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The Bloomin' Texan

FEBRUARY 2016 | VOLUME XXXXII | NUMBER 2

From the President



Susan Weatherford

We're through the Start Line and on our Journey's First Stretch...

"STRONG & STEADY"!!

TSFA is headed down a road of new challenges and endless opportunities. I couldn't think of a better way to kick-off this wonderful New Year and my second term as our association's President!

The first Floral Showcase of this year in Longview, TX, was a great success. *BEYOND THE BASICS* presented by Kevin Ylvisaker, was **BEYOND EXCEPTIONAL!**

It was great to meet old friends, make new ones and get all of us motivated for the quickly approaching Valentine's Day. I can't wait for the next Texas Floral Showcase in San Antonio, TX next month.

With the new approach to floral education, from conception to initiation over the past several years, TSFA has paved the way in demonstrating fearlessness of facing **NEW** and extreme challenges. Results of opportunities unseen were created through the audacious chances taken. An exceptional example has been set and I know that I have been personally inspired to be so bold.

Be daring and **CHALLENGE YOURSELF**... Include the success of others in your dreams for your own success. Taking action is the first step towards any challenge and those who hesitate are not only lost, but miles from the next exit.

With our Destinations Known (and Unknown) & Buckled Up,
let's start to Set the Pace!

"The only way to discover the limits of the possible is to go beyond them into the impossible."
— Arthur C. Clarke

A Final Thought...

"Knock, Knock.

Who's there?

Opportunity.

Don't be silly - opportunity doesn't knock twice!"

5 BRILLIANT ON THE BASICS

6-7 MAKING THE BUSINESS OF FLOWERS FUN

10 YOUR WEDDING EXPERIENCE

12-13 ROSE PARADE



14 GO TEXAN

16-17 TEXAS CUP | TRENDING STYLES



18 REFLECTIONS

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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SHOWCASE REGISTRATION



March 30, 2016

The Club at Sonterra
901 Sonterra Blvd. | San Antonio, TX 78258

- 6:00PM | Shop the Product Gallery and see all that is New!
- 7:00PM | Dinner and Time to Interact with your Floral Friends
- 7:30PM | Kevin Ylvisaker will present *Beyond the Basics* to make your life in the design room a little easier!
- 9:00PM | Product Gallery Shopping
Design Auction to support the Texas Floral Endowment

Beyond the Basics

Kevin Ylvisaker will present a series of presentations in 2016. *Beyond the Basics* will be presented as the featured Texas Floral Showcase program in Longview and San Antonio. Anyone successful in today's floral retailing knows that the one detail equally as important as the quality and freshness of the product is visual value. A design that goes beyond the basics and offers the consumer either a unique experience or a perceived value that goes beyond a few stems is what creates consumer loyalty. Kevin will take Texas *Beyond the Basics*!

Texas Floral Education and Product Partners

Accent Décor | Acolyte | Choice Flower Exchange
Dallas Design Supply | Design Master Color Tool, Inc.
Greenleaf Wholesale Florist | J.B. Parks Wholesale Florist
Priest International, Inc. | Oasis Floral Products | Rio Roses
Southern Floral Co. | TSFA Growers Division | Zoom!Roses

Attendee Name

Business Name

Address

Phone

Email

\$45 Registration Includes
Dinner | Design Presentation
Product Gallery Shopping

Take 30% off Registration as a TSFA Member

I am registering for the
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Expiration

Code

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Signature

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King rooms are available for \$104
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Call 210.545.2810 and ask for the
Texas State Florists' Association
group rate to receive
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Brilliant on the Basics

The 2016 Texas Floral Events were Launched in Longview! Kevin Ylvisaker took Texas Beyond the Basics! He is Brilliant on the Basics so we just had to share a little of what he presented in Longview!!! For this and so much more don't miss Kevin as he travels Texas in 2016!

March 30th in San Antonio, Texas

July 16-18 in Boerne, Texas

October 8-9 in Dallas, Texas

Join us as we...

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



This bridal bouquet featuring the incredibly unique style of Kevin Ylvisaker AIFD CFD PFCI CAFA is created in an Oasis Floral Products Round European Bouquet Holder. The magnolia leaves are attached using UGlu Strips around the side and then inserted into the foam on top. Anthurium are inserted between the Magnolia. Dendrobium Orchid blossoms are attached with Oasis Floral Adhesive to complete the design adding color and contributing to the overall textural interest in this design. The simplicity of three florals is anything but simple when designed with such flair. Taking you Beyond the Basics in 2016!!



Change the bouquet holder and another bouquet style is developed equally as stunning but ever so different! This wedding bouquet expands space with it's starting point in an Oasis Floral Products Upright Bouquet Holder available at your Texas Floral Education Underwriter local wholesaler. The Equisetum base is started by inserting into the foam, bending into the shape and then the top is re-inserted into the foam to complete. The selection of florals and succulents are inserted into the foam deep within the structure to create visual balance. Adding yet another creative detail, the bouquet handle highlights Equisetum with UGlu strips as the application method. The bouquet is complete with a wrap of 1 inch Apple Green Wire.



Taking the single flower approach to design and making it a WOW!!! is easy with the design elements you will learn when Kevin Ylvisaker takes you *Beyond the Basics* in 2016!!! The "grid" that enables the creation of the design is made from 1 inch Strong Pink Wire and Strong Pink Mega Beaded Wire. The Gerberas are then wrapped with Kevin's signature "Aluminum Wire Springs" for support. Plan now to attend the Texas Floral Forum in Tapatio Springs where Kevin will teach a Hands On Design Experience! You will learn this and so much more!!!



You may think profitability in a flower shop is pretty basic but here is an idea that takes it *Beyond the Basics* and captures all the elements to be assured that your profit margins are met! Throughout the year Kevin will address the importance of profitability as well as Derrick Myers who will really delve into the subject with you! Just take a look at this and how easy and quick it is to create and we all know that time is money! The Aspidistra is simply presented in a "loop" technique with the Roses inserted between the leaf placements. An extremely fast, beautiful, and profitable design. Change the color! Change the flower choice! The profitable possibilities are endless with this idea!

Making the BUSINESS OF FLOWERS FUN

Almost all of the florists I know love working with the beauty of God's creations and using their own creative talents to express the emotions of their customers, but nothing makes the business of flowers more fun than making money. We all know this is true and yet too many florists find themselves not making the money that they should. So, we are going to look at the top three areas where florists lose money and give you some targets and guidance to help you earn the profit you deserve.

THE AREAS ARE: COST OF GOODS SOLD LABOR DELIVERY

COST OF GOODS SOLD (COGS)

Cost of goods Sold (COGS) are the cost of the products that we sell. For our purpose, COGS do not include labor, we will look at the cost of labor separately. However, we do want to make sure that we include the entire cost of the products that go out the door.

When looking at COGS we need to track the cost by the same category as our "Inventory Sales" (product sales only, no delivery, service revenue or outgoing wire orders). We then divide the costs by the Inventory Sales of the same category to get the COGS percentage for that category. Our firm uses the categories Fresh Flowers, Plants, Balloons, Dried & Silk, Fruit Snack & Gourmet, and Gifts. Each of these categories have a different

COGS target depending on the size of the shop. By looking at each of these areas independently and comparing them to the chart below you can find where/if you are losing money in this area.

"Design Supplies" are anything and everything that go out the door with the product including; enclosure cards, cellophane, boxes, packaging, etc. as well as containers, foam, ribbon, wire, and picks. If I missed anything be sure to add it in, just remember if it leaves your shop as part of the product then it is part of the COGS. Design supplies are normally 8.0% of total inventory sales (all categories combined).

Notice (in the chart) that the larger the shop gets, the lower the target becomes for COGS. This is a result of economies of scale, the larger the quantity you order the lower the prices become. Also, please note that these percentages are for retail and event florists, if you are a wire service fulfillment center there are different targets; please contact me directly for those.

LABOR

Labor is the second area where many florists lose money. Having too many people can wipe out your profit for the whole year. When analyzing the cost of labor we look at the gross labor dollars (Gross Payroll plus any *Contract or Casual Labor). The taxes and benefits, because they can vary so much from shop to shop, are looked at separately from labor.

When analyzing labor we break it down into the following categories: Administrative, which includes office and sales personnel; Design, which includes designers and processors; and Delivery. Remember to include Casual and Contract labor as well. Once we have the total cost of labor in each category we divide the cost by Inventory Sales to get the labor percentage.

Our target for each category is as follows:

Administrative 5%

Design 15%

Delivery 5%

So our total labor target is 25% for all employees. The owner's target is generally 10%; however, the type of business entity can have a great impact on the amount and type of the owner's compensation.

**Note: Contract labor has become a "hot issue" for the IRS and many states and is too much to address in this article. However, be aware that it is being scrutinized.*

DELIVERY

Delivery is the third area that costs many florists a lot of money. In this category we want to look at the total cost of delivery as it relates to the delivery income. First, we need to determine the total cost of delivery, be sure to add in all of the costs of the vehicles, i.e., depreciation, interest, insurance, repairs, gas, oil, etc. as well as the cost of drivers and contractors. Also, there are miscellaneous costs

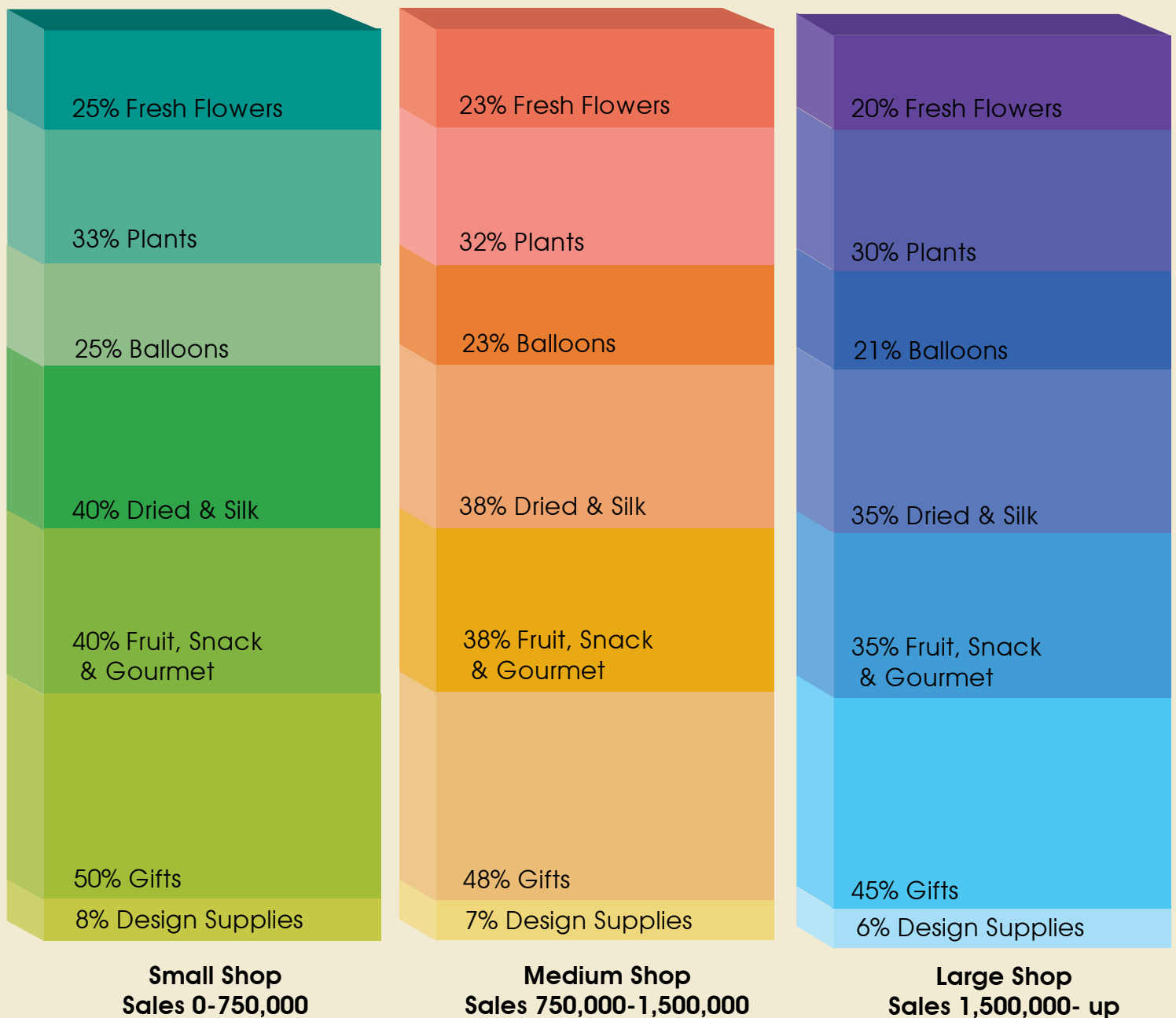
like parking, tolls, registrations, etc., etc. Once you add them all up, compare the cost to the delivery income you generated and you should be making some money in your delivery department. If you find that you are losing money, take your total delivery costs and divide it by the number of deliveries you made during the same time period to determine your average cost per delivery. Make sure that you raise your delivery fees enough

to cover this cost.

If you get these three areas on target, you will find that your profits begin to bloom. I'll be presenting a couple of seminars for the association and we will dive much deeper into these as well as other areas. I hope to see you there.

Derrick P. Myers, CPA, CFP, PFCI
President of Crockett, Myers & Associates, Inc.
derrick@crockettmyers.com

TARGET COST OF GOODS



Simply Social



Thoughts On Valentine's Day & Heavy Self-Promotion

The rule in social media is 80/20. Spend eighty percent of the time providing value to your audience and twenty percent of the time promoting your product or service. If you adhere to this rule and spend time consistently cultivating your audience, then there are times when it is okay to bend this rule. Valentine's Day is certainly a time of year when we need to lean more towards self-promotion. However, there are a few ways to do it that will benefit you while also making your audience feel special. (WIN-WIN)
Here are a few tips:

Give your audience exclusive previews of new holiday items or work. Create clear messaging that lets the audience know they are in on an exclusive while adding in the reminder that Valentine's Day falls on a Sunday

(insert call-to-action). This is a great way to make your audience feel special while also getting in your Valentine's Day self-promotion.

Run a promotion or sale for your social media audience. When you offer something to the fans, you can talk about a promotion as much as you want. This is a great way to get in a last minute boost for sales while rewarding your loyal audience.

Doing these things will enable you to get in that extra self-promotion while also giving back to your audience.

Happy Valentine's Day!

For more information, contact
ashley@simpifiedsocialmedia.com

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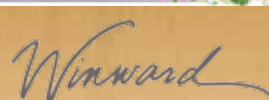
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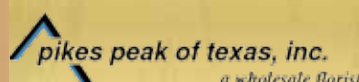
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Your WEDDING EXPERIENCE™

PRESENTED BY DAVID TUTERA

For the second consecutive year Celebrity Wedding Planner David Tutera invites Texas State Florists' Association to partner in the prestigious one day event April 17, 2016 | Houston, Texas George R. Brown Convention Center

This one-of-a-kind event offers engaged couples access to the latest tips and trends, galleries of favorite products, a stunning wedding catwalk and the opportunity to meet 100+ vendors approved by David Tutera himself.

The show will host industry experts and celebrity appearances such as Preston Bailey along with many other engaging features and opportunities. Brides and grooms are encouraged to bring their entourage to share in the experience. Throughout the day, TSFA's design professionals will highlight the latest



floral tips and trends as well as provide demonstrations and resource information in a separate branded area.

"The importance of presenting local floral professionals to the Brides who attend was of upmost importance to the show", expressed Texas Floral Events Coordinator Lynn Lary McLean. "The stage is set to accomplish this in a number of ways. We are thrilled with the possibilities and to have this opportunity".

YWE encourages couples and vendors to use TSFA as their local floral resource. From a stage presence on the Tips & Trends Stage by Donna Senter AIFD and Ken Senter AIFD to blog posts and social media, *Your Wedding Experience* will partner with TSFA to share the many reasons a local florist makes a difference for the Brides and Grooms of today.



Donna Senter AIFD and Ken Senter AIFD

Luxe



Growing up, Darryl Murchison's idea of a fancy birthday party revolved around red paper cups and colored napkins from the dollar store. Born into a working class family, he was far removed from the lavish scenes of flowing white dresses and tall wedding cakes. What he did have, was work ethic and a dream. Finding his humble beginnings as a florist selling carnations

door-to-door, the self-made entrepreneur eventually built a floral design studio and rental company that continues to grow after 21 years in business. Darryl's true talent lies in his ability to transform a wedding into the event of a lifetime with an honest and down-to-earth approach that welcomes everyone as if they were a member of his own family.

Rene' Johnson was 16 when she started working at a local florist, realizing flowers were her passion. In 2013, Rene's dream of owning a flower shop turned into reality. Rene' and her husband Derrick Johnson became the owners of Lush Flowers a full service floral & event company based in Houston. Her work has been published in bridal magazines and local news shows. Rene' has received a master's level in wedding and event design from Fleurology. She also studies under David Tutera and is one of his preferred designers. Rene' and Derrick have two daughters. Rene's hallmark is customer relations and her capability to realize her client's visions, looking to the moment that she reveals the room and hears the words, "it's even better than what we expected."



Rustic

Chic



In 2005, Stacy Mendenhall received her bachelor's degree in Design and Space Planning from The Art Institute of Houston and opened her own interior design business. In 2008, she became the CEO of RJS Spirits, LLC. Stacy helped develop the brand, grow the company and was able to travel the world, meet celebrities, host events, attend awards shows, participate in music videos and host several events. In 2009, she studied Event Planning and discovered her passion for design could be incorporated into events as an Event Stylist. In 2012, she stepped down as CEO of RJS and procured Lary's Florist and Designs.

Rob Smith began his venture into entrepreneurship in 1998 when he opened Events In Bloom, a floral decor company for weddings and events. What started as a small scale floral company eventually grew into what it is now, a flourishing, full scale event design company, providing events with everything from florals to linens and lounge furniture. The flowers that were once the sole focus of Events in Bloom are now an integral sculptural element of the event décor Rob designs because of his innate appreciation of the natural, textural, colorful, element they infuse. Like flowers, events have an ephemeral quality in that they are here for a singular moment in time, a singular combination of specific design choices, to create a beautiful, fleeting moment, to be experienced and appreciated before leaving us with nothing but a perfect memory.



TIMELESS

Romantic



Rebekah Cunningham is owner and creative force behind Dream Bouquet. Having been a fixture in the greater Houston area for over twenty years, Rebekah has helped fulfill the wedding dreams of over 4,500 Brides. Her work has graced the pages of both local and national wedding magazines, social media and television. With a keen eye for style and detail, Rebekah and her Dream Team can create the wedding or event that you will never forget.

Mary McCarthy has been involved in the floral industry and owner of The Blooming Idea for 13 years. She took her first floral design classes at the Houston School of Floral Design in 2002. Always wanting to keep up with the latest design techniques and trends, she takes every opportunity to attend design shows and classes. She has attained the Texas Master Florist Advanced Certification, is an accredited member of the American Institute of Floral Design and most recently became an AIFD Certified Floral Evaluator | Judge.



Vintage



We can do more than believe, *we can create.*

We can do more than belong, *we can participate.*

We can do more than work, *we can grow.*

The Texas Floral Endowment is pleased to announce the following 2016 Scholarships.

Allied Florists of Houston Scholarship in memory of Lavon Bankhead AAF AIFD PFCITMFA- \$500

Allied Florists of Houston Scholarship honoring Sheri Montgomery White AAFTMFA- \$500

Allied Florists of Houston Scholarship in memory of Wayne and Mabel Fisher- \$500

Teleflora Education Center Floral Industry Tuition Certificate- \$599.95

Floriology Institute Scholarship in memory of Mildred E. Riddle- \$1000

FTD Boot Camp Scholarship- \$500

Judy Rutledge AAFTMFA Education Scholarship- \$500

National Designer of the Year Scholarship- \$650

Sheri Renee Montgomery White AAFTMFA Memorial Scholarship- \$500

Society For The Advancement of Floral Design TMF | Career Change Scholarship- \$500

Society For The Advancement of Floral Design Floral Career Scholarship- \$500

Teleflora's Seymour Carren Memorial Scholarship- \$500

Teleflora's TSFA School of Floral Design Scholarship- \$500

Texas Floral Endowment Memorial Scholarship- \$500

Texas State Florists' Association Past Presidents' Scholarship- \$500

Texas Floral Forum Tuition Scholarship- \$300

Tubby Adkisson AAFTMFA Educational Scholarship- \$800

For a detail listing please visit <http://www.tsfa.org/scholarships.html>

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TEMPLE

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Southern Floral Company would like
to wish everyone an
**INCREDIBLY SUCCESSFUL
2016 Valentine's Holiday!**
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MIAMI

Find Your Adventure

*As told by Debbie Woltmann TMFA, TSFA Grand Prize Winner of the Rose Parade Trip
Grand Prize Trip Underwritten by FTD, Inc., Southwest Airlines, and the Texas State Florists' Association*



The 127th Tournament of Roses, Find Your Adventure, was an out of this world treat for two holiday worn florists, Debbie Woltmann TMFA and Destry Pohlmeier. We found our adventure bringing in the new year of 2016 in Pasadena, California.

The trip began with a flight out of Austin on Wednesday, December 30, 2015 headed to Los Angeles, California compliments of Southwest Airlines. We have owned Brenham Floral for over eighteen years, and this was the first time in over eighteen years we have closed the business on days that were not the actual holiday. This was a huge step for us, and well worth the decision.

Thursday morning kicked off with a drive to Fiesta Floats. Our jaws hit the floor as we entered the large warehouse where the

floats had been assembled. The amount of materials used was an immediate awareness. The technical, mechanical and design talent put into each float was a huge feat in and of themselves; along with the hours of preparation by the staff and volunteers and the detail of each botanical item. Imagine potatoes as cobblestones on a road, coconut flakes for a perfect white, tiny seeds used to write words, croton leaves for pattern on a snake, crushed strawflower petals for stucco on buildings. Products included a massive variety of roses, orchids and other fresh flowers along with leaves, coconut flakes, potatoes, beans, seeds, berries and much more produce too numerous to name. This was truly an accomplishment that was going to be enjoyed by millions around the world.

A trip to the produce section at the grocery will never be the same.

We spent several hours walking around, amazed, and absorbing the details of each float in the building before the excitement truly began to spread across the facility. It was time for the Judging! The people that had been chosen to ride the floats were all taking their places; the crowds were being steered away from these particular floats. The judges appeared as the floats began their music and animation. Each float was judged while the crowd that had gathered clapped and filled the area with a feeling of gratitude for the beauty of the floats. Not sure if our applause weighed in the judges decisions but we gave it our best. We would have to wait until parade day to see if our favorites had





won any recognition. A TSFA friend, Tom Bowling AIFD was one of the judges. Before we left we sought out Beverly Stansbury, Project Manager, Fiesta Parade Floats to thank her for our passes to Fiesta Floats. Our next stop was Tournament Park where we met up with Texas' own J.Keith White AIFD for our VIP tour of the Cars!

FTD, Inc. sponsors the designer, J. Keith White AIFD and flowers for the parade cars. J. Keith was placing the final touches on the pace cars when we arrived mid-afternoon. He had already finished the beautifully decorated antique auto buses for the Grand Marshall Ken Burns, the Mayor of Pasadena, the Tournament of Roses President and other dignitaries. There were almost more flowers than car. All I could think of was "I do hope they drive carefully!!!" While Keith worked to finish these most important designs, Douglas Hoover, a Tournament of Roses Volunteer "White Suiter" was kind enough to take us on a final tour of the finished floats in this area. There are three companies that build floats-Phoenix, Paradiso, and Fiesta. Phoenix Floats had two very large floats under cover near the Rose Bowl along with other floats that had already lined up on the streets for judging and for all to take in the extraordinary beauty. A favorite of all was the Downton Abbey float by PBS Masterpiece Theatre. Some floats are self-built by volunteers who design and build their own floats such as cities, organizations and colleges. Many of these were on view also. We were wowed by the intense colors and detail of them. The California Cut Flower Commission was seen certifying certain floats as having used 80 percent of their flowers from California.

The New Year started early as we found our way to the grand stands of the Rose Bowl Parade with seats graciously provided by FTD. The air was chilly, but the lights and excitement of the crowds forming to find their seats was so thrilling that the cold was hardly noticed. The streets on the way to the grand stands were filled with people that had been waiting overnight to see this event. Air mattresses, blankets, portable heaters and a love for the parade spread for many miles down the parade route. We were glad we had gotten up at early and in time to have the 4:00 am Embassy Suites omelet breakfast before we drove from Glendale to Pasadena. We waited with anticipation as we caught a glimpse of the marching bands and the equestrian groups lining up at the starting spot. The floats had all been moved to the parade route during the night and lined up awaiting the time to proceed.

Continued on page 17



Photo credit | Stephen Coleman



Photo credit | Stephen Coleman

RAISE YOUR BOTTOM LINE WITH *Go Texan*

Texas is home to innovation, technological advances and some of the best products around. Most will agree the Lone Star State takes the lead when it comes to making quality products. Consumers want Texas-grown and Texas-made goods, so the Texas Department of Agriculture (TDA) designed a solution to help them easily recognize the products they want. Enter GO TEXAN: The largest-ever statewide marketing program just for Texas-made products. The GO TEXAN mark — a brand in the shape of Texas — helps consumers quickly spot Texas products with just one glance. Whether it's on fresh produce, fine wines, apparel or floral arrangements, consumers can quickly spot the GO TEXAN mark and know they're getting the best of Texas. GO TEXAN capitalizes on Texas pride to promote the state's thriving agricultural industries.



"For more than 15 years, GO TEXAN has worked for Texas businesses of all sizes to promote their products, and we are excited to continually raise the bar and take the program to the next level," Texas Agriculture Commissioner Sid Miller said. "GO TEXAN helps grow the Lone Star State's economy by making it easy for consumers to spot the Texas-grown products they want, such as fresh cut flowers."

More than 1,600 Texas companies are currently GO TEXAN members. Overwhelmingly, GO TEXAN members agree that the program has a positive impact on their business. Based on data reported by members, \$11.2 million in direct sales increases in 2015 were attributable to the GO TEXAN program. These sales provided an estimated \$20 million in direct economic impact to the Texas economy. One of the many areas of Texas agriculture represented by GO TEXAN is the floral industry. TDA proudly partners with the Texas State Florists' Association (TSFA) to promote Texas-grown flowers by participating in the Texas Floral Showcase and supporting local educational programs to build the industry's future workforce. TDA also works with TSFA to promote collaborations among the floral and wine industries through regional events and campaigns focused on enhancing the demand for locally grown flowers and floral arrangements.

Visit gotexan.org today to learn how GOTEXAN can have a positive impact on your bottom line. Join today to be a part of this special program that's designed to help you grow your Texas-proud business.



Photo credit | Frank Arnosky | Arnosky Family Farms

Love, Texas Style.

Your customers want to give their moms the world. You can help them do just that. This Mother's Day, help them give the best of Texas with a "Great Moms of Texas" floral and wine arrangement. It delivers the beauty and flavor of the Lone Star State in one unforgettable package. Combine fresh Texas-grown flowers with a fine Texas wine for a show of gratitude every mother will love.

The Great Moms of Texas *Arrangement*



To find Texas flowers and wineries in your area, visit gotexan.org.

TEXAS DEPARTMENT OF AGRICULTURE ★ COMMISSIONER SID MILLER

*2015 Texas Cup Winner Chris Collum AIFD CFD TMF
to chair the Texas Cup Competition in 2016*

2016 Texas Cup Competition TRENDING Styles



Chris Collum AIFD CFD TMF

Chris Collum began his floral career twenty two years ago as a delivery driver at a flower shop in Levelland, Texas. Working his way through the opportunities presented over the years and continuing to increase his knowledge of all things floral continue to direct his path today.

Chris' love for competitive design started with local design competitions leading to statewide competition wins with the WTNM Silver Cup in 1997. He was awarded the prestigious Texas Cup in 2015 at the Texas Floral Expo. He will chair the Texas Cup Competition to be held at the International Trade Plaza at the Dallas Market Center in 2016.

Chris received the designation of Texas Master Florist in 1998.

He was inducted into the American Institute of Floral Designers in 2010. Chris presented at AIFD National Symposium. His passion for the floral industry is strong and evolves everyday through creativity and a belief in the importance of continued education.

In 2004 after years in retail, Chris started a freelance business. This experience took him all over the United States. For three years, he worked for several flower shops and event planners always learning new techniques and business smarts along the way. In 2007 Chris, along with his partner Tom Williams, accepted a management position at Flowerland in Midland, Texas, where they have successfully been the past nine years.

Chris has served as a member of the AIFD South Central Regional Board, and is a Past President of West Texas New Mexico Florist Association. Chris is currently on the Accent Décor Design Team and Direct Export Design Team.

He and his partner, Tom Williams, reside in Midland, Texas.

*Texas State Florists' Association is pleased to Announce the
Three Design Categories for the 2016 Texas Cup Competition*

Interpretative Design to reflect Trending Styles

The Interpretative Design Category in the 2016 Competition will reflect Trending Styles. The competitor will design a container or prop to reflect this theme and set the base of the design according to the rules of the competition. The flowers and supplies as well as other creative elements will be provided by Texas State Florists' Association to complete the design for this category.

Design to reflect Trending Styles in Home Decor

Today's consumer is bringing florals and plants into the home not only for entertaining but also for personal enjoyment and to accent the home as an interior accessory. In a container provided by Texas State Florists' Association you will have the opportunity to combine the florals and other creative accents in a design that will adorn gracious living at its best.

Surprise Situation

Each competitor will be given an envelope and one hour to respond to the outlined situation in flowers. The situation will keep with the theme of the overall competition. The flowers and supplies as well as other creative elements will be provided by Texas State Florists' Association to complete the design for this category.

To register in the Texas Cup Competition please telephone the TSFA office.
512.834.0361 | Please visit tsfa.org



Photo credit | Stephen Coleman

Continued from page 13

Promptly at 10:00 am, the Air Force Stealth Bomber B-2 Spirit Fly Over started the parade. The Honda Acura NSX pace and sound car which Keith and his assistants had decorated with gorgeous sprays of flowers started down the route. The bands, equestrian teams and of course; the fabulous floats all made their way down the parade route. Seeing the floats up close and personal the day before, and then seeing them move down the streets with such gloriousness was a truly enlightening experience. A treat was also seeing a Sugar Land, Texas young lady, Peyton Richardson, riding the Northwestern Mutual float as a lovely ballerina. The New Direction Veterans Choir ended the parade with a tribute to the United States of America.

A final gift of FTD was great seating at the Rose Bowl Game. Stanford held Iowa back and did not let them score many touchdowns while they were able to move the ball down the field to score many touchdowns themselves. Stanford ended with 45 points versus Iowa 16. Not much competition between the two, but the excitement of being at the Rose Bowl was definitely present between the two colleges.

We extended our stay in California by one

day. Saturday, we took the opportunity to drive our rental car down scenic roads exploring orange and avocado orchards along with miles of strawberry fields. We found our way to Carpinteria, California where we drove past several flower farms. The farms were closed due to our travels on a Saturday, although B&H Flower Farms was one of the farms we stopped to take a peek inside the gates. The flowers were covered in hoop houses during this season, providing an excuse to come back during the spring or summer months.

A special thank you to Texas State Florists' Association, FTD Inc., Fiesta Floats, Southwest Airlines, and J. Keith White, for a tremendous trip. We will treasure the memories of our grand prize winning for a lifetime.

~ Debbie Woltmann and Destry Pohlmeier ~



Photo credit | Stephen Coleman



Photo credit | Stephen Coleman



REFLECTIONS...

TEXAS FLORAL EXPO | BASICS 101... ANYTHING BUT BASIC

DESIGNER - J. SCHWANKE AAF AIFD CFF PFCI TMF



Manzanita branches make instant armatures... another impressive and easy effect. Simply bind the Manzanita branch to a vase with craft covered wire. J. Schwanke loves the "Olivia" Vases from Syndicate Sales... they hold lots of flowers and the branch serves as a artistic structure to help hold longer stems upright! Amazing Armatures- Fast and Easy!



Glass vases can be color-enhanced easily using the NEW Design Master Tint it... and that color enhancement can reflect the current popular trend - Ombre'!

Clean glass thoroughly... and then choose colors that will naturally blend from one to another- (Cool Colors or Hot Colors from the Color wheel)... Use Light coats gently blending the sections by overlapping the colors! Voila- A Color Coordinated Vase... simple and easy!

TSFA *Calendar of Events*



FEBRUARY

- 2 Groundhog Day
Basic Design Classes, held at the
Region 8 Education Service Center
in Pittsburg, Texas
For registration information go to
<http://tsfa.org/education.html> or
call the TSFA office at 512.834.0361
- 10 Ash Wednesday
- 12 Lincoln's Birthday
- 14 Valentine's Day
- 15 Presidents Day
- 22 Washington's Birthday
- 22 - MARCH 3
TSFA School of Floral Design
Classes | Houston, Texas
For registration information
call the TSFA office
512.834.0361 or
texasschooloffloraldesign.com



MARCH

- 8 International Women's Day
- 13 Daylight Saving Time begins
- 15 National Agriculture Day
- 16 TSFA Education Committee Meeting
TSFA School of Floral Design, Austin
10:00 am - 4:00 pm
- 17 St. Patrick's Day
- 20 Palm Sunday
First Day of Spring
- 21 - 30
TSFA School of Floral Design
Classes | Houston, Texas
For registration information
call the TSFA office
512.834.0361 or
texasschooloffloraldesign.com.
- 25 Good Friday
- 27 Easter
- 30 National Doctors Day
Texas Floral Showcase
The Club at Sonterra
San Antonio, Texas
Featuring *Beyond the Basics* by
designer Kevin Ylvisaker
Registration information on page 4
of this issue



APRIL

- 9 Level 1 Floral Design Certification
Testing, College Station High School,
College Station, Texas
- 13 TSFA Finance Committee Telephone
Conference Call
- 16 Level 1 Floral Design Certification
Testing, Skyline High School,
Dallas, Texas
- 17 Your Wedding Experience | TSFA
& Tintera Partner | The George R.
Brown Convention Center,
Houston, Texas
- 18 - 28
TSFA School of Floral Design
Classes | Houston, Texas
For registration information
call the TSFA office
512.834.0361 or
texasschooloffloraldesign.com.
- 20 Level 1 Floral Design Certification
Testing, James Madison High School,
San Antonio, Texas
- 22 Earth Day
- 27 Administrative Professionals Day
- 29 Arbor Day
- 30 Level 1 Floral Design Certification
Testing, Klein ISD Region Center,
Klein, Texas

TSFA *Advertisers*

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- 11 Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
- 8 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 11 Klepac Greenhouses | 830.833.4574 | www.klepacgreenhouses.com
- 8 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 11 Precious Memories | 254.778.2242 | www.preciousmemoriesflorist.com
- 11 Rio Roses | 866.746.7673 | www.equiflor.com | www.riocorazon.com
- 11 Southern Floral Company | 713.880.1300 | www.sofloco.com
- 15 Texas Department of Agriculture | 800.835.5832 | www.gotexan.org

Back Cover Teleflora | 800.421.2815 | www.myteleflora.com

- 8 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
- 11 Vickery | 512.291.0400 | www.vickerygreenhouse.com
- 11 Vickery | 214.824.4440 | www.vickerygreenhouse.com



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