate size Lomey dish. This offers the opportunity to create taller and more airy arrangements and ones that are easily delivered. Once on site, simply place the Lomey dish on top of the container. A balanced design is of most importance.
- To begin the design, we based with Hydrangeas. A Tip on Hydrangeas is to remove all of the foliage from the stem. We find this best to do at the point of processing.
- Next we placed Silver Dollar Eucalyptus as the decorative foliage.
- Line material is the best added next and we chose Bells of Ireland.
- Form flowers are next and we chose Roses. Garden Roses add depth and interest.
- Filler complements with Thistle and Queen Anne's Lace.
- We added gorgeous Lilies last in that these are the most fragile and oftentimes break easily.

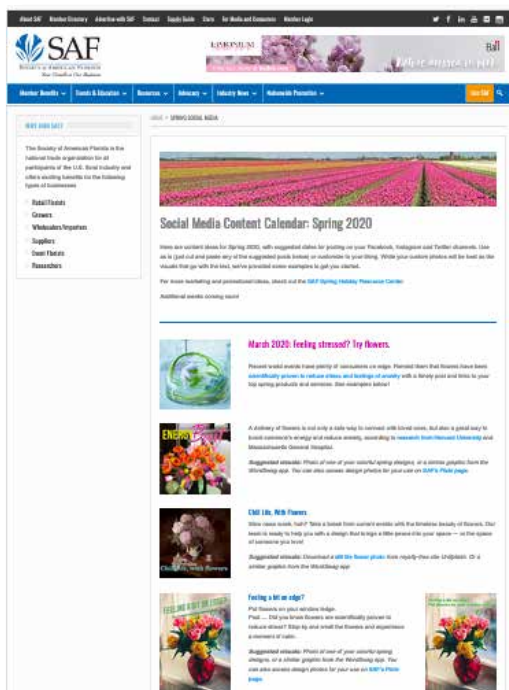


- Smithers Oasis Midnight Foam Spheres provide a dual function: one as a water source and one as a focal point of the design.
- This Midnight Foam Sphere was one of numerous spheres for a tabletop arrangement.
- Flowers were inserted directly into the sphere with no need to cover mechanics.
- A glass pedestal was selected as a base to elevate this part of the overall composition.

- The Expandable Trellis from Fitz Design is the base for this backdrop.
- This idea designs best when the trellis is doubled, providing depth in-between, so that when stems are inserted, each stays in place.
- In an effort to watch costs we chose to base with Asparagus Springeri, Salal and Green Pittisporum.
- Next step is to add floral. For event work we often base with permanent botanicals and then add fresh florals to top dress.
- Adding fresh product for events works best to top dress last minute. If you must complete in advance, place the roses in water tubes.
- Not only may this be created as a backdrop, but also as an accent to base the stage or as a wall for photo opportunities or in permanent botanicals for shop display!

Photo Credit | Kris Ann Photography





## The Society of American Florists provides Marketing Messages helping the Industry to Help our Customers Feel their Best

TSFA President Gina Waters AAFTMF shared that SAF held a webinar, emphasizing the importance of using positive messaging with our customers.

SAF encourages to remind your customers that flowers have been scientifically proven to reduce stress and feelings of anxiety with a timely post and links to your top spring products and services.

Outlined at [safnow.org/spring-social-media/](http://safnow.org/spring-social-media/) are several messages that may possibly assist with your communication during this unprecedented time. TSFA extends our appreciation to the Society of American Florists for opening these webinars to the industry.

TSFA is in review of all possible ways to assist members during these times and will be sharing updates at [tsfa.org](http://tsfa.org) and in email blasts to the TSFA database.

# SIMPLY Social

## 5 SIMPLE STEPS TO SPRING CLEAN YOUR SOCIAL MEDIA

Our digital houses can get just as cluttered as our actual houses, making spring a great time to clear our junk and cobwebs. Use these actionable steps to create a space free of clutter and primed for spring growth and expansion.

1. Audit Your Spaces - An audit of your platforms is a great way to take stock of what is working in your strategy and what needs to go. When performing an audit, check your images on each platform. Does your FB cover photo need an update? Now is the time to make everything look as fresh as spring! Also, you want to look and be sure there is consistency across all platforms with color and branding. Dig into your demographic data to help you improve ads and targeting. Evaluate your posting activity and engagement rates. Do you see places for improvement?

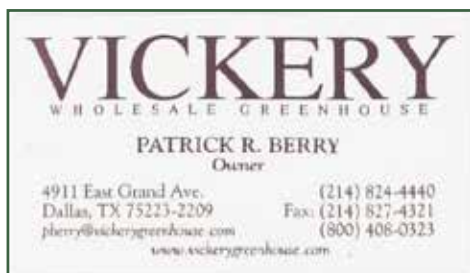
2. Check Out Your Competition - What type of content are they sharing and how often are they sharing it? Which content receives the most engagement? How are they using videos across platforms?

3. Review Your Social Media Platforms - Each platform is different and requires a different approach, yielding different results. Are you using the right platforms to target your audience? Are you spending most of your time focused in the one area that will generate the most results for your effort? There is no need to spread yourself too thin or try to do a "one-size-fits-all" approach. Maximize your efforts by focusing your time effectively.

4. Create A Content Calendar - Content calendars help you plan content on a weekly/monthly basis. It helps you deliver a more balanced mix of content. Set aside one day each month to look ahead to events, seasonal trends, etc. and develop your content around them.

5. Move Forward With A Fresh Strategy - Social media is more than setting up accounts and posting. Consider the "why" of what you're doing and what inspires you and bring this forth in your marketing. Your audience will thank you.

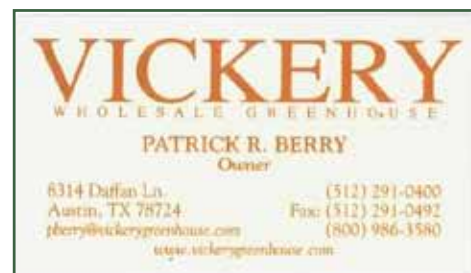
For more information, contact [ashley@simplifiedsocialmedia.com](mailto:ashley@simplifiedsocialmedia.com)



DALLAS



DENTON



AUSTIN



# TSFA *Calendar of Events*

Images courtesy of theStacey Carlton



## APRIL

- 1 April Fools Day
- 2 World Autism Awareness Day
- 15 Tax Day
- 20 Easter
- 24-26  
TSFA School of Floral Design  
Introductory Classes | Leander, TX  
Visit [tsfa.org](http://tsfa.org)
- 29 HS Certification Testing  
Longview, TX | Visit [tsfa.org](http://tsfa.org)



## MAY

- 2 Kentucky Derby
- 5 Cinco De Mayo
- 5 National Teacher's Day
- 10 Mother's Day
- 16 HS Certification Testing  
Eastview HS | Georgetown, TX  
Visit [tsfa.org](http://tsfa.org)
- 25 Memorial Day
- 29-31  
Texas Master Certified Florists Classes  
TSFA School of Floral Design  
Visit [tsfa.org](http://tsfa.org)



## JUNE

- 1-2  
National CFD Prep Classes with  
Instructor Jackie Lacey AIFD
- 1-2  
Teacher Certification Classes  
Birdville Center of Technology and  
Advanced Learning
- 9-10  
Teacher Certification Classes  
TSFA Office | 413 S West Dr.  
Leander, TX 78641
- 24 Regional Design Event  
Hands-On Workshop | State of the Art  
Holiday Inn Downtown Marina  
Corpus Christi, TX
- 28 Regional Design Event  
Hands-On Workshop | State of the Art  
Houston Racquet Club | Houston, TX

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- 9 The Flower Forrest | 210.822.6766 | [www.flowerforrest.com](http://www.flowerforrest.com)
- 14 The Florist, LTD | 940.483.1800 | [www.thefloristltd.net](http://www.thefloristltd.net)
- 9 Tubbs of Flowers | 800.288.1978 | [www.tubbsofflowers.com](http://www.tubbsofflowers.com)
- 14 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | [www.vickerygreenhouse.com](http://www.vickerygreenhouse.com)
- 14 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | [www.vickerygreenhouse.com](http://www.vickerygreenhouse.com)



It was with regret that, out of an abundance of caution and in consideration of the situation caused by COVID-19, the TSFA Board of Directors made the well thought out decision to cancel the events at The Baylor Club in Waco and at The Arboretum in Dallas. It was disappointing in view of the effort that so many had put into this project. TSFA extends appreciation to Central Texas Chair Tom Wolfe, Jr. and DFW Co-chairs Jodi McShan AAF CFD TMF and Susan Piland TMFA and their committees for the time spent in preparation for these events.

The time is

# now

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