



The Bloomin' Texan

JANUARY 2016



napco

SAVE THE DATE

fresh **forum**[®] 2016

FREE Educational Event,
Showroom Shopping



SPECIAL GUEST
**Pim Van
Den Akker**



Where: Napco, Jacksonville, FL

Date: Saturday, January 23rd

Time: 9:30 am - 5:00 pm

SIGN UP!

**Fresh Forum BloomNet Florist
Design Competition: \$500 Grand Prize!**
Friday, January 22nd

Hands-On Workshops:
Pim Van Den Akker
Passion & Your Floral DNA
Friday, January 22nd at 1:00 pm
Sunday, January 24th 9:00 am

**5-Day Principle & Elements
Design Course**
with Jackie Lacey AIFD, PFCI, CFD
January 25th- 29th

To register or for more information,
contact Susan Losco at 1-904-737-8500 Ext 206
or email slosco@napcoimports.com

The Bloomin' Texan

JANUARY 2016 | VOLUME XXXII | NUMBER 1

From the President



Susan Weatherford

3-2-1...THE BLACK & WHITE CHECKERED FLAG IS BEING WAVED... IT'S "GO TIME"!!

NOW is the time to focus and *STEER TOWARDS* the NEW, INCREDIBLE events and opportunities that await us in 2016. I hope you're all ready to pick-up on our shared

JOURNEY, put our "PETAL TO THE METAL", ENGINES BLAZING & FORGE FULL-SPEED AHEAD!

This year, the 2016 TEXAS FLORAL SHOWCASES will be adventuring... "BEYOND THE BASICS" a series presented by Kevin Ylvisaker. The first Floral Showcase stop is in Longview, TX on the 27th of January. The second Showcase will be held in San Antonio, TX on March 30th.

The inauguration of the FIRST EVER, TEXAS FLORAL FORUMS will TAKE-OFF in the second half of 2016. The first Floral Forum is on the 16th - 17th of July at Tapatio Springs in Boerne, TX. The second Forum will be held at the InterContinental Dallas (Dallas, TX), October 8-9, 2016.

We, the entire Board of TSFA Directors, sincerely hope that everyone is enjoying the NEW TSFA Format we've initiated in 2015 and continuing to launch this year. Our focus strong and steady on EDUCATION, this new structure has already proved to extend our reach further and to more people! I truly wish each of you will be able to attend at least one of the new events, if not more in 2016.

Although TSFA is proud to be TEXAS BASED & BRED, we are thrilled to ACCELERATE & VENTURE our resources to further avenues throughout the nation. By MERGING our assets of strength, our goal to awareness of the importance, NOT ONLY of initial, BUT the furthering of Floral Education gets achieved; along with the overall objective of amplified knowledge, recognition and appreciation of the ENTIRETY of the Floral Industry.

"Try to learn something about everything and everything about something."
— Thomas Huxley

THE FIRST THOUGHT FOR 2016...
FUEL UP...LET'S IGNITE OUR ENTHUSIASM FOR 2016!

"Nobody can make you feel inferior without your consent." — Eleanor Roosevelt

4-5 DISCOVER THE BEAUTY OF TEXAS



7

KEVIN YLVISAKER
AIFD CFD PFCI CAFA
TO TRAVEL TEXAS
IN 2016!



9 AS YOU TRAVEL TEXAS

10 ROCKY POLLITZ RETURNS TO TEXAS!

14 TEXAS CUP COMPETITION

15 TUTERA 2016



17

REFLECTIONS

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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Discover

the Beauty of Texas Agriculture
Through Lone Star Flowers



Photo credit | Texas Agriculture Commissioner Sid Miller

Texas-grown cut flowers are undoubtedly one of the most colorful and beautiful components of Texas agriculture today, and a growing aspect of Texas' nursery industry. Consumer demand for products



grown close to home is presenting a new market in the floral industry and for flowers grown right here in Texas.

According to the U.S. Department of Agriculture (USDA), Texas produced \$214 million in nursery and floral crops. By continuing to grow the industry and remaining competitive, Texas florists are expanding local supplies of cut flowers and sales of a variety of fresh Texas products in their shops.

“For proof of Texas’ diverse and growing agriculture industry, look no further than the fresh-cut flower industry, which continues to thrive here in the Lone Star State,” Agriculture Commissioner Sid Miller said. “Buying local gives Texas florists access to fresh, home-grown options, while strengthening local economies and growing small businesses.”

Getting flowers to market more quickly increases their shelf life. This is a definite advantage for Texas florists selling flowers grown right here in the Lone Star State. It’s also a benefit for consumers who are looking for the freshest flowers around. Another benefit of choosing





What's in Season Winter

Anemones • Ranunculus
Calla Lilies • Dianthus
Poppies • Lilies
Sweet Peas

locally grown flowers is their cost-effectiveness. Transporting flowers across the state costs less, and the packing, freight and customs fees associated with importing flowers are eliminated. This is a win-win for florists and consumers.

The selection of Texas specialty cut flowers is impressive. Varieties specific to holidays like Christmas and Valentine's Day are easy to find. For example, beautiful anemone flowers grown in Texas greenhouses throughout December and January are the perfect flowers for any Valentine's Day celebration. Field, greenhouse and shade-house production also offer retailers extended availability of Texas specialty cut flowers.



A Texas Thank You to Pamela and Frank Arnosky

of Arnosky Family Farms for sharing their expertise and photographs throughout this issue. Here is a little about how the Arnosky's developed their farms and Texas Specialty Cut Flowers. Back in 1990 the Arnosky's started farming when they bought 12 acres in the Texas Hill Country and built a greenhouse. Gradually, they have increased land holdings to almost 90 acres. The Arnosky's have about 20 acres in field cultivation, and also grow in 22 greenhouses and cold frames, expanding every year to keep up with the demand for their flowers. After 20 years of matching wits with everything Mother Nature could throw at them in the Lone Star State, they bought land in the Minnesota Northwoods, not far from Lake Superior. They have 87 acres there, and have established a peony farm, Superior Peonies. For more information visit www.texascolor.com



January 27, 2016

The Summit Club
3700 Judson Road | Longview, TX 75605

- 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!*

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 January 27th Showcase in Longview. At the door registration will be an additional \$10.00.

Credit Card No.

Expiration

Code

Zip Code

Signature

Mail check to:
Texas State Florists' Association
PO Box 170760 | Austin, TX 78717
OR REGISTER ONLINE AT TSFA.ORG

Staying the night in Longview?

There are \$119 Queen and \$129 King room rates at the Hampton Inn & Suites, Longview, Texas. Call 903.663.8670 and ask for the Texas State Florists' Association group rate to receive special pricing.

Kevin Ylvisaker AIFD CFD PFCI CAFA

Floral Trend Consultant



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 offering design shows, trend consulting and personal tutor in store design programs.

He is an Oasis Design Director creating designs for shows, Smithers Oasis *IDEA* Magazine, advertisements and Oasis *IDEA* channel on YouTube. Kevin has also worked on product development and color palettes for Smithers Oasis.

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. He is a member of the Canadian Academy of Floral Artists (CAFA). Kevin is a past President of the Wisconsin and Upper Michigan Florists Association (WUMFA).

Nationally he has designed and judged for garden clubs, wholesalers, state associations, floral organizations and floral wire services. He has presented at several of the *Art In Bloom* weekends as a guest speaker and judge. Kevin was a presenter at the 2011 Newport Flower & Garden Show *Entertaining Newport Style* in Newport, RI.

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.

He has presented international design programs and taught classes in England, Ireland, Japan, Taiwan, Singapore, Canada and Puerto Rico.

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.

In his personal time he enjoys his hobby of fused glass design and garden railroading.



Kevin's *Beyond the Basics* to Travel Texas

In addition to the overall support of the Texas Floral Education Underwriters, these companies have partnered with Texas and *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

Texas Thanks You for not only providing the product to make these ideas both profitable and fun to produce but also for the additional funding to bring these ideas to Longview, San Antonio, and the Texas Floral Forums.

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
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\$45 Registration Includes
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I am registering for the
March 30th Showcase in San Antonio.
At the door registration will be an
additional \$10.00.

Credit Card No.

Expiration

Code

Zip Code

Signature

Mail check to:
Texas State Florists' Association
PO Box 170760 | Austin, TX 78717
OR REGISTER ONLINE AT TSFA.ORG

Staying the night in San Antonio?

King rooms are available for \$104
at the Hyatt Place San Antonio, Texas.
Call 210.545.2810 and ask for the
Texas State Florists' Association
group rate to receive
special pricing.

AS YOU TRAVEL TEXAS

for the best floral education in 2016, we hope you will take a moment to enjoy yourself along the way. Attending one or both Forums just may offer the rest and relaxation you need and experience just a little of what our great state has to offer.

DALLAS

Cascade Caverns

Agriculture Heritage Museum: Blacksmith shop, woodworking shop, pioneer house, wagon house, main museum building and many outdoor exhibits which showcase antique farm machinery and implements.



Photo credit | Sixth Floor Museum

Sixth Floor Museum

The Sixth Floor Museum at Dealey Plaza is located in the former Texas School Book Depository where significant evidence of a sniper was found following the assassination of President John F. Kennedy. The Museum presents the social and political landscape of the early 1960s, chronicles President Kennedy's assassination and its aftermath, and reflects upon his lasting impact on our country and world.

Perot Museum

The Perot Museum of Nature and Science located in Victory Park, near Downtown Dallas is said to be a "world of wonder" by The Dallas Morning News. Passing the test of school children, inspiring curiosity in all ages and boasting as a living science lesson, this new Museum opened its doors to the public on December 1, 2012. Get ready to amaze your brain through hands-on learning experiences.

Dallas Arboretum



Photo credit | Sarah Plagens

Just minutes from downtown on the shore of White Rock Lake, the Dallas Arboretum features 66 acres with 11 lush display gardens that offer seasonal color all year long. Home of Dallas Blooms Spring, the Southwest's largest outdoor floral festival, the

Arboretum provides a tranquil oasis where visitors are surrounded by the beauty of all four seasons. Amenities include the Hoffman Family Gift Shop, a dining terrace and several facilities available for rental.

SAN ANTONIO

The River Walk

The San Antonio River symbolizes the heart and soul of the city. Hundreds of years ago, the river was a gathering place for Native Americans. The first civilian Spanish settlers built



their homes here in the 1700s. In the late 1920s, the San Antonio Conservation Society, local government officials and business leaders realized what an asset the river could be to the growing city. Architect Robert H. H. Hugman developed River Walk plans that eventually led to construction of a 21-block section from Nueva to Lexington, completed in March of 1941, just in time for Fiesta. The project transformed downtown through beautification, preservation and flood control.

Further revitalization took place in advance of Hemisfair '68, the world's fair held in San Antonio to celebrate the city's 250th anniversary. New hotels were built and older buildings were renovated. The River Walk was extended from South Alamo Street to the convention center. Passenger river barges began operating for sightseeing tours and dining. The River Walk received national attention and set the stage for what has become one of the state's top visitor destinations.

Today, in addition to river barge cruises, visitors can tour the River Walk by bike using the city's bike share program, B-Cycle. With more than 50 stations throughout downtown, you can tour on two wheels through both the Museum and Mission Reach. And if you are looking for a more adventurous way to tour, visitors can now kayak through the Mission Reach and South Town area of the River Walk.

The Alamo

More than 2.5 million people a year visit the 4.2 acre complex known worldwide as "The Alamo." For over 300 years, the Alamo has been a crossroads for Texas history. Here the Spanish colonization first took hold, Mexico armed its independence and even the Confederacy stood its ground. Yet most come to see the place where a small band of Texans held out for thirteen days against General Antonio López de Santa Anna.

Although the Alamo fell in the early morning hours of March 6, 1836, the death of the Alamo defenders has come to symbolize courage and sacrifice for the cause of Liberty. The memories of James Bowie, David Crockett, and William B. Travis are as powerful today as when the Texan Army under Sam Houston shouted "Remember the Alamo!" as it routed Santa Anna at the battle of San Jacinto on April 21, 1836. Located on Alamo Plaza in downtown San Antonio, Texas, the Alamo houses exhibits on the Texas Revolution and Texas History. Visitors are welcome to stroll through the beautiful Alamo Gardens. Just a short distance from the River Walk, the Alamo is a "must see" for all who come to San Antonio.

Market Square

El Mercado: The rich culture of San Antonio abounds throughout the plazas of Market Square. A three-block outdoor plaza lined with restaurants, shops and produce stands near San Antonio's city center, Market Square is the largest Mexican market in the U.S. It is one of America's top ten outdoor markets according to Frommer's. Dozens of shops sell everything from hand-embroidered dresses to leather belts. Market Square's working artists, musicians, dancers and major cultural events give it a rich and lively cultural atmosphere. Visitors browse through 32 shops at "El Mercado," and 80 specialty shops in the Farmers Market Plaza. Market Square is also the scene of many Hispanic festivals where food and beverage booths spring up alongside Guadalajara lamps while the sounds of mariachi music blends with the excitement of Mexican dances.



Rocky Pollitz returns to Texas to Commentate Texas Floral Forum Opening Program!

Rocky Pollitz AAF AIFD PFCI will return to Texas to commentate the Design Panel Presentation *Life's Moments in Flowers!* In discussing the return of a Design Panel format that was an ever so popular presentation style years ago, there was only one name that was mentioned in the planning process over and over when the discussion of the selection of a commentator came up. Rocky Pollitz! Rocky is the one to do this! Rocky would be the absolute best!

What a thrill it is to share that the florists of Texas will welcome once more one who has shared so much with so many. How lucky we are that Rocky will return to share her incredible knowledge, her love

of the industry, and her connection with today's florist.

Life's Moments in Flowers will be the platform to share all the latest in industry products and all today's florist needs to know to expand their sales as we encourage

our customers to celebrate each and every moment of life with flowers! This Opening Program will be one not to be missed!

The Design Panel will feature the design talents of the industry's best. With Rocky as the commentator we have just given you yet another reason to **mark your calendar July 16-18!**



Texas Styled Flowers & Texas Wine A WINE TASTING TO COMPLETE THE DAY

Today's florists are looking for opportunities to expand sales and develop ideas that encourage the consumer to simply buy more flowers. When a little creativity can be added to the opportunity, as well as a glass of wine to enjoy, it becomes even more appealing. *Texas Styled Flowers* will be paired with *Texas Wines* to complete the day and bring closure to the Texas Floral Forum in Tapatio Springs. The experience will open increased opportunities for Texas florists to learn more about the pairing of flowers and wine as well as the possibilities that are opened in the way of entertaining, hostess gifts, and another moment that can be added to ways we celebrate with flowers.

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



Texas Grown INSPIRED BY TEXANS

Tapatio Springs, located in the middle of the Texas Hill Country sets the stage for three of Texas' best to join together to present an over the top luncheon presentation! We know that you will not only learn from these incredible designers but will thoroughly enjoy the Texas Floral Forum Luncheon and Presentation *Texas Grown Inspired by Texans*.

"When we arrived in Tapatio Springs for the site visit we knew that we wanted to center this Forum's extensive study around all that is reflective of the beauty that surrounds us! With *Grow Retail | Grow Texas | and together we Grow the Industry* as the overall theme for the year, a deeper

study of all that is available to us will increase the knowledge needed to expand our horizons and develop new opportunities in our business" shared Texas Events Coordinator Lynn Lary McLean. To host a luncheon during the Forum and feature three of Texas' best just simply was the ticket! 2015 Texas Cup Winner Chris Collum AIFD CFD TMF, Wedding Designer Extrarodinaire Kelly Norvell AIFD TMF and 2008 Texas Cup Winner Fabian Salcedo will join together

to present this not to be missed luncheon presentation. Inspired by Texans this will truly be. Texas Floral Forum Chair Gina Waters is thrilled with the possibilities! "I can hardly wait to announce each and every detail. To share these highlights and kick off what we hope will be an excitement that brings all to Tapatio Springs is incredible!" These designers and their amazing talent will be featured during this Luncheon Presentation. We hope this alone will cause you to stop and mark July 16-18 as the time and Tapatio Springs as the place to be!

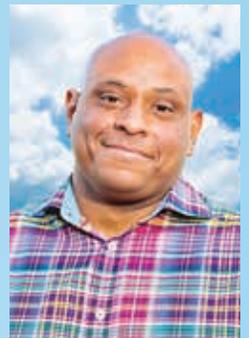
Chris Collum AIFD CFD TMF



Kelly Norvell AIFD TMF



Fabian Salcedo



Love, Texas Style.

In Texas, Valentine's Day calls for something unique. A beautiful arrangement of Texas flowers paired with a Lone Star wine is a distinctive, personal gift that delivers the extra something special the holiday demands. When you create an extraordinary gift from the place they call home, you are sure to wow any Texan. It's the Valentine's Day connection your business has been waiting for and a combination that's sure to leave a mark on your customers' hearts.

The Texas Sweetheart *Arrangement*



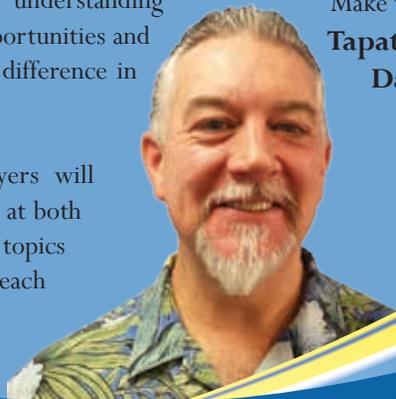
To find Texas flowers and wineries in your area, visit gotexan.org.

TEXAS DEPARTMENT OF AGRICULTURE ★ COMMISSIONER SID MILLER

Texas Floral Forum Business Presenter Named

By definition, a Forum is an in depth study of a topic. In planning the details related to the overall study at each Forum, the importance of a component of the relationship of business to creative design was apparent. When planning these details of programming the best requires that many are consulted. Texas Floral Forum Dallas Chair, Charles Ingram, owner of Dr. Delphinium in Dallas shared one speaker that he holds in highest regard. "Derrick Myers will relate to those attending regardless of their level of understanding business. He will open new opportunities and provide ideas that will make a difference in their business."

Texas is thrilled that Mr. Myers will travel to Texas twice to present at both of the Texas Floral Forums with topics unique to the programming of each Forum.



In Tapatio Springs presenting *Peaks, Valleys, and Plateaus*, he will offer the tools in this 2 hour seminar as to how to gain the most of each level of your business. In Dallas he will present *Hidden Treasures*. You will walk away from this presentation with a treasure chest filled with ideas to increase your bottom line and make a difference in your everyday business. Maximizing value in your financials will be the best base line for any of the elements and principles of design!

Make time for these presentations.

Tapatio Springs | July 16-18

Dallas | October 8-9



Brilliant on the Basics

AN INVITATION FROM KEVIN YLVIKAKER

Hello Texas!

...Adding a "little extra!"

Have you ever wondered just what "little extra" you could do to a design to make it a bit more exciting or modern? From Boutonnieres to Corsages, from Everyday Design to Sympathy Tributes, from Wedding Bouquets to Event Design; it will all be covered in the Texas Floral Showcase program that I have the pleasure of presenting.

...Modernize and increase profits

This exciting design show will cover how to make a change for the better and update any and every design opportunity that may come your way. We'll start by addressing ways to modernize your shop and move right into design. I'll even talk price and share ways that all design styles can be priced to increase profitability.

...Upgrade and create your Signature

Design upgrades can be done by adding accessories, using different flowers or even just a simple change of style. Sometimes it's the simplest touch that makes your work so much more exciting. Showcasing the fantastic new products from our Texas Floral Education Partners, you will see a typical design transform into a unique signature design.

...Watch it all come to life!

As always I will create the designs on stage so you can see exactly how each is created. This also gives the opportunity to ask plenty of questions.

...Dated to Modern all in one night

So come prepared to walk through my "dated shop" and see how it transforms into my "modern shop" all right before your eyes. Join me as we reach Beyond the Basics!

Texas
Floral
Education

UNDERWRITER
2015-2016

PLATINUM

bloomnet
World-Class Florists Worldwide Delivery

GOLD

Flower shop
network.com

pikes peak of texas, inc.
a wholesale florist

Rio ROSES

teleflora.

SILVER

ad
ACCENT DECOR

The Elite Flower

EspritMiami
our flowers mean business

FTD

j.b.parks
Wholesale Florist Inc.

KLEPAC
Greenhouses, Inc.
Our Business Is Blooming

Southern
Floral
Company
Established 1927

Syndicate
Sales, Inc.

VICKERY
WHOLESALE GREENHOUSE

Weatherford Farms
Growth After Generation Since 1827

zoomroses

BRONZE

acolyte

af
allied florists
of houston

ALPHA FERN
COMPANY

AMERICAN
AN
AGROPRODUCTS

ASSOCIATION INSURANCE
SERVICES, INC.

CHOICE CHRYSLAL

Container
Source Inc.

DALLAS
DESIGN
SUPPLY

DESIGN
MASTER

Flora Design

Greenleaf
www.greenleafwholesale.com

L&G
WHOLESALE COMPANY
Distributor of Fresh Flowers
and Floral Supplies

oasis
FLORAL PRODUCTS
www.oasisfloral.com

PRIEST
INTERNATIONAL, INC.

RELIANT RIBBONS,
BOWS & TRIMS

saif

Winward

MAKING TEXAS FLORAL EDUCATION POSSIBLE
please visit tsfa.org for the most up-to-date list of underwriters and their links

TEXAS CUP COMPETITION

DALLAS MARKET CENTER | JUNE 25, 2016

The Dallas Market Center will host the Texas Cup Competition on Saturday, June 25, 2016.
Texas Cup Competition Chair Chris Collum AIFD CFD TMF

Former Texas Cup Winners will present throughout Market Week in the World Trade Center
Stars of Texas Awards Luncheon will be one of the featured events recognizing Texas Floral Endowment
Scholarship Recipients, Texas Master Florists, and Texas Industry Award Recipients

Texas Floral Education Underwriters Product Gallery will surround the Texas Cup Competition
Dallas Market Center will host a Cocktail Reception in recognition of the accomplishments of
Texas State Florists' Association at the close of the Competition where the 2016 Texas Cup Winner
will be announced. Make plans now to attend!



If you have never attended the Dallas Market the time is NOW!

YWWE

SUNDAY, APRIL 17TH

@ The George R. Brown
Convention Center



Tutera & TSFA partner in 2016



Design Challenges
with David Tutera



Tips & Trends Stage
Lynn Lary McLean



Bridal Gallery Blooms



Engaged Audience



Fashion Shows



Featured Area



The Texas Floral Endowment Contracts Custom Presentation

Ylvisaker to present
The Competitive Edge | Both Sides of the Story

With a clear understanding of the importance of design education on an advanced level, the Texas Floral Endowment Board has agreed to fund the custom development and presentation of an all day Extensive Hands On Design Experience titled *The Competitive Edge | Both Sides of the Story*.



With considerable discussion and thoughtful consideration, the Board determined that a presentation that reviewed competitive design from the perspective of the judge and of the competitor could offer a great deal to elevate the level of Competition in Texas while being a format to teach the very basis of the elements and principles of design.

The Freytag Family generously offered the funds that support the Ann Hobb's Memorial Scholarship as the basis of the funding with additional funds from the Endowment to support the balance of the expense. Texas Floral Endowment President Jimmy Klepac shared at the meeting "The Endowment is grateful to so many who support the mission of the Endowment in whatever way they can. This funding will make a difference to those who wish to advance their career in design as well as create a strong Texas representation in industry design competitions and participation in national organizations."

To have the opportunity to elevate design in the eyes of the competitor and the ones who judge will elevate floral design professionalism in Texas. With the basis of this custom presentation to be written and presented by Kevin Ylvisaker AIFD PFCI whether you aspire to compete or judge or just fine tune your skills this promises to be quite the opportunity.

The Competitive Edge | Both Sides of the Story will be held in Tapatío Springs on Monday, July 18th in connection with the Texas Floral Forum. Hope to see you there!

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

- Allied Florists Of Houston Scholarship Honoring 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
- 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

The year 2015 was the first year of the Texas Floral Expo. The Texas Floral Expo will return in 2017. With the incredible wealth of information and design inspiration it seemed only appropriate that we revisit and reflect on all we learned as we move through 2016. Reflections will feature each month, designs with commentary from the Texas Floral Expo designers. We hope that you will take a moment to reflect and remember all that was learned that week and continue to add what you learned into what you do each and every day. Then that the lesson becomes second nature and stays with you for years to come.

REFLECTIONS...

TEXAS EXPO | ROSES ON PARADE | DESIGNER - J. KEITH WHITE AIFD



Photo credit | Cody Ash Photography

As a reflection of the past and the beauty of the moment, history & values are a common thread with the VIP Entries designs in the Tournament of Roses Parade. Presenting an antique with floral décor can be a challenge; I always respect the “container” for its monetary value and the object itself in designing. Safe and secure mechanics are important in protecting the “vehicle” and holding the extreme weight of the florals for something that will travel a great distance on the street. Metal rods covered in foam were used on the interior of the sedan chair carved windows to loop the ties to the Oasis Racquettes around the middle section. The design needed to be a horizontal form to flow with the lines and not to cover the intricate carved wood details. Floral materials were terraced to give depth and accentuate the line; line flowers like the Moluccella/Bells of Ireland were placed to increase the eye movement to the wooden poles used to carry the sedan chair. Color blocking materials added impact. Added rhythm was achieved with mini callas and tulips along with aspidistra foliage positioned over the terraced flowers. Suspended green apples and symbolic oranges created movement to the overall design. Four paved floral spheres of green roses and carnations were hung on each corner of the roof, these represented Chinese lanterns. The top roof finial was surrounded by an Oasis ring with hydrangea and roses to draw the eye upward to the simple finished detail. With the weight factor considered and the fragility of the antique woods the finished Chinese sedan chair was rolled through the program parade route.

The inspiration was derived from a Texas natural floral design for the “Timber” section. This over scaled design with a raised focal area was completed in the gold Accent Décor Leena Vase. The design began with a recycled wreath form, once used by Gregor Lersch, that was placed on the perimeter of the container. Found deer antlers were woven through the wreath form and secured, the shape gave the arrangement natural lines and movement. Winward permanent botanicals were woven circular in the nest form, orange ranunculus, light orange poppies, light green peegee hydrangea, and bromeliads. Vintage bottles were recycled to serve as a water source for the fresh materials, tulips, dahlias, mini callas and roses. Oasis aluminum wire was used to secure the bottles placed in the form and suspended too. The visual suspended placements of the water source gave the illusion that all the floral materials were fresh; a good way to maximize and utilize material in event design work. Oasis midelino sticks with Accent Décor wood slices glued at the tips were woven through the design to finish the natural cascading of layered textural materials.



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For more information, contact ashley@simplifiedsocialmedia.com

TSFA *Calendar of Events*



JANUARY

- 1 New Year's Day
- 18 Martin Luther King Jr. Day
(Observed)
- 18-28
TSFA School of Floral Design
Classes - Houston
Basic Floral Design | Wedding
Design | Sympathy Design | Floral
Management | Care & Handling of
Cut Flowers and Foliages.
For registration information
telephone the TSFA office at
512.834.0361 or online at
texaschooloffloraldesign.com.
- 27 Texas Floral Showcase,
The Summit Club, Longview, Texas
Featuring *Beyond the Basics* by
designer Kevin Ylvisaker.
Registration information on page 6
of this issue or online at tsfa.org.



FEBRUARY

- 2 Groundhog Day
Basic Design Classes, held at the
Region 8 Education Service Center
in Pittsburg, TX.
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
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MARCH

- 8 International Women's Day
- 13 Daylight Saving Time begins
- 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
- 21-30
TSFA School of Floral Design
Classes - Houston
Basic Floral Design | Wedding
Design | Sympathy Design | Floral
Management | Care & Handling of
Cut Flowers and Foliages.
For registration information
telephone the TSFA office at
512.834.0361 or online at
texaschooloffloraldesign.com.
- 25 Good Friday
- 27 Easter
- 30 Texas Floral Showcase
The Club at Sonterra
San Antonio, Texas
Featuring *Beyond the Basics* by
designer Kevin Ylvisaker
Registration information on page 8
of this issue

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