

# *The Bloomin' Texan*

AUGUST 2016



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# The Bloomin' Texan

AUGUST 2016 | VOLUME XXXXII | NUMBER 8

## From the President



Susan Weatherford

Not all good things have to come to an end!

It was difficult to write this article, knowing it would be my last. To say that I've had an amazing journey the past two years would be a DRASTIC UNDERSTATEMENT. In one word, EXTRAORDINARY seems to describe my personal experience serving as your TSFA President. After looking it up, I found the word "EXTRAORDINARY" (By definition\*) illustrates our association almost perfectly.

### EXTRAORDINARY

\*Having a special purpose, additional to and going beyond the ordinary or established scope of something; unusually excellent

\*Deviating widely and far beyond what is normal, or customary in magnitude or degree; not typical or mediocre (TSFA certainly does this...don't we Dianna Nordman & Lynn Lary McLean!?)

The last two years while PROUDLY serving as your President, I have been humbled and honored in a variety of ways. I have been pushed outside my comfort zone, realm of obtainability and beyond the norm, not you "Norm" Northen (my friend & our future President). TSFA has taught and demonstrated fearlessness to reach for goals without limits; and then allowed us to witness these achievements and see the rewards and incredible opportunities that were once unimaginable. TSFA is pro-active and tenacious, and will continue to "respond to", rather than "react to", the challenges we may face.

Through involvement in TSFA, we have developed new life-long friends, reconnected with existing ones and watching all these relationships thrive through the active participation, dedication and remarkable sense of community and comradery ingrained in our TSFA members. I sincerely hope that all of you took advantage and shared with me that part of our journey!

It has been astounding, NOT ONLY, of the inspiration we received from our TSFA Underwriters, Board of Directors, Committees, Volunteers and Members but the LEVEL of excitement was unparalleled! One of the most privileged parts of my term as President has been being able to get to know and work with you.

It is bittersweet to step-down this month, but I am leaving with so much learned and gained and I am eternally grateful to everyone who made my adventure such an experience...THANKYOU to you ALL!

I look forward to the continued momentum of our great association. Let's keep our "PETAL TO THE METAL" and on this bold and audacious journey.

### A FINAL Thought...

Remember every day is a gift and the quality of your life is a gift to yourself. -Barry Gottlieb

### MY FINAL Thought...

I hope you find pride and inspiration in the challenges and experiences that happen every day.

Nothing in this life is final...Everything is temporary and can be EXTRAORDINARY if you so choose.

## 4 TEXAS FLORAL FORUM DALLAS SCHEDULE

## 5 TEXAS FLORAL FORUM DALLAS REGISTRATION

## 6-8 FOCUS YOUR STUDY AT THE DALLAS FORUM

## 10-13



## STARS OF TEXAS EVENT TEXAS CUP COMPETITION TRENDING FLORALS

## 14-15

## NOT YOUR MOMMA'S FLOWERS THE FLORAL STYLINGS OF BETH O'REILLY FABULOUS FLORALS



## 16

## COMPETITIVE DESIGN AT IT'S BEST GATEWAY TO THE AMERICA'S CUP

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

P.O. Box 170760 | Austin, Texas 78717 | 512.834-0361 | FAX 512.834.2150 | 800.375.0361 | www.tsfa.org | E-mail txsfa@sbcglobal.net

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# TEXAS Floral FORUM • 2016

INTERCONTINENTAL DALLAS | DALLAS, TEXAS  
OCTOBER 8-9, 2016

## SATURDAY, OCTOBER 8, 2016

9:30 am - 3:00 pm

### **On the Road to Success!**

Tour Retail Florists to see and learn how and why they are successful!  
Dr. Delphinium Lover's Lane Location and Design Center  
Petals & Stems  
McShan Florist  
Transportation underwritten by  
Gold Level Texas Floral Education Underwriter Flower Shop Network

10:00 am - Noon

### ***Fabulous Flowers to Wear***

A Hands On Design Experience  
Jackie Lacey AIFD PFCI  
Experience underwritten by Texas Floral Education and Product Partner  
Bronze Level Texas Floral Education Underwriter Fitz Designs

1:00 pm - 3:00 pm

### ***Design Diagnosis: Examining the Principles and Elements***

A Hands on Design Experience  
Loann Burke AIFD PFCI  
Experience underwritten by Texas Floral Education Partner  
Platinum Level Texas Floral Education Underwriter BloomNet

4:00 pm - 6:00 pm

### ***Today's Wedding: It's All About the Flowers***

A Hands On Design Experience  
Deborah De La Flor AIFD PFCI  
Experience underwritten by Texas Floral Education and Product Partner  
Silver Level Texas Floral Education Underwriter FTD

## SUNDAY, OCTOBER 9, 2016

8:00 am - 9:00 am

Product Gallery Opens | Coffee & Muffins

9:00 am - 10:00 am

### ***Custom Creations: Designing Holidays to Maximize Value***

Loann Burke AIFD PFCI  
Presentation underwritten by Texas Floral Education Partner  
Platinum Level Texas Floral Education Underwriter BloomNet

10:30 am - Noon

### ***Hidden Treasures***

Derrick Myers CPA CFP PFCI  
Presentation Underwritten by Crockett & Myers Associates

Noon - 12:30 pm

### **Product Gallery**

12:30 pm - 2:00 pm

### **Luncheon Presentation**

*Beyond the Basics* | Kevin Ylvisaker AIFD CFD PFCI CAFA  
Experience underwritten by Texas Floral Education and Product Partners  
Accent Décor | Acolyte | Dallas Design Supply  
Design Master Color Tool Inc. | Greenleaf Wholesale Florist  
JB Parks Wholesale Florist | Oasis Floral Products  
Priest International, Inc. | Rio Roses | Southern Floral Co.  
TSFA Growers Division | Zoom! Roses

2:00 pm - 2:30 pm

### **Product Gallery**

2:30 pm - 4:00 pm

### ***Weddings with Personality***

Deborah De La Flor AIFD PFCI  
Presentation underwritten by Texas Floral Education and Product Partner  
Silver Level Texas Floral Education Underwriter FTD

4:00 pm - 5:00 pm

Product Gallery

*Grow Retail | Grow Texas | and together we Grow the Industry*

Presented by the Texas State Florists' Association | Partially underwritten by the Texas Floral Endowment





# REGISTRATION FORM

INTERCONTINENTAL DALLAS

October 8-9, 2016 | Dallas

*One form per person. This form may be copied to accommodate additional registrants or you may go online to register at [tsfa.org](http://tsfa.org).*

Attendee Name \_\_\_\_\_ Email \_\_\_\_\_

Shop | Business \_\_\_\_\_ Address \_\_\_\_\_ City | State | Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Please circle your event choices and cost, total and send with payment by email: [txsfa@sbcglobal.net](mailto:txsfa@sbcglobal.net),  
Fax: 512.834.2150 OR mail: TSFA, P.O. Box 170760, Austin, TX 78717. Questions? Call TSFA 512.834.0361**

## OCTOBER 8, 2016

### ON THE ROAD TO SUCCESS!

Bus Tour of three Area Retail Shops

### HANDS-ON DESIGN EXPERIENCES

Fabulous Flowers to Wear

Design Diagnosis: Examining Principles & Elements

Today's Wedding: It's All About Flowers

ADVANCED <small>(before 10/6)</small>		AT THE DOOR <small>(after 10/6)</small>	
Member	Non-Member	Member	Non-Member
\$85	\$105	Not Available	
\$65	\$85	\$85	\$105
\$65	\$85	\$85	\$105
\$65	\$85	\$85	\$105
\$125	\$168	\$168	\$205
<b>Total</b>			

## OCTOBER 9, 2016

### REGISTER FOR THE DAY AT THE TEXAS FLORAL FORUM

Includes Product Gallery | *Custom Creations: Designing Holidays to Maximize Value*  
*Hidden Treasures* | *Beyond the Basics* and Luncheon | *Weddings with Personality*

### PAYMENT INFORMATION

☐ U.S Check | Money Order (Payable to TSFA) ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_ Code \_\_\_\_\_ Billing Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# Focus Your Study at the Forum

## WITH THESE HANDS ON DESIGN EXPERIENCES



Jackie Lacey AIFD PFCI

### *Fabulous Flowers to Wear*

*A Hands on Design Experience*

Experience underwritten by Texas Floral Education and  
Product Partner Bronze Level Texas Floral Education  
Underwriter Fitz Design

Join Fitz Design along with Fitz Design team member and industry expert Jackie Lacey AIFD PFCI for two hours of non-stop fun and inspiration. During this Hands On Design Experience Jackie will demonstrate the tastes, trends, and techniques that will help take your flowers to wear designs to the next level! As you create your own designs using your newly learned techniques, Jackie will share great tips for faster production, how to increase your profits on flowers to wear and how to help your shop become the “go to” place for special occasion flowers. Whether you want to increase your prom or homecoming business, be up to date on the latest trends in wedding flowers to wear or just want to brush up on your corsage and boutonniere skills, you won’t want to miss this Fabulous Flowers to Wear Experience!

Jackie has over twenty-five years of experience in the retail floral market and ownership of shops in Tennessee, Texas and South Carolina. He has been provided an extensive background in the retail floral market and design industry. Formally Vice-President and Wedding & Event Specialist for a retail floral corporation with annual sales over a million dollars, Jackie now utilizes his experience to provide education and instructional design programs, market showroom set up, private retail consulting as well as design and event planning.

An award winner in numerous competitive floral design competitions Jackie has also had published articles that have appeared in *Flowers &*, *Modern Bride*, and *Inside Weddings*.

Jackie’s strong desire to share this acquired floral knowledge has given him the opportunity to promote the continued growth of the floral industry as well as be involved in continuing education through numerous stage presentations. His current position as Lead Floral Instructor for the Institute of Floriology continues to broaden and enhance his own education.

Jackie currently serves the American Institute of Floral Designers as a member of the National Board of Directors and as the Past Chairperson of the National Membership Committee.



Loann Burke AIFD PFCI

### *Design Diagnosis: Examining the Principles and Elements*

*A Hands on Design Experience*

Experience underwritten by Texas Floral Education Partner  
Platinum Level Texas Floral Education Underwriter BloomNet

How many times have you taken a step back from your design and said, “It needs something! but what????!” Learn to “diagnose your own floral illness” (a Loann-ism) in this fun and fast paced crash-course in the principles and elements of design. Whether you want to brush up on your skills, or learn them for the first time, join Loann as she guides you in a study of “Design Diagnosis.”

Loann Burke, AIFD, CFD, PFCI, AAF is an award winning floral designer and event specialist with Furst the Florist in Dayton, Ohio. With over 30 years of experience in the floral industry, Loann’s designs and insights have been featured in *Florists’ Review*, *Canadian Florist*, *Floral Management*, *Floriology*, *IDEA Magazine* and national print ad campaigns, among several other industry publications.

She was inducted into the American Institute of Floral Designers in 2005, and into Professional Floral Communicators International in 2008. In 2015, Loann won the grand prize in the 48th Annual Sylvia Cup Design Competition, and was inducted into the American Academy of Floriculture (AAF), a recognition for those who have committed their time and energy to both the floral industry and their local communities.

A highly sought after speaker and designer, she frequently shares her passion for flowers as she presents product demonstrations, hands-on workshops, and design seminars throughout the country for wholesalers, garden clubs, and civic organizations. As part of a team of designers from the American Institute of Floral Designers, Loann has been invited to design at the White House in Washington DC on multiple occasions.

She recently presented her critically acclaimed program, *The Language of Flowers*, on the main stage at the AIFD National Symposium, *Transition Transformation*, in Chicago. Loann currently serves as Design Director for Smithers-Oasis. She is past President of the North Central Chapter of AIFD and serves as Chairman of AIFD Certification. Loann holds a Bachelor’s degree with Distinction in horticulture from Purdue University, and a Master’s degree in Marketing from Wright State University.





**Deborah De La Flor AIFD PFCI**

## *Today's Wedding: It's All About the Flowers*

### *A Hands on Design Experience*

Experience underwritten by Texas Floral Education and  
Product Partner  
Silver Level Texas Floral Education Underwriter FTD

This is a once in a lifetime opportunity to study with one of the industry's best designers. Deborah's high energy, passion for the industry, and floral knowledge is unparalleled. This session will cover the latest techniques used to create extraordinary wedding bouquets and reception designs. You will learn new styles along with the tips and tricks of the trade used to create these one of a kind masterpieces that today's brides are requesting. Deborah knows that when it comes to the perfect wedding .... "It's All About Flowers!"

Deborah De La Flor's talent, innovative style and passion for flowers have made her a world-renowned floral designer. For more than 30 years, her passion for flowers has taken her around the world and allowed her to share her love for the floral industry through design presentations, seminars, competitions and commentary.

Deborah's ability to anticipate and influence the latest floral trends has led to her consulting for some of the biggest names in the floral industry. Her vast knowledge, down-to-earth demeanor and infectious enthusiasm make her a sought-after presenter for floral industry events. Deborah has also added AIFD Certified Floral Evaluator/Judge to her long list of accomplishments. She is the author of the floral design book *Florsages: The Art of Floral Body Design*.

Her many accolades include Florida State Designer of the Year and winner of the FTD Great Masters Design Competition. Most recently, Deborah had the honor of serving as a judge for the 2015 Interflora World Cup in Berlin, Germany. She was a featured presenter at the 2012 AIFD National Symposium, and she was inducted into the Professional Floral Communicators International (PFCI) in 2006. Deborah represented the United States at the Interflora World Cup in Melbourne, Australia, in 2004. She was also the first runner up at the FTD America's Cup finals in 2000 and was inducted into the American Institute of Floral Designers (AIFD) in 1996. Deborah has owned De La Flor Gardens in Fort Lauderdale, FL, for more than 25 years.

**Loann Burke AIFD PFCI**

## *Custom Creations: Designing Holidays to Maximize Value*

### *Texas Floral Forum Opening Presentation*

Presentation underwritten by Texas Floral Education Partner  
Platinum Level Texas Floral Education Underwriter BloomNet

Make the most of your holidays through merchandising, marketing, and maximizing profits. Far beyond the average design, Loann will show you how to create profitable and memorable designs for every holiday! One of Loann's favorite jobs at Furst Florist is to create in-house designs that are not only beautiful, but also maximize both labor hours, "sellability", and profits. Follow Loann as she takes you through the calendar year with tips, tricks, and trends to maximize value for your customers.

**Deborah De La Flor AIFD PFCI**

## *Weddings with Personality*

### *Texas Floral Forum Closing Presentation*

Presentation underwritten by Texas Floral Education and Product Partner  
Silver Level Texas Floral Education Underwriter FTD

Wedding trends are constantly changing, and most brides want to keep up with the latest trends. Every bride has her own personality and unique perception of what she wants to see on her wedding day. Deborah will show you how to compel your bride to communicate her ideas and vision to help you interpret what she wants for her one of a kind event. In this program, Deborah will present the latest in wedding styles, colors and trends, as well as what she predicts for the upcoming year.

You want your wedding business to flourish all year long. Keeping up with the latest trends helps. An enthusiastic sales pitch and quality design work are very important too, but it never hurts to have that little something extra. Deborah shares her common sense business tactics for winning wedding business. Learn simple easy tips to make you stand out from the crowd and give you the winning advantage every time!

## *On the Road to Success*

Transportation underwritten by Gold Level Texas Floral Education Underwriter Flower Shop Network

Travel around Dallas while learning all you possibly can about Retailing at it's Finest!  
With visits to three of Dallas' most premiere florists the day promises to be quite an adventure!



**Derrick Myers**  
CPA CFP PFCI

## *Hidden Treasures Finding the Gold in Your Business*

Presentation Underwritten by 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. You will be provided and we will discuss expense targets, worksheets, formulas and structures that have been used successfully with hundreds of florist in the past twenty eight years to help them grow and maintain some of the best profit margins in the industry. The main costs centers of focus include Cost of Goods Sold, Labor, Delivery, Occupancy, Marketing, and Wire Service Business.

After graduating with a Bachelor of Arts degree in Economics, with certificates in accounting and finance, Derrick went on to successfully attain his Certified Public Accountant designation, and was made a partner in the accounting firm of Crockett, Myers & Associates. He continued his professional education and became a Certified Financial Planner, an Investment Advisor Representative, and also completed the Advanced Master Florist Manager Program offered through FTD. Derrick provides the expertise to guide businesses and individuals toward their financial goals through management advisory services, as well as tax, estate and financial planning.

As a business consultant, Derrick has developed financial strategies which are unique in the floral industry. His strategies have proven instrumental in increasing the profitability of many florists. He shares these techniques during his coaching sessions as well as through his seminars. These techniques focus on helping florists reduce costs, manage staff, save taxes, and run a more profitable business.

Derrick has been working with the floral industry since 1983. During this time he has also perfected his "Floral Analysis Program" while working with hundreds of florists and being active in numerous florists associations. The "Floral Analysis Program" breaks down and analyzes financial statements in such a way that Derrick can show the florist owner exactly where to focus their time and energy to reduce costs and increase profits.



**Kevin Ylvisaker**  
AIFD CFD PFCI CAFA

## *Beyond the Basics*

Presentation underwritten by  
Texas Floral Education and Product Partners  
Acolyte | Accent Décor | Dallas Design Supply  
Design Master Color Tool, Inc | Greenleaf Wholesale  
Florist | JB Parks Wholesale Florist | Oasis Floral Products  
Priest International Inc. | Rio Roses | Southern Floral Co.  
TSFA Growers Division | Zoom! Roses

Do you ever wonder just what little extra could you do to any design to make it a bit more exciting or modern? From Boutonnieres to Event Work, from Everyday Design to Wedding Bouquets to Sympathy Design, it will all be covered in this Luncheon Presentation.

This exciting show will cover how to change any design that might come into your shop. We'll start by addressing modernization of the shop and move right into design. From there we'll discuss how to price all design styles to make a profit.

Design upgrades can be done by adding accessories, using different flowers or even just a simple change of style is all that's needed to make your work so much more exciting. Using the fantastic new products from our sponsors you will see an typical design become transformed into a unique signature design.

As always I will create the designs "live" so you can see exactly how it was created. This also gives the opportunity to ask plenty of questions.

So come prepared to walk through my "dated shop" and see how it transforms into my "modern shop" all right before your eyes.

Kevin comes to the floral industry with a background in art that includes a concentration in sculpture and weaving. He has been in the floral industry for more than forty years.

Kevin is a freelance designer with his company KLY Floral International.

He is an Oasis Design Director creating designs for shows, Smithers Oasis *IDEA* Magazine, advertisements and Oasis IDEA channel on YouTube.

He is a Teleflora Education Specialist presenting design shows and classes around the country. He has worked on both the current Teleflora Selection Guide and the Teleflora Wedding Guide. Kevin has been featured in Teleflora's *Flowers &* magazine numerous times. He has worked with Accent Décor to produce designs for their catalogs, their "T2" video series and set up their showrooms across the country.

Kevin is a certified member of the American Institute of Floral Designers (AIFD) (CFD) and is also a Past President of AIFD. He is a member of PFCI, the Professional Floral Communicators International. Kevin is a past President of the Wisconsin and Upper Michigan Florists Association (WUMFA).

Kevin was a member of the Design Team for the Inauguration of President George H.W. Bush in Washington, DC 1989. He was a Design Team Captain for the Inauguration of President Bill Clinton in 1993.

Kevin was honored to be a Judge for the 1997 Tournament Of Roses Parade in Pasadena California. In 1999 he was a member of the floral design team for the Fiesta Float Company.





## BRONZE

ACOLYTE

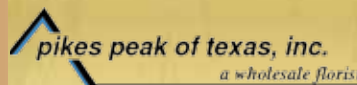


Wolfe Wholesale Florist

## SILVER



## GOLD



## PLATINUM



# MAKING TEXAS FLORAL EDUCATION POSSIBLE

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

# Stars of Texas LUNCHEON



By Norman Northen TMFA

Dallas Market Center was the venue for the 2016 Stars of Texas Luncheon and Awards program. Texas Floral Events Coordinator, Lynn Lary McLean AAF AIFD PFCI TMF served as Mistress of Ceremonies for the event.

TSFA First Vice President Norman Northen TMFA offered the invocation. The 2016 Texas Cup Chair Chris Collum AIFD TMF was introduced and appreciation extended for his most capable chairing of this year's competition. The eleven Texas Cup Competition competitors were introduced. Appreciation was expressed to Charles Ingram and Dr. Delphinium for processing all of the flowers for the three day event as well as for the gorgeous luncheon centerpieces of summer florals in mixed tones of peach, pink, coral, and vibrant green placed on trendy aqua blue table linens.

BloomNet's Brent Eggleston presented a \$1000.00 scholarship award through the Texas Floral Endowment to attend Floriology to TSFA member Cheryl Vaughan.

Past TSFA President and Co Chair of the TSFA Education Committee Debbie Gordy AIFD TMFA awarded Scholarships and named the 2016 Texas Master Florists in attendance.



Three Texas Floral Endowment Scholarships were presented to Ann Elizabeth Hallmark, Channel Kiles and Reven Marburger.



Texas Master Florist Certification was awarded to Ben Bowen TMF and Becky Smith TMF.



Jacob McCall AIFD presented *Trending Florals* showcasing exquisite color combinations and styles for large, easy to assemble event work on a grand scale.



The former Texas Designers of the Year that were in attendance were named the 2016 Stars of Texas. These former winners include:

1985 Kelly Marble AIFD TMF  
1996 Lisa Williamson TMF  
2001 Norman Northen TMFA  
2006 Beth O'Reilly AIFD TMF  
2008 Fabian Salcedo  
2009 Lorri Ann Medina  
2010 Megan Rudloff TMF  
2011 Shellie Jacob  
2014 Sheri Jentsch TMF  
2015 Chris Collum AIFD TMF

Each was presented a crystal star from TSFA by President Susan Weatherford to honor and to recognize not only the incredible talent of each individual but also what each continues to do for this industry.



Norman Northen presented the Presidential gift to TSFA President Susan Weatherford from the Board of Directors of TSFA, TSFA committee members, and friends. A custom-designed Starfire Design by Charlie Wharton featured a pendant of TSFA colors blue and yellow lapis on gold as well as a satin



jewelry travel case and traveling money for New York City to help continue her visits to see her granddaughters.



The Jim Orr Volunteer of the Year Spirit Award was presented to Amy Neugebauer AIFD TMF. President Weatherford presented the award while sharing Amy's most generous efforts and tireless volunteer hours. Amy has exceeded expectations in her grass roots approach to inviting designers to attend the Texas Floral Events and has attended all of the Texas Floral Events over the past two years so that she may greet each and work to build the efforts established by the association. Well done Amy Neugebauer!



Past TSFA President Pat Becker AIFD TMFA presented the TSFA Achievement Award to TSFA Past President and Education Co-Chair Debbie Woltmann TMFA of Brenham Floral. Debbie has worked tirelessly for TSFA and has served in almost every position possible in the TSFA organization. Debbie's family surprised her and joined her on stage as all attending recognized her and her incredible level of involvement over these many years. She has led TSFA to the forefront of Certification for Texas High Schools and we are so grateful!

In closing, the 2016 Texas Floral Education Underwriters that assisted with the Dallas Market three day event were introduced. 2015 Texas Floral Showcase Presenter J Schwanke was introduced and thanked for all that he did to help launch the new approach to education in Texas!

The luncheon event adjourned providing time for friends and market shopping before the Texas Cup Competition resumed.

#### *A Special Thanks to Bruce McShan*

All it took was a phone call to TSFA Board member Bruce McShan and support and carts were at the DMC for three days to transport designs to and from the World Trade Center Atrium as well as to deliver all remaining Presentation and Competition Florals to local Nursing Homes. Texas thanks you for this incredible effort and for the support provided. Thank you to McShan's own Don and D'et and Matthew!!! and to Bruce for making it all happen!

# TRENDING FLORALS

PRESENTED BY JACOB MCCALL



Jacob McCall AIFD AAF CFD FSMD, the United States most recent competitor in the World Cup, wowed the luncheon attendees at the Stars of Texas Luncheon recently held at the Dallas Market Center. With floral product provided by Silver Level Texas Floral Education Underwriter The Elite Flower and containers presented by Texas Floral Product Contributor Unlimited Container, Inc. the presentation was certainly world class.

Jacob shared designs worthy of a world class competitive scale that at the same time included relatively quick and easy design ideas to create presentations for events offering responses for installations requiring minimal time. These containers presented from UCI suggested opportunities of prop and container rentals for today's floral designer. Easy to understand design techniques and mechanics were thoroughly discussed. For example foliage wreaths were placed to base the utilitarian liners offering full coverage of the container.

Flowing foliage, expansive gladioli, and florals that cover a great deal of space for quick and easy insertions dominated the designs. Two of the favorites were companion designs created on reclaimed wood featuring one oblong leaf shaped centerpiece accenting a freestanding wood component. These were designed in trending tones of pink and coral with flowing gloriosa lilies offering quite the statement.

This fabulous program showcasing *Trending Florals* inspired. A world class program that offered so many adaptable ideas allowing everyone to capture a detail to utilize in their store for weddings, parties, events, merchandising, and so much more!



# Texas Cup Competition

1 METICULOUS CHAIRPERSON, 11 NERVOUS COMPETITORS,  
11 QUALIFIED PROPS, 11 MIXED PROCONAS OF BEAUTIFUL FLOWERS,  
3 CERTIFIED AIFD JUDGES, AND A ROOM FULL OF WIDE-EYED OBSERVERS



By Norman Northen TMFA

All were in the International Trade Plaza at the Dallas Market Center for the 2016 Texas Cup Competition. Having been in all of those shoes before, I was so glad I did not have to take part in any of those positions, except spectator.

The theme of *Trending Styles* provided a fine day of designs as 11 top-notch designers from across the state competed for Texas' top floral prize, the coveted Texas Cup. Chris Collum AIFD TMF chaired this year's competition. Collum was the winner of the Texas Cup in 2015.

Beautiful flowers in trendy home décor colors of green, white, coral, and Pantone Colors of the Year Rose Quartz and Serenity Blue . . . accented with succulents, beautiful lush foliages, and curly willow awaited the 11 competitors.

The first competition category was a design interpreting the *Trending Styles for Home Décor*. Shades of green dominated this design with succulents, foliage, and branches in a gray-rustic earthen vessel container.

The interpretive design category showcased the designers own style. They each brought their own prop to use for this design. We saw sleek clean vessels, driftwood, antlers, and DIY designer's props. Creativity abounded with the theme *Trending Styles*.

The third competition category was the Surprise Situation. The competitor was to create wedding selections for a bride using the 2016 Pantone colors of Rose Quartz and Serenity Blue. They were to create a bride or bridesmaid bouquet, a groom's boutonniere and a mother's floral. We saw hand-tied bouquets, crescent bouquets, cascades and nosegays. We saw bouquet holders, hand-tied designs,







armatures, composite flowers, taped and wired designs, the use of floral glue, artistic-wired bases and hand-made wristlets....from simple to exquisite over the top designs. A variety of bridal looks for today's bride were shared.

Jacob McCall AIFD served as emcee for this event. He kept the audience up to date with what was happening with the competitors and keeping time limits verbalized. The audience could walk around the perimeters of the design room while the competitors designed their arrangements.

Three AIFD certified judges had the not so easy task of judging the 33 floral designs to name the winner of the Texas Cup and the Texas Designer of the Year.

Attendees voted with a dollar per vote to raise funds for the Texas Floral Endowment. \$490.00 was raised! Thank you to each and everyone who voted! 3rd Place-Coby Neal AIFD PFCI, 2nd Place-Kassie Baker TMF, and 1st Place-Alan Masters AIFD.

When all was complete and judged, third place went to Angela Lamberth of Houston, second place to Denise Gehrke AIFD PFCI from Austin, and first place and title Texas Designer of the Year to Alan Masters AIFD from LaPorte. Alan will represent Texas in the Designer of the Year Contest this October in Nashville at the National Alliance of Floral Associations conference. He will also represent TSFA at Florescence 2017 in Houston. Alan will chair the 2017 Texas Cup Competition in January in Dallas. Congratulations, Alan. What a great competition with eleven great Texas designers.

The announcement of the winner was made during a cocktail party hosted by the Dallas Market Center. TSFA went live for a social media reveal on Facebook, as Jacob McCall made the announcements. TSFA had over 4,050 views of the video!! What a way to complete the day!!! With the education shared and the successes experienced over the three day event, the Dallas Market Center has extended an invitation for design events to take place during Dallas Market Week in January. We look forward with great anticipation to these events and the many possibilities of sharing the best that Texas has to offer!



Trending Florals for Home Decor



Left to Right: 3rd place, Angela Lamberth, 2nd place, Denise Gehrke, Stars of Texas Stage Presenter Jacob McCall, Texas Cup Winner Alan Masters, TSFA President Susan Weatherford, Texas Cup Chair Chris Collum



Texas Cup Competitors take Center Stage

# The Floral Stylings of Beth O'Reilly



Bridal bouquet designs often set the tone for floral trends and today we see a definitive movement in the industry toward lush, lavish, foraged and unstructured designs.

Beth O'Reilly AIFD TMF shared this trend forward style in a program entitled *The Floral Stylings of Beth O'Reilly* at the Dallas Market Center during the June Market. Her program delved into the challenges of creating these organic designs with purpose, intent and skill. The Dallas Market Center invited three former Texas Designers of the Year to share their incredible talent on stage in the World Trade Center Atrium as part of the partnership with TSFA to highlight floral design.

While this casual romantic style continues to build, it is imperative to incorporate the principles and elements of design while also offering something new and fresh to carry this style into the future. One of the challenges Beth described is for designers to free themselves just enough to let this wild and organic look take shape without losing sight of the important elements that encompass exceptional design.

"It's a balancing act of color, focal, depth and mechanics", shared Beth. Knowing that TSFA has long built the Education program upon these principles many designers may not feel natural to let go and loosen up the structure and mechanics that they have been taught.

Her designs highlighted popular flower varieties and foliage that brides are looking for and many of her designs reflected unique pairings and color combinations that have become more important than ever before. As part of the program she showcased several designs from centerpieces to backdrops and head table designs. One design in particular incorporated the use of a wire armature to help in creating this loose organic style. She also elevated this popular look by including a quick technique for making orchid composites to add into any design.

Her program culminated with a large suspended arrangement using wild smilax and minimal flowers in the Pantone colors of the year Rose Quartz and Serenity Blue. Beth explains that this color palette is a bit more challenging than in years past and she suggests thinking of it as a sunset on the horizon. All the colors that blend together to create the beautiful blue to amber and rosey sunset tones.

Beth's main objective was to not only showcase some amazing designs but to also talk about new fresh products on the market that are becoming more and more sought after. The idea of the "bespoke" arrangements where a designer has created it especially for an individual or event, giving it a true organic and foraged feel with special attention to unique products. Fresh blackberries, hellebores, astrantia, bay laurel, olive branch and scabiosa are a few items that were highlighted throughout her floral stylings. Each and everyone who attended was fortunate to have the 2006 Texas Designer of the Year Beth O'Reilly take the stage and share the exquisite blossoms so generously donated by Mayesh of Houston.

## Fabulous Florals



Norman Northen TMFA, 2001 Texas Designer of the Year presented the first of three floral design presentations in the Atrium of the World Trade Center at the Dallas Market Center, on Thursday, June 23, opening the Summer Market in Dallas. The program entitled *Fabulous Florals* highlighted the influence that Pinterest has on today's floral purchases.

Northen stated that the top 10 "most-looked at" floral designs are for centerpieces. The designs may be low and long, tall and showy, round, oblong and everything in between. The "most pinned" flowers are roses, orchids, gerbera, mini callas, hydrangeas and peonies.

His first design featured the style of a multi-vase table scape in shades of trending purple, blue and lavender color tones. Three different vases were used in three different heights.

A submerged cymbidium orchid spray in a clear 36" tall cylinder with torpedo acolytes illuminating the water was topped in trending shades of green and white with dramatic monstera leaves. This idea offered an inexpensive way to expand the design to fill the large space often needed for an event without adding a great deal of cost or time to complete.



# Not Your Momma's Flowers

Fabian Saucedo presented unique and truly creative floral designs in the World Trade Center Atrium at the Dallas Market Center. If you missed the actual show during the June Dallas Market, and you did not view it live on Facebook you missed quite a show!!! Fabian's presentation titled "*Not Your Momma's Flowers*" offered ideas beyond the ordinary as well as an exquisite study of floral art.

Silver Level Texas Floral Education Underwriter Accent Decor provided all of the containers for the presentation which featured the floral offerings of Gold Level Texas Floral Education Underwriter Pikes Peak of Texas. Fabian added a few of his favorite cuttings from Texas Grown Plants. "I like to create my designs to stand out leaving my mark on the design so people know that the arrangements were created just for them and by me when the florals are delivered."

He showcased several techniques that were unusual. Ones that a regular flower shop might not include in their flower arrangements. One of the techniques shown was to take flat wire and flat birch and bind together with wool. As the wool was pulled tight it caused the wire and birch to curl and bend in different directions. It was then installed in the design so that it woven in and between the flowers.

Another technique featured white duck feathers. He stripped the stems so that he had tiny round feathers on long stems. This was quite the technique that completed one of his arrangements.

Fabian discussed the importance of being there for your customers. He shared that he now knew that he had become a well rounded florist in that he has created weddings, which have brought births, which created families and now he offers flowers for birthday parties, family parties, and other special events.

The beauty of all-white floral in a column style design was presented as an ideal placement for round tables with unlimited height. Conversation can still take place around the table with this style of design. A hand-tied bouquet of Ying-Yang spray mums and white peonies with a collar of trendy dusty miller accented this centerpiece.

Sliced lemons, limes, and oranges filled a vase from Bronze Texas Floral Education Underwriter Priest International, Inc. graced with citrus-toned green viburnum, orange gerbera, yellow roses and bi-color orange roses.

Several groupings of floral arrangements that are suitable for the new-trending harvest tables created much comment sharing that a designer can easily use a selection of bud vases, antique bottles, or reproduction bottles to accomplish this style. Northern used all Texas-grown product for these designs. With an addition of galvanized tin containers in different sizes he acknowledged Central Texas' "Fixer Upper" styling that has influenced popular trends in home décor. Texas grown succulents from the Texas Growers' Division were added in coordinating containers with Texas grown herbs and tiny bouquets offering multiple ideas while suggesting to include small

Fabian featured preserved roses from Silver Level Texas Floral Education Underwriter Zoom Roses, which he showcased in several designs. He showed how to use this product in wedding bouquets as well as arrangements for a high end touch and accent of color that you simply cannot achieve in fresh flowers.

Fabian shared that his favorite foliage is Dusty Miller. "What is a wedding without Dusty Miller!!!! The color and texture makes most flowers pop!!"

We can always count on Fabian to introduce ideas and techniques that most of us do not even think of and that is what sets him apart in each and everything he does! These were certainly *Not Your Momma's Flowers*!

Design by Fabian Salcedo

Design Article written by Nora Cisneros TMFA



designs for favors for guests attending the event.

Bronze Level Texas Floral Education Underwriter Winward provided permanent botanicals that are so real in appearance you must touch to know the difference. These filled a mercury glass vase illustrating the trend towards Flemish styling with flowing vines and branches as a most popular design style on Pinterest.

A Texas Thank you to the companies who made this most amazing program possible!

Silver Level Texas Floral Education Underwriters Accent Decor, J.B. Parks Wholesale Florist, Inc., Syndicate Sales, Vickery Wholesale Greenhouse, Zoom!Roses

Bronze Level Texas Floral Education Underwriters Dallas Design Supply, Priest International, Inc., Winward

TSFA would also like to acknowledge Livengood Farms for their Texas Grown Product donation.



## *Texas' Own Ken Senter to Compete in the Gateway to the America's Cup A Story of Passion and Perseverance*



Life has offered many experiences that will contribute to the preparation of Texas' Own Ken Senter, to enter the Gateway to the America's Cup. As a child of loving parents, his Dad's health led to separation and to a family life of considerable discontent. Over the years, living with his mom and Step father, Ken left home and hitchhiked to Houston to find his brother and take residence. It is interesting in that his new found residence was close to where Houston's Taylor Wholesale Florist is now located. This was 1969.

He attended Waltrip High School and everyday passed by Patsy's Flower Shop. A family owned shop he soon noticed a man filling the plant stand that set right outside the shop each and every day. This man he later learned was Bob Cox who with his wife owned Patsy's.

As days went on, his brother's wife shared that she and his brother would soon be moving to Hawaii with her family and a boy at a very young age soon learned that he had no place to go. So for the first of many times he looked to a flower shop for safe haven. He sought help from the man he passed by everyday on the way to school asking if he could work for free to earn a place to sleep in the back of the shop. For two years, he had a blanket and a pillow and slept in a cut flower box with meals from the local Jack in the Box. The requirement was that he attend school each and every day. An example of perseverance at its finest. He graduated from Waltrip High School and worked at Patsy's until he was twenty years old.

A "Help Wanted" sign at Margarette's Florist is Spring Branch offered the next stepping stone in this journey and little did he know that it would start with the design of an easel. "Can you make an easel?" he was asked. "Sure" he said "What is it????!!!" "Two years working for long time Houston florists Margarette

# Competitive

DESIGN AT IT'S BEST



and Tony Allegretti was certainly the next step in this young man's life of finding his way as to where he would be today. Margarette and a man by the name of Buddy Benz were friends. Little did this young man know at the time of the world of opportunity about to open.

Buddy Benz was at that time and still today a master of design. An Author, Educator, and one who formulated the approach to geometric design Buddy Benz saw in our young designer great potential. Whether he personally sent Ken on his way to Texas A&M or found funding to help the opportunity was provided with people such as Bob Rucker who preceded Jim Johnson as the professor at the college of floriculture were there to overview his studies.

One day he and Buddy were driving and just outside Hempstead, Buddy stopped the car and asked Ken to come lay under a tree. It was there that Buddy shared the inspiration that he received from this most simple exercise. "In the lines of the trees you see every possible design. If ever you feel stale in your thinking take this simple step". Ken took many steps over the next two and half years attending Texas A&M year round and graduating with honors in 1975.

During this time he worked at Nita's Flowers in Bryan until he opened his first store, The Senterpiece in 1976, just two years prior to being inducted into AIFD in 1978. He continued successfully, in this college town flower shop until he closed it in 1983 as a result of an oil decline learning yet more valuable lessons leading to future opportunities.

Jim Johnson joined Texas A & M during Ken's last year at the University and a young designer named Randy Harmer entered the scene. Working at The Senterpiece while attending Texas A&M, Ken soon saw the potential in this young designer as others had seen in him.

With the close of The Senterpiece and upon Randy's graduation, Ken travelled to California to manage what would soon become one of the nation's leading Floral Design Studios Miles-Randolph. Under Ken's capable direction, the incredible talent of Randy Harmer, and the business savvy of Randy's aunt, Miles-Randolph was soon to be the House Florist for the Ritz Carlton in Laguna Niguel which was the Ritz's number one property at that time. The Four Seasons in Newport Beach, The Beverly Hills Hotel, and clients of privilege were among those that Miles-Randolph served. At one time the store employed seven AIFD Designers. This was quite a distance from Patsy's Flower Shop where the most humble of beginnings set the first stone in his path.

With the loss of Randy Harmer at a very young age the chapter that highlighted the talents of many, led to Ken joining the staff of Chris Lindsey's Event Design. The first woman to win the America's Cup Michi Burrell AIFD was employed there as well. Ken found his place until he returned to Texas in 1993. He had married Donna by that time and they were expecting a baby and wanted to return to Houston. Once back in Texas, Donna opened The Senterpiece and Ken experienced over the years several facets of the industry managing both large retailers and a wholesale company in Houston. Today, The Senterpiece florals take center stage in clubs as luxurious as River Oaks Country Club, Lakeside Country Club, and the

Houston Racquet Club.

Senter's Volunteer presence in the industry is far reaching. He established the SAIFD Chapter at Texas A&M University and today is President Elect of the South Central Region of AIFD.

He was the youngest TSFA Retail Director at the time serving on the board under the leadership of TSFA President Mike McShan. He is a Past President of the Central Texas Allied and served as Wholesale Director of Allied Florists of Houston.

His invitation to the Gateway to the America's Cup should come as no surprise. Having won numerous FTD Competitions over the years he went on to win the Sylvia Cup in 1986. The Gateway to the America's Cup scheduled in Vancouver, Canada September 9&10, 2016 will highlight the designs of sixteen competitors from seven countries. Texas wishes Ken Senter AIFD the best of days as he prepares for this event. May each be filled with the same Passion and Perseverance that has afforded him this opportunity. May each day bring confidence and understanding, peace and inner strength, and the lessons taught long ago from his early mentors to lead him through what he has long been meant to do. May he find time to lie under the tree once again recalling the memories that have brought him thus far as he steps forward knowing how proud each of us are to know him. Congratulations Ken Senter AIFD. Texas applauds you!

## Simply Social



We often talk about ways you can use social media to promote your business, but today, it's all about

you! It's easy to forget to share what activities we are involved in and who we are because we get busy with our business and often times, we aren't comfortable talking about ourselves. However, sharing more about ourselves is an important aspect of building a relationship and trust with our audience. Here are a few ways you can use different platforms to promote your events, competitions, etc.

1. Create a highlight reel from prior events and share it on Facebook: Video provides a unique opportunity to convey excitement and energy from an event and can be an effective way to drive registration for upcoming events.
2. Create a Facebook event page: Creating an event page will make it easy for your audience to keep up with event news and allows a convenient way for attendees to share the event.
3. Use Instagram to provide behind-the-scenes visual content: For competitions, events or open houses, Instagram provides a great place to share how you're preparing and pulling everything together and the challenges that come along with it. Sharing the challenges can humanize your brand, while sharing a behind-the-scenes look builds emotional connection by giving a sense of being an insider.

Don't forget to keep all of this fun by sharing the personal side of your life. By sharing your personality and interests, you are building a connection that goes beyond business, keeping you top-of-mind for future events and when need of services arise.

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

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*In Memory of*



Rebecca J. Espinosa, age 58, of San Antonio passed away on Tuesday, May 10, 2016. She was born in Battle Creek, Michigan on April 14, 1958 to Jose P. Espinosa and Judith Allyn Espinosa.  
Rebecca was preceded in death by her parents and brother, James L. Espinosa.  
She is survived by her brother, Jac J. Espinosa; sister Bonnie Smith; nephews Matthew Smith and Malcolm Smith.  
She was a member of the Texas State Florists' Association.  
  
Memorial contributions may be made to the Leukemia and Lymphoma Society, 950 Isom Road, San Antonio, TX 78216.

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# TSFA *Calendar of Events*



## AUGUST

10-12

Hands on Floral Design Classes |  
Pittsburg, Texas  
Care and Handling of Cut Flowers |  
Basic Design Style | Basic Wedding |  
Design Techniques | Basic Funeral |  
Design Techniques |  
Homecoming Mums 101  
For registration information  
visit [tsfa.org](http://tsfa.org)



## SEPTEMBER

5 Labor Day

9-10

Gateway to the America's Cup  
United Floral Inc. | Vancouver Flower  
Auction | For Ticket Purchase Go To  
Gateway to the America's Cup Ticket  
Sale at [www.design358.com](http://www.design358.com)

11 Grandparent's Day

16-18

TSFA School of Floral Design  
Cedar Park, Texas  
Friday, September 16  
8:30am - Noon | 1:00pm - 3:30pm  
Basic Floral Design  
4:30pm - 6:30pm | Sympathy Design  
Saturday, September 17  
8:30am - 12:30pm | Sympathy Design  
1:30pm - 6:30pm | Wedding Design  
Sunday, September 18  
8:30am - 12:30pm  
Floral Management: Care & Handling  
of Cut Flowers & Foliage  
1:30pm - 4:30pm | Wedding Design  
For registration information visit  
[TSFA.org](http://TSFA.org)



## OCTOBER

8-9

Texas Floral Forum  
InterContinental Dallas | Dallas, Texas  
For registration information visit  
[tsfa.org](http://tsfa.org) or refer to page 5 in this  
issue.

10 Columbus Day

15 Sweetest Day

17 Bosses Day

31 Halloween

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