

The Bloomin' Texan

NOVEMBER 2016



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FREE Educational Event,
Showroom Shopping



SPECIAL GUEST

**Sharon
McGukin**

AIFD, AAF, PFCI

Where: Napco, Jacksonville, FL

Date: Saturday, January 21st

Time: 9:30 am - 5:00 pm

SIGN UP!

**Fresh Forum BloomNet
Florist Design Competition:
\$500 Grand Prize!**

Friday, January 20th

Hands-On Workshops:

Sharon McGukin

In Love with Floral Cuffs

Friday, January 20th at 12:30 pm

The Return of the Cascade

Sunday, January 22nd at 9:00 am

5-Day Principle & Elements Design Course

with Jackie Lacey, AIFD, PFCI, CFD

January 23rd - 27th



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

The Bloomin' Texan

NOVEMBER 2016 | VOLUME XXXXII | NUMBER 11

From the President



Norman Northen TMFA

What a whirlwind of a month!


October started on a high note with representation at the National Alliance of Floral Associations annual meeting in Franklin, Tennessee. Texas is highly respected as a premier state organization. Texas shared the many successes experienced in the new approach to education with those attending. There were ideas shared that we may want to implement at a future time. Texas Designer of the Year, Alan Masters AIFD competed in and won the NAFA Designer of the Year Competition. Congratulations, Alan!

The second Texas Floral Forum of the year was held in Dallas the second weekend of the month. Thank you Charles Ingram for chairing this amazing event. Thank you to all who attended and to those who volunteered. Thank you to those who show support of the companies who support these programs. Please continue to do so as you place your orders for the busy season ahead! Thank you to the Texas Floral Education Underwriters for all you did to make this year of events possible!

There are many advantages to being a member of our great organization. Besides the friendships that are made, educational presentations and events providing marketing opportunities are held throughout the state. What better way to be inspired and to share your inspiration! Providing education for advanced TMF and TMFA certifications continues to make a difference. Providing resources for business owners and managers that is the best available in the industry has created a foundation for betterment in the office and in the design room. Opportunities to volunteer in floral events around the state are abundant. I invite you to be a part of it all! I encourage you to share your enthusiasm with another and bring a new member into TSFA.

As we approach the Thanksgiving season, I wish each of you a blessed holiday season filled with heartfelt gratitude for all we have received. I am truly blessed to serve as your president this year and treasure the many friends that I have because of TSFA.

Remember! We are all in the right SPOT with TSFA!

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Teleflora
The Elite Flower
Texas Department of Agriculture

Texas Floral Forum Recap

Over 100 joined together in Dallas for the Texas Floral Forum focused Design Education and the Business of Flowers

Design Diagnosis

EXAMINING THE PRINCIPLES AND ELEMENTS

A Hands-on Design Experience

Underwritten by Texas Floral Education Partner

Platinum Level Texas Floral Education Underwriter BloomNet



Loann Burke, with her genuine charm and sense of humor, presented a well developed hands-on class.

Attendance in the class ranged largely in experience, from no experience to 30 years experience. She took everyone on a step by step journey of creating two designs. As the journey progressed Loann talked of the elements of design such as color, line, texture and proportion. She also talked of the principles of design such as balance, contrast, and harmony. In the end you clearly understood the importance of the elements and principles of design and how they come together to create "Just Right Look!". So whenever you step back to look at your design and think something is missing, you have a check list in your pocket called the Elements and Principles of Design that you can go through to get "Just Right Look!"

At the completion of the class each and everyone stepped back to study their completed designs. The check list was reviewed. The design was properly diagnosed! Voila! A better understanding of the Principles and Elements made such a difference! We may have more to learn but we are on our way! A special thank you to the many companies that made this workshop possible! What a difference you are making in education!

Experienced and Written by: Stephanie Minar

Today's Weddings:

IT'S ALL ABOUT THE FLOWERS

A Hands-on Design Experience

Underwritten by Texas Floral Education and Product Partner

Silver Level Texas Floral Education Underwriter FTD



As many of us know weather can play a big part in the floral industry; as it did the weekend of the Texas Floral Forum. The wonderful Deborah De La Flor was to present "Today's Weddings" on Saturday, but unfortunately Hurricane Matthew had other plans and grounded Ms. De La Flor. We are thankful to learn since that she and her family weathered the storm.

A call went out, and as fortune would have it J. Keith White AIFD answered the call. He arrived Friday afternoon, ready to step in, viewed the flowers that Deborah had ordered for the class as well as the styles of the bouquets that she selected for the class to design.

Keith made a few adjustments to make it his own. The class would design a hand tied bouquet and an armature style design. Each person received a selection of blossoms of the highest quality and the needed supplies from the Texas Floral Education Underwriters. As everyone cleaned their flowers Keith shared a few techniques. When using minimal product he suggested that we place the flowers in groupings to create more of a statement. Then he shared a design detail that really changed our approach to designing a hand tied bouquet. Keith stated that bouquets need to be both physically balanced as well as visually balanced. To discover the physical balance, rest the flower on your index finger just after your knuckle. That is also the binding point. That is one reason that Keith's style appears so natural. The bouquet is an offset asymmetrical triangle. For the Armature Design, Keith instructed each of us to create long spirals out of aluminum wire and thin aluminum wire, provided by Oasis Floral Products, then weaving the calla lilies across the wire creating a grid. Once the weaving of the callas was complete, then hypericum was strung on bullion wire, and draped over the callas. The class was amazing. Keith makes it all appear effortless. With his instruction we all learned the needed techniques so that each of us may continue to achieve these styles. The importance of education and understanding how to use the product was certainly experienced and we learned that Today's Weddings are All about the Flowers!!

Experienced and Written by: Marilyn JM Schuenemann



Fabulous Flowers To Wear

A Hands-On Design Experience
Underwritten By
Texas Floral Education and Product Partner
Bronze Level Texas Floral Education
Underwriter Fitz Design

Jackie Lacey's *Fabulous Flowers to Wear* was truly a sensational hands on design experience. From observing his many design techniques to learning about the new products offered by Fitz Design, this two hour educational powerhouse presentation was inspiring to all who participated. Mr. Lacey's informative lecture on how to increase our profits in this area of expertise broadened our knowledge and touched our spirit.

We were amazed at the new techniques, materials, and mechanics demonstrated by instructor Lacey. We were motivated to take our newly learned techniques and use our creative energy to design a unique upscale corsage, boutonniere or head piece. Once finished, he patiently critiqued each of our designs one-on-one and helped us sharpen our skills by suggesting what could be added to enhance the beauty or in my case strengthen the line.

In this very competitive profession, continuous educational programs to include hands on design experiences are greatly important. This is especially true if you hope to achieve master skill levels for advanced certifications. Whether you want to be up to date or know the latest and brush up on your corsage and boutonniere skills, it is classes like this one that will make all the difference. I encourage you, as those have encouraged me, to take these classes the next time offered! I guarantee that you will leave feeling fabulous!

Experienced and Written by: Yolanda Amos



The Great Lakes Group and The Next Level Group attended the Texas Floral Forum! Thank you Texas Floral Forum Chair Charles Ingram for inviting these groups to Texas.

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Custom Creations:

DESIGNING HOLIDAYS TO MAXIMIZE VALUE

A Design Presentation Underwritten by Texas Floral Education Partner
Platinum Level Texas Floral Education Underwriter BloomNet

Experienced and Written by: Rebecca Northen

Texas Floral Forum started the day of education with a design program showcasing Holiday designs. With social media on the forefront, your store can treat your customers to all of the holidays, even the more obscure ones.

Loann Burke AIFD PFCI, the marketing guru from Furst the Florist in Dayton, Ohio, blew us away with many ingenious floral designs that she custom creates to maximize value during the holidays. She shared exquisite designs and now it is up to us to take the ideas back to the shop, be inspired and develop our own from all we learned!

Loann offered a list of holidays as a "must to" add to your shop calendar. Any time there is a party...there is a need for a centerpiece or a floral gift. New Year's, Mardi Gras, Easter, Cinco de Mayo, Memorial Day, Election Day, are all overlooked floral holidays. There is one that we really must celebrate! Women's Day on March 8th! Take time to make a note now so you are ready for 2017!!! Easily stated over half of your customers can receive flowers on Women's Day! Add a wrist corsage onto a vase arrangement for 2 gifts in one arrangement as a real plus for a Mother's Day idea! This is only one of many ideas that Loann shared enthusiastically as to the many opportunities for add on sales for the holidays!



One the most creative designs presented was the carnation design featured for Valentine's Day but could truly be for any day! This was new, fresh and simple to create and a real gem in this presentation. String 12 or 18 carnations on Oasis aluminum wire and form a heart. It can be designed in floral foam or can be dropped into a vase. Add filler flowers or other flowers in the center of the heart. Or perhaps, drop in a heart-shaped box of chocolates in the center of the heart. Finish the design and you have an easy, sellable Valentine's design. Look to future issues with tips on how to create this amazing idea!

For Father's Day think unique designs with a garden flair. Men do love flowers, so we have to find unique ways to showcase this holiday.

Continued on page 18

Weddings with Personality

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



J. Keith White AIFD presented beautifully dressed tables in trending color palettes for 2016-2017.

Park Manor is a color palette in tones of blues. The Park Manor style features tones of blue as seen in hydrangea, accented with cream and green roses with touches of succulents and pops of thistle finished with dusty miller. This look had texture upon texture, yet a softness. It was like finding little treasures everywhere you looked, and each one special. Just like a bride likes to feel on her wedding day.

Lux Avenue mirrors the Dutch Master classic with colors to include the richness of mango and raspberry. Accented with gold vases, as well as a white selection to offer variance, this style is opulent to say the least. Large anthurims of bronze, Kiwi branches, and Pheasant feathers, along with florals in tones of red, raspberry, and deep mango set the color presence of this trend. Using these types of materials creates interest, texture and a sweep of motion to carry the eye through the design. Totally breathtaking, this style would find a home at the most elegant of events.

Pearl Lane is the softer side of what's trending with pastels of blue, pink and lavender and you can't leave out dusty miller for it is the #1 selling foliage for weddings today. Pearl Lane is a timeless look. It can be dressed in many ways and taken in several directions to include mirrored boxes or layered vintage. Always the romantic, when it comes to the beauty of weddings and the part florals play, Keith always educates and shares his pearls of wisdom.

- Be open to what people want
- You have to know what you can substitute
- Know what you may need to substitute
- Budgets: don't say yes - when you can't or won't make any money
- And it is OK to use bouquet holders

If you have ever attended one of Keith's classes you realize he is all about knowledge. He is all about education. He makes learning effortless and fun! He transforms materials and allows the flower to deliver the message. To conclude the presentation, while on one knee he selects blossoms from a design container and in a moment creates a flawless hand tied bouquet perfect for any Bride. How fortunate we all were to share the afternoon with J. Keith White. Texas thanks you for stepping in and sharing your incredible expertise. Texas is proud to call you one of us! Thank you FTD, Inc. for sharing J. Keith White AIFD with the Texas Floral Forum attendees!

Experienced and Written by: Marilyn JM Schuenemann AIFD



Kevin Yvilsaker AIFD CFD PFCI CAFA went *Beyond the Basics* in an informative and very entertaining luncheon presentation at the Texas Floral Forum. In his 44th year as a floral designer, Kevin brings several techniques to each presentation. He explained that with each design, you have to look at who your customer is to know how to create the design to suit them. This particular day was all about upgrades. In his first section, Kevin talked about how to make even the simple every day plant orders look more upscale. With a croton, he simply added a few branches of curly willow. With an orchid plant he added varying heights with a simple armature. He joked about the cute little butterfly clips from the orchids and asked how many of us wore them in our hair. (I admit I am one of the guilty ones.) He went on to show how succulents, which are

Beyond the Basics

A Design Presentation 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

Experienced and Written by: Kimberly Murphy TMF

incredibly hot with the millennial generation right now, can be upgraded with river rock, votive candles, and even painting the container that they are in. Using things like wide copper flat wire and birch pieces added a completely different look to a succulent garden.

Kevin's next designs were more centerpiece creations. He used a large glass "fish bowl" container and created "packages" out of oasis, aspidistra leaves, pins, bullion wire, and flowers. By making them in different sizes and using different flowers but all the same color, he created a centerpiece with a stacking technique to finalize the design. He then went on to create several tall vertical designs, mentioning that the taller the design, the more value is perceived by the customer. In other words, tall equals more value. When talking about wedding designs, bouquets in particular, he did say that the hand-tied style florists have been designing for 10 years or so is no longer trending. The gorgeous cascading bouquets are coming back into style. Kevin suggested to show these types of bouquets when doing bridal shows instead of a hand tied bouquet. Most DIY folks are not going to be able to design the cascade, but a hand-tied looks easy enough for

them to try. He highlighted information about the floral lock glue. Used in cascading bouquets, this product locks in the flowers and presents them from dropping from the cascading bouquet. When designing with succulents it is important to glue the succulent in rather than wire into the bouquet. In that glue likes to attach to glue, it is always a good idea to place the glue on the succulent and then onto the area of the bouquet where the succulent is to be placed. This will create the best seal. The best glue for this purpose is Oasis Floral Adhesive. If the glue is not dry in about 3 minutes, you have used too much.

In closing, Kevin encouraged us all to visit our wholesaler more often! Take a trip to the wholesaler's cooler! Visit with those who are experts in their field! The wholesalers in Texas who have sponsored these events deserve our support!

Using these simple and inexpensive items to upgrade any design from plants to wedding to sympathy easily provides you the products needed to upgrade each and every design in a most important way!

Hidden Treasures

FINDING THE GOLD IN YOUR BUSINESS

Presentation Underwritten by Crockett, Myers, & Associates

Experienced and Written by: Ed Fimbel TMFA

Hidden Treasures is a business track seminar for all shop owners as well as employees on how to operate a floral shop for profit. Derrick Myers pioneered comprehensive software and accounting system which enabled him to develop and perfect his "Floral Analysis Program" for florists. He has been associated with florists and floral associations since 1983. Mr. Myers is a Certified Financial Planner and Investment Advisor Representative. He has a Bachelor of Arts degree in Economics with certificates in accounting and finance. Derrick is a Certified Public Accountant and is a partner in the firm of Crockett, Myers & Associates (CMA), Glen Burnie, Maryland. The "Floral Analysis Program" is designed to help the florist focus their business knowledge on six cost centers. The cost centers discussed in this program are:

Cost of Goods Sold
Labor
Delivery
Occupancy
Marketing
Wire Service Business

Derrick describes how to track, measure, and adjust costs to increase your profits. Discussions were held on expense targets, worksheets, formulas, and structures that have been used



successfully by many florists for more than 30 years. Derrick has developed business strategies which are unique in the floral industry. These strategies help florists reduce costs, manage staff, save taxes and operate a more profitable business.

Since 2012, Crockett, Myers, & Associates have been offering their expertise in the advice column of Floral Finance Magazine. They help all florists no matter the size of their business. Their extensive library of industry specific information enables them to compare a business against others of the same size and type.

For more information please contact Derrick Myers at Crockett Myers and Associates (410) 760-5555.

The Value of TSFA Membership

Cultivating Member Success and a Strong Floral Community for 101 Years!

Education | Networking | Involvement | Certification | Training | Volunteer | Support

Insurance | Savings | Promotion | Marketing | Social | Competition | Scholarships

Professional Development

In 2015 – 2016 TSFA has reached 1,647 individuals through the newly expanded education platform.

The Level 1 Certification Program continues to embrace the interest of the youth in Texas High Schools testing over 4,000 students in 2015-2016.

The Texas School of Floral Design educated 120 students in classes offered in 2015-2016.

Marketing Opportunities for TSFA members were experienced to Sell More Flowers! The success of our Social Media which led to opportunities with the Dallas Market Center and Your Wedding Experience by David Tutera reached over 15,397 in an individual occurrence and over 3,000 Followers with these numbers still climbing today!



Texas Floral Showcase in the Gulf Coast Region
January 25, 2017
Emerald Beach Hotel | Corpus Christi
Chair Debbie Castro



Texas Floral Expo
July 27 - 31, 2017
Embassy Suites by Hilton San Marcos
Hotel Conference Center & Spa | San Marcos
Chair Pat Becker AIFD TMFA



Texas Floral Showcase
June 7, 2017
Houston
Chair Amy Neugebauer TMFA

Texas Floral Showcase in the Central Region
March 29, 2017
The Baylor Club | Waco
Chair Tom J. Wolfe, Sr.

Texas Floral Showcase in the West Texas Region
October 11, 2017
Midland | Odessa
Chair Tom Williams TMF

Certification



Education



Texas announces the 2017 Texas Floral Showcase presenter

Tim Farrell AIFD AAF PFCI



Exceeding Expectations

With a marketplace that offers our customers expanded options Exceeding Expectations is a key to successful retailing.

Exceeding Expectations in every component of the business is a must to insure success today. Whether it be the quality and variety of product or the visual value of design or perhaps it is the first impression entering the front door or the receipt of the florals that are delivered out the back, each and every aspect of retailing and the importance of Exceeding Expectations will be addressed in this well thought out presentation.

Tim Farrell AIFD AAF PFCI is the perfect presenter for this topic. With his knowledge of design combined strategically with his accounting background and long term business success he has what it takes to take the lead on this multi level subject that is most important to the success of today's retailer.

So get ready for the 1-2-3 of how to exceed all that is expected! Get ready to learn how you can take your business to the next level creating customer loyalty and securing your success.

Tim's work has been showcased in the Philadelphia Flower Show as a featured designer in the gallery of AIFD, as a guest speaker for the Pennsylvania Horticultural Society, and as a judge for the competitive classes for several years.

The American Academy of Floriculture AAF inducted Tim into its membership in 2001. Tim was inducted to Professional Floral Communicators International PFCI in 2006, and is a member of the World Flower Council.

Tim's work has appeared several times in the national publication FLOWERS&. Tim also designed and produced the stage arrangements for the 2001 Presidential Inauguration Ball in Washington, DC. Since 2014 he has assisted White House staff of floral decor with special events. In 2016 he designed flowers for the U.S. Papal visit of Pope Francis in Washington DC and Philadelphia PA.

In May 2009, Tim was chosen as the florist spokesperson for Teleflora to promote the benefits of hand arranged, hand delivered flowers on national television through the HSN Network.

From 2006 until 2010, Tim was a member of the Oscars Design Team assembled by Charisma Designs, which created the floral designs for the

Red Carpet and the Kodak Theater in Los Angeles, CA for the annual Academy of Motion Pictures awards show.

In 2007, Tim was honored to represent the United States in an international design competition in Tokyo Japan.

Tim has just returned from being a featured presenter at the annual meeting of the World Flower Council in Kenya, Africa in September 2016.

Texas is thrilled to welcome this most accomplished designer and well spoken businessman as the 2017 Texas Floral Showcase presenter. Make plans now to attend one of the Texas Floral Showcases when Texas travels to bring education to you!

Tim Farrell AIFD AAF PFCI is an accomplished floral designer, known throughout the United States for his creations of beautiful floral compositions. His understanding and ability to teach the elements and principles of floral design make him a sought after presenter for garden clubs, horticultural schools, and retail florist organizations throughout the country.

He opened Farrell's Florist in Drexel Hill, PA in 1983, while attending Villanova and received a Bachelor's Degree in Accounting from Villanova University in 1984.

Tim served as the 2014-2015 President of the Board of Directors of the American Institute of Floral Designers AIFD, the premier accreditation body in floral design in the United States.





SHOWCASE REGISTRATION

JANUARY 25, 2017

Emerald Beach Hotel
1102 South Shoreline Blvd.
Corpus Christi, TX 78401

- 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 | Tim Farrell will present *Exceeding Expectations*
- 9:00PM | Product Gallery Shopping
Design Auction to support the Texas Floral Endowment
Floral Scholarships

Exceeding Expectations

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Attendee Name

Business Name

Address

Phone

Email

\$50 Registration Includes
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At the door registration will be an
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MAKING TEXAS FLORAL EDUCATION POSSIBLE

please visit tsfa.org for the most up-to-date list of underwriters and their links



KEVIN YLVISAKER

Education

*Members share the reason
they attend educational events!*



"It is wonderful to be involved again! I love this business and reconnecting with those friends from a few years ago! and meeting new florists is so rewarding!"

Susan Piland TMF



"The community and passion from those that I learn from and volunteer with, drives me to become even more involved in this amazing industry!"

Clay Honeycutt



"Working with the presenters behind the scenes at the Texas Floral Education Events provides an opportunity to learn, network and build on my floral design skills. Floral education is an important component contributing to the success of my business".

Mary Ann DeBerry

Texas Thanks Kevin Ylvisaker

The incredible programming this year and participation from the Texas floral industry is largely due to the accomplished presentations at the Texas Floral Showcases and Texas Floral Forums.

Kevin Ylvisaker truly took us *Beyond the Basics* with his approach to reinventing today's retailer. His concepts and contemporary approach to design were received well by all who attended.

It is with heartfelt thanks that Texas expresses appreciation to Kevin Ylvisaker for all he did *Above and Beyond* to help accomplish the goals of the program. It has been a year of education that has truly made a difference!

Kevin is Brilliant on the Basics



Sometimes all it takes to upgrade your look is not just to change to upgraded accessories but to change our design forms. The Vertical design form is a modern take on the traditional triangular form. This design using white flowers is great for church altars, entryway areas or even centerpieces at events.



Nobody knows better than florists that "everything old is new again" and it's certainly true with bridal bouquets. A few years ago we started to notice the hand tied bouquet losing popularity and being replaced with the cascade bouquet. This very popular style from several decades ago had made a huge comeback which is great for the retail florist. Today's styles as this one are done in a bridal bouquet holder with floral foam rather than all wire and taped like in the "old days".

We all need to make money and can't afford to spend time making structures and armatures that take too much time. This design had a huge impact and is fast. Taking assorted wires and coiling them, I simply pulled them into the shape I needed and added the appropriate flowers. Fast, fun and very effective for events.

Scholarships

Texas Floral Endowment Matching Funds Program to Honor Founding Member Sheri White



The vision that the Texas Floral Endowment founding members had when they established the Texas Floral Endowment as a non-profit, 501 © 3 organization continues to hold strong today. Sheri White was one of those visionaries that saw the need to support education on many levels in order to strengthen the floral industry. Though she is missed, Sheri White will forever be remembered leaving an amazing legacy.

To honor this floral legacy the Texas Floral Endowment Board of Trustees has established the Sheri White Endowment Fund and will match contributions up to \$10,000!

The Texas Floral Endowment Board invites you to join us in honoring Sheri White.

To contribute call, go to our website or mail your contributions to:
Texas Floral Endowment | PO Box 170760 | Austin, Texas | 78717
Call: 512.834.0361 | <http://tsfa.org/contributions.html>

To Contribute to the Texas Floral Endowment
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Your generous donation will help the TFE offer floral industry members educational scholarships. Enclosed is my tax-deductible donation.

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Competition



2017 TEXAS CUP COMPETITION

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Dallas Market Center
Dallas, Texas

To Enter this Prestigious Competition visit tsfa.org for the
2017 Texas Cup Competition Rules and Outlined Information

Download the Entry form and mail the completed form with the entry fee to:
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or email the form to txsfa@sbcglobal.com and contact the office 512-834-0361

TSFA has received special room rate pricing through the Dallas Market Center
Please make your reservations as soon as possible by going to this link
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2016 Texas Master Florist Graduates

Ben Boen TMF
Arlington, TX

Sheridan Clinkscales TMF
College Station High School
College Station, TX

Stephanie Herrera TMF
HEB
Austin, TX

Jody Knox TMF
HEB
Austin, TX

Cassandra Sanders TMF
Coronado High School
Lubbock, TX

Becky Smith TMF
Rio Vista High School
Grandview, TX

Rebekah Terry TMF
Byron Nelson High School
Dallas, TX

Kelly Thomas TMF
HEB
Leander, TX



Texas High Schools Participating in Level 1 Floral Design Certification

A&M Consolidated HS
Advance Tech Center
Akins High School
Alba-Golden High School
Allef ISD
Allen High School
Alvarado High School
Angelton High School
Atascocita High School
Azle High School
Banquete H.S.
Beckville ISD
Belton HS
Big Sandy
Birdville ISD
Bishop High School
Blooming Grove ISD
Brazos High School
Bridgeport ISD
Bryan High School
Bryon P Steele
Byron Nelson HS
Calallen High School
Caldwell High School
Caney Creek HS
Canton High School
Canutillo High School
Canyon High School
Canyon Lake High School
Cedar Park High School
Centennial High
Center High School
Central High School
Chapel Hill High School
Chavez High School
Cinco Ranch High School
Cisco High School
City View High School
Clear Creek HS
Clear Springs High School
Clemens High School
Clifton Career Development School
Coldspring-Oakhurst High School
College Station High School
Como-Pickton HS
Connecticut Florists Association
Coronado High School
Crosby High School
Cuero High School
Cy-Fair High
Cypress Creek High School
Cypress Falls High School
Cypress Lakes High School
Dayton High School
Decatur High School
Deer Park HS
DeKalb ISD
Eaton High School
Edinburg High School
El Campo High School

Elgin High School
Eustace High School
Florence ISD
Florida State Florists Assn.
Friendswood High School
Frisco Career & Technical Education Center
Gainesville High School
Galena Park ISD
George West High School
Gilmer HS
Gonzales High School
Grandview ATC
Grapevine HS
Greenville High School
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Jacksonville High School
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James Madison HS
Jefferson ISD
Judson High School
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Mabank High School
Madisonville High School
Magnolia High School
Magnolia West High School
Manor High School
Marble Falls High School
Marcus High School
Marion ISD
McAllen ISD
McKinney Boyd HS
Medina High School
Medina Valley High School
Methodist School Children's Home
Millsap HS
Mineola High School
Mineral Wells High School
Montgomery HS
Morton Ranch High School
Mount Pleasant High School
Muleshoe ISD
Naannan Forest High School
Nacogdoches High School
Needville High School
New Caney
Nimitz High School
North Hopkins ISD
North Lamar ISD
Northwest High School
Orange Grove High School
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Plano West Senior High
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Tatum HS
Temple High School
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Tidehaven ISD
Tomball High School
Tomball Memorial HS
Tompkins High School
Turner High School
Vande-grift High School
Weatherford High School
West Hardin
Westfield High School
White Oak ISD
Whitney High School
Woodlands HS
Woodville ISD
Yoe High School



Texas High Schools Participating in Level 2 Floral Design Certification

James Madison High School
Skyline High School
Gonzales High School

Certification

Volunteer



Texas State Florists' Association Jim Orr Volunteer Spirit Award

Amy Neugebauer TMFA
2016 Jim Orr Volunteer Spirit Award Recipient

The lifelong process of bringing the beauty of nature to an art form and believing in the study and history of floral art is Amy Neugebauer's passion that she is constantly and aggressively pursuing.

Amy graduated from Purdue University in 1973 after only 3 years with a Bachelor of Science degree.

After graduation, Amy forged a highly successful career as a Sales & Merchandising Manager in the Garment Industry.

With stints in Maryland, Michigan, Connecticut & New York, her flair for creativity and design as well as her ability to connect to people served her well.

In 2000, she became a stay at home Mom to support her daughter Katheryn through the early high school years when just recently she found her new passion in the floral industry.

Amy has pursued her floral education since 2011 after joining The Blooming Idea in The Woodlands, Texas and most recently achieved her Texas Master Florist Advanced Certification in July 2015 as well as the Certified Floral Designer designation from AIFD. This July she will be recognized as an accredited member of the AIFD.

In her spare time, she is committed to her husband, Ken, of 31 years as well as a proud mother of recent 2016 Trinity graduate...Katheryn.

She has worked tirelessly for TSFA, promoting & attending every floral event for the past few years.

Amy displays a remarkable sense of dedication and skillfulness through all of her design work that is inspiring.

Her intense commitment and focus towards advancing her design skills and knowledge, through higher education and training within the floral industry is a CONSTANT.

Amy is well equipped and eager to grow from any and all challenges that she is presented with; and always does so with enthusiasm!

President Susan Weatherford concludes, "I have a great deal of respect for Amy and I am a fan of her level of creativity expressed through her innovative artwork of floral design".

TSFA Congratulates Amy!

Custom Creations Continued from page 8

Always offer a WOW! Place arrangements in your store at the front counter and in your display cooler. Design something tall and full of flowers that takes the design over \$100+ price range. Loann calls these her "first impression" arrangements. Use gift ware in your designs for added value as a way to personalize the customer's interests and hobbies. Take those remaining containers that did not do well as they were on the shelf, and redesign them with paint, attachments, or use them in a non-traditional manner. Move them off the shelves and hopefully see them fly out the door! Think about using green sheet moss to cover foam and design mechanics. Remember to sell negative space in your designs as well by utilizing curly willow for height. Loann says to add the curly willow into the design first! I know one designer that did that the next day at work!

Always keep plenty of "grab and go" designs in your cooler and at the front register. These designs can turn remaining flowers in to added dollars to the register at the end of the day. Store owners will love this next reminder...Utilize every last flower by using the broken heads and stems into window box designs. Loann offered so many ideas for increased profitability! It is now up to each of us to apply in our businesses all we have learned!

We all know that our two biggest holidays are still to come in this calendar year...Thanksgiving and Christmas. We need to be planning our in-store designs right now! Centerpieces are the number one design for Thanksgiving and Christmas tables. Utilize line flowers and curly willow to extend the designs for a harvest table. Christmas calls for boxwood trees. Loann is the "Queen of the Tree". By using a container filled with foam and

inserting a full block of wet foam into the top of the design with five hyacinth stakes (one in the center and 4 on the sides) and then anchor taped in 3 spots, we are ready to fill in the tree. Add plumosa fern to the four staked areas and then start filling in the design with pittosporum and other foliage. Long lasting flowers and small ornaments and snippets of ribbon create a very sellable and easy to recreate design.

Remembering to think outside the box, to plan ahead, to custom create for the holidays using all forms of marketing available will make a difference in the outcome of these most important times! Loann Burke certainly brought her retail experience to the stage and we thank Platinum Level Texas Floral Education Underwriter BloomNet for this amazing educational experience!

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Retail Council Member

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serving three years
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Legislative

Six floral displays interpreting the six flags that flew over Texas
will grace the Ground Floor Rotunda.
TSFA members are invited to attend the TSFA Capitol Display and visit with Texas
Senators, Representatives, and their respective staff members during the display.



LEGISLATIVE ACTION DAYS
February 22, 2017 | 10am-4pm
Austin | Chair Chad Freytag

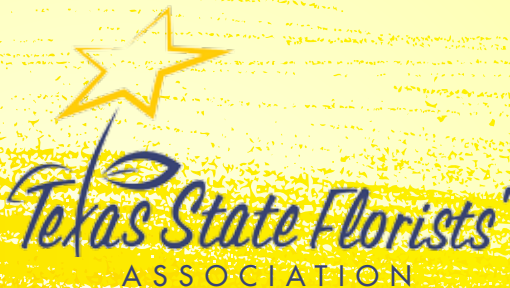
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Training

TSFA Achievement Award

As presented and shared by TSFA Past President Pat Becker AIFD TMFA

The recipient of the TSFA's Achievement Award for 2016 has been an active member of the Texas State Florists' Association for a number of years and has served as a Retail Director, Second Vice President, First Vice President and is currently a very active TSFA Past President.

A 1974 graduate of Bellville High, with a love of flowers and plants moved her toward a career in that field during her college years.

After receiving an associate degree in general studies at Brenham's, Blinn College, our recipient pursued a four-year degree from Texas A&M University. It did not take her one moment longer than her first course with a strong emphasis on flowers and plants to choose floriculture as her major course study.

With obvious talents in Floral Design, our recipient and her classmates often captured first place honors in competitions against other colleges and university teams.

During her senior year at A&M, a team of young women, including our recipient, won second place in a National Intercollegiate competition for flower judging and she also received an individual first place honor in Floral Design. Graduating from A&M in December of 1978, our recipient went to work for Ellison's House of Flowers & Gifts. Around 1995, our recipient and her future partner to be, crossed paths as Ellison's Greenhouse employees. With a floral background and an accounting background, this combination made for an ideal partnership. In 1997, the partners continued to expand Brenham Florist over a period of now nearly 20 years.

Married to Ron soon after graduation from A&M, our recipient and her husband celebrated their 37th wedding anniversary in May. They have two children and families, Sarah and husband, Kevin, children Aiden and Chloe and Richard and wife, Amanda and son Michael. What fun... to spend time away from shop with the grandchildren! In addition to running the flower shop, our recipient has been actively involved in TSFA for many years! Serving on the Investment Committee, Budget and Finance Committees, also the Achievement, Membership, Election, Nominating, Legislative and Education Committees. Whew... wonder when she has time to work at her own shop! In addition, she has chaired each of these committees, currently serving as Co-Chair of the Education Committee. Our recipient has been the Design Symposium Chair at TSFA Conventions and the Texas Cup Chair.

As part of the Education Committee, she was on the Curriculum Development Committee and co-authored *Principles and Element of Floral Design*, the first State Board of Education approved curriculum written by the floral industry for Texas Floral Design Teachers.

I'll bet you all know of whom I am writing, as she is seen around the high school testings, the regular committee meetings, VATAT Conferences, Education programs and our conventions.

It with special honor that I present Debbie Woltman TMFA, the "Texas State Florists' Association Achievement Award" for 2016.

Recognition

Left to right
Debbie's Husband, Ron Woltmann,
Business Partner Destry Pohlmeier,
2016 TSFA Achievement Award Recipient Debbie Woltmann TMFA,
Past President Susan Weatherford
Pat Becker AIFD TMFA



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designed exclusively for TSFA members which pays for medical expenses when an employee has an on-the-job accident or injury

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When *Your Wedding Experience* decided to try something new creating an area within the show for Brides and the Local Media to converse with David and be a part of what they referred to as *The David Tuter Experience* they reached out to TSFA to design and decorate the area. A Texas Thank You to Darryl & Co. for creating the featured setting. You made Texas Florists proud! TSFA was represented in the center most part of the show while sharing the importance of professional design throughout all we were so thrilled to participate in. Just take a look!



2016 Texas Designer of the Year
Alan Masters AIFD presents *The Bouquet!*
It's All about You! at the *Tips & Trends* stage!



Four TSFA members represented the florists of Texas with bouquets featured on the Runway.

Alan Masters AIFD | Compton's Florist | LaPorte

Darryl Murchison | Darryl & Co. | Houston

Rebekah Cunningham | Dream Bouquet | Houston

Rene Johnson | Lush Flowers | Houston

A special thank you to Rene for sharing roses for the male models to present to the brides as they entered the show!



Rebekah Cunningham of Dream Bouquet stylishly created the florals to enhance the Nail Bar where Brides gathered to create a polish for the wedding day!



Florescence

April 25 – 26, 2017

Houston

Chair Susan Weatherford

Your WEDDING EXPERIENCE™

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Your Wedding Experience by David Tuter

September 17, 2017

George R. Brown Convention Center | Houston

An Employee's Passion for Flowers Creates a Marketing Opportunity

Before we read about this amazing young woman filled with a passion for what she does everyday, let's take a moment and think outside the box as to whether we have a story to share. It may not be as newspaper worthy as was this one, but how about a story for Social Media or at least something to share in a conversation with our customers!! The power of communication can make a difference in all that we do! We just need something of interest, a little time, and a bouquet of beautiful flowers! Lisa Marie Human and Pam Fuller have shared just that ! Now take a moment to read all about Lisa and celebrate her and all she has accomplished at this young age and then begin to think "What story do I want to share?!!!"



Lisa Marie Human TMFA

Story reprinted from Valley Morning Star

Kayleigh Sommer | Writer

Maricela Rodriguez | Photographer

Lisa Marie Human started in the floral industry when she was just 16.

It started with a co-op position in high school at the local flower shop Bloomers in Harlingen, TX

Who knew that her co-op position would cultivate a long-standing relationship and eventual assistant management of Bloomers? She didn't then, but now is proud to have a wonderful career.

After graduating college with a degree in Psychology, Human realized her true passion was for the art of floral design.

"I knew that I wanted to pursue that passion and have ever since," she said. "I currently assist in managing the shop as well as working with brides to create their dream wedding." Dealing with wedding, especially working with brides is what she loves most about her job.

"Having a bride come in and be excited for her day is something that is special to her. My favorite part of the wedding is the bouquet aspect of it," Human said. Being able to create something special for a bride in turn creates something special for Human.

As a Texas Master Florist certification, Human is able to apply her skills with floral design.

In recent years the floral business has evolved and Human has evolved with it. "Instead of going the traditional route, we definitely try to incorporate more modern designs," she said. "I try to create designs that create more interest by using certain grouping of colors and styles. The goal is to create something people will remember."

One design in particular that Human is fond of the design in what she calls the bubble bowl. "It's more of a grouped European style. It's more fun and different," she said.

For the last 10 years, she has been designing with Bloomers working alongside her mentor and boss Pam Fuller. "Pam has been a big influence on me and my career. She has allowed me to do so much and to learn throughout the year," Human said.

Just recently, Human has begun teaching workshops on re-purposing furniture. She said education and teaching others is a big part of her job. "We are constantly teaching and we want to give everyone the opportunity to learn how to design," she said.

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TSFA *Calendar of Events*



NOVEMBER

- 6 TSFA Board of Directors Meeting
8:00 am - 4:00 pm, TSFA Office
715 Discovery Blvd., Suite 403
Cedar Park, Texas
- 24 Thanksgiving



DECEMBER

- 24 Hanukkah (start)
- 25 Christmas Day
- 31 New Years Day



JANUARY

- 1 New Years Day
- 20 Inauguration Day
- 21 Texas Cup Competition
Dallas Market Center | Dallas, TX
- 24 TSFA Nominating Committee
Telephone Conference | 3:00 pm
- 25 Texas Floral Showcase
Emerald Beach Hotel | Corpus Christi


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- 27 Love Floral | 903.675.1702 | www.lovefloralimports.com
- 27 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 7 Precious Memories | 254.778.2242 | www.preciousmemoriesflorist.com
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