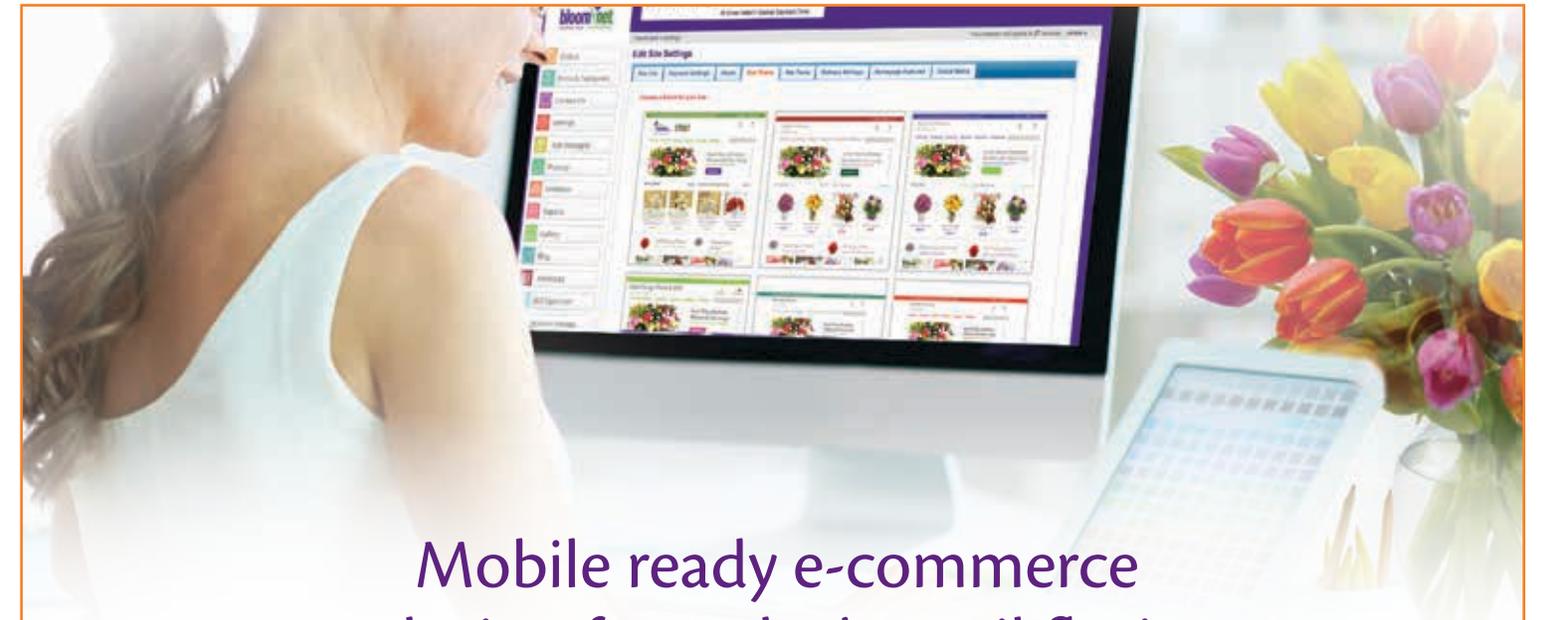




The Bloomin' Texan

November 2015



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The Bloomin' Texan

NOVEMBER 2015 | VOLUME XXXI | NUMBER 11

From the *President*



Susan Weatherford

After such a remarkable year with the unprecedented success of all of the Texas Floral Events, it's almost impossible for the word, **GRATITUDE** to not automatically come to mind. Not only gratitude for the amazing amount of success and awareness these events raised, but gratitude to all of those individuals who dedicated their blood, sweat (and I'm sure a few tears), as well as their precious time towards the flourishing of our association.

In life, the critical thing is whether you take things for *granted* or take them with *gratitude*. I cannot express enough gratitude to each and every facet of strife that has contributed to TSFA this past year. Every volunteer, committee member, co-chair, chairperson, underwriter, contributor and Board of Director has helped to make our journey quite an eventful ride.

I was once told that boredom is a lack of gratitude. If that is true, the upcoming year should be **FILLED** with an abundance of gratitude! The Holiday Season is upon us and this is an opportune time to express your thankfulness and good will wishes to those close to you. I urge you all to reflect on the incredible accomplishments you have all made within our association during the first leg of our journey, and share those thoughts of thanks with one another.

Wishing you and your families a **Happy Thanksgiving** filled with lots of fun!

A Final Thought...

Gratitude can transform common days into thanksgivings, turn routine jobs into joy, and change ordinary opportunities into blessings.

— William Arthur Ward

If you don't know where you're going, you'll probably end up somewhere else.

— Zig Ziglar

Your
WEDDING EXPERIENCE™
..... PRESENTED BY DAVID TUTERA

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Your WEDDING EXPERIENCE™

..... PRESENTED BY DAVID TUTERA

Your Wedding Experience invited TSFA to respond to important floral questions that would be shared in a blog format. Texas Floral Events Coordinator Lynn Lary McLean AIFD collaborated with TSFA members to obtain these responses. As a result of incredible interest, TSFA was invited to produce a second blog for Tutera! To review, please look back to the August issue of the Bloomin' Texan. We are pleased here to share the first!

Behind the Scenes with Texas State Florists' Association. Get ready to embrace the top Tips and Trends in Texas Wedding Florals from the floral design professionals, wedding specialists and members of TSFA. We thank the following for collaborating with TSFA:

Stacy Mendenhall | Lary's Florist | Friendswood
Kelly Norvell | Bridal Blooms | Fort Worth
Donna Senter | The Senterpiece | Houston
Rebecca Sherman | The Blooming Idea | The Woodlands

vintage to farmhouse. It's clear that the colors of Aqua and Coral have worked their way from a beach setting to the farmhouse table.

The importance of Texas grown succulents and the upscale farmhouse feel are evident in these photos.



For years, brides preferred the look of all floral but now foliage is appearing again not only by creating a backdrop, but also by making statements such as flowing from candelabras or accenting the aisle whether the ceremony be in a church or a garden setting.



Q: What are you seeing as the biggest floral trends in Texas in 2015?

A: The increased importance of texture in wedding design is seen from the bridal bouquet to floral details at the reception. Interestingly enough, this is the element of design that separates the novice from the professional. Texas grown succulents are making their debut adding textured interest and enhancing several styles from

White orchids enhanced by miniature callas and multi-lateral stock, introduce the importance of texture and layers in design. The addition of the salal leaves at the base of the bouquet hint the trend change of foliage in bridal work.



The years of influence of a single type of flower, for example all roses, all peonies, all hydrangea, is changing. Mixing botanicals into the textural elements creates a feeling of romance across the variety of styles.

Using garden flowers to create luscious texture continues to be a major trend along with jeweled enhancements.



Designer: Lory's Florist, Friendswood.

© ArchetypeStudioinc.com

Gold and bronze shift silver trends to the side while crystal and glittering broaches, whether it be a family heirloom or newly purchased, stands strong. Chiffon, lace, and soft flowing fabrics create accents and backdrops to soften even the most rustic of settings. The feel of romance touches every style whether it be Organic, Reflections of Great Gatsby, Farmhouse, Vintage, or Classic Elegance.

The influence of gold breaks through years of silver. Crystal carries the light in the room, giving a masculine feel at this rehearsal dinner.



Q: What have your clients been asking for or requesting the most?

A: The requests are often as varied as the number of clients, each seeking the personal touch that a floral professional can provide. There are a few details that surface. Baby's Breath is returning both as a stand alone floral and also as a texture to be added with other flower selections. The importance of Texas grown succulents, berries and foliage are as important to many bride's & groom's as the flowers are selected. Couples are asking for some of the most specific textured botanicals by name. These include dusty miller, seeded eucalyptus, waxflower, baby's breath, and other specific varieties of Texas grown succulents.

The use of Texas grown succulents can be used in the smallest of details.

And we know it's all about the details!



Roses in shades of peaches and cream highlight a return to color in the bouquet. This bouquet is comprised of many textures including wax flower, seeded eucalyptus, and stephanotis paired with Texas grown succulents. This is one example of the many flowers that are influencing bouquets. With the embellishments of color on the wedding gown in the movie Cinderella, it will be interesting to see how color in bouquets continues to unfold.



The request of lots of candles for both ceremonies and receptions is increasingly becoming popular. Crystal, hand blown Italian glass, floral filled and candle lit Mercury glass continues to be a sought after selection. The difference now is that the addition of soft gold in the glass adds dimension to the silver. Warm metallics in containers and candelabra as well as accents for bouquets continue to be popular for today's Bride & Groom.

The Bride & Groom's request to add personal touches to make the wedding florals uniquely their own is increasing. Over the years, a prayer book or small Bible has been carried either with a simple floral adornment or placed with an elaborate bouquet. This personalization has increased to adding assorted family jeweled selections to not only bouquets, but to table centerpieces as well as family heirloom collections being placed throughout the reception.

Q: What are some of the most important questions brides and grooms should be asking their florists to get exactly what they want for their big day?

A: Make sure to ask questions about how your floral professional can incorporate your personal style along with the style you have chosen for your wedding.

The Bride and Groom arrive at the appointment with some idea of what they want. They may not know the name of the style but by sharing pictures of styles they like and design elements that are important to them, their florist will have a better idea of what options to offer.

It is important to realize that it is not about the style of the designer. It is all about the style of the couple. A floral professional knowing the elements and principles of design is trained to present a variety of styles.

Asking to see a portfolio of the designer's actual work is always helpful to quickly see their level of ability and knowledge.

Will we start seeing butterflies as an influence of the Cinderella movie?



Color is of utmost importance. Swatches of fabric or even color samples from the paint store to illustrate tone are a great way to communicate your vision. It is all about the tone. Is a reference to purple a red tone or a blue tone? Is coral or salmon a pink tone or an orange tone? These details make all of the difference. A couples vision of color is one of the most important details to get correct.

Once the overview of the wedding florals has been established, questions that pertain to budget come next. Can we use seasonal blossoms, are my favorites available and affordable, do you provide other services such as rentals, linens, coordinating, invitations? Be sure to discuss the florist's policies and payment options also.

The influence of garden flowers creating texture and the appearance of foliage are becoming important again.



Q: How should a bride and groom determine what florals are the best for their wedding?

A: Perusing websites, Bridal magazines and attending Bridal events such as *Your Wedding Experience* are among the favorites to collect ideas and inspiration in preparation for your floral appointment. In most cases the ideas will be overflowing and it is the floral professional's job to help you review, consolidate and pare down the options so you can arrive at your final decision. Your florist will be your guide who can address style, the season, and colors so that your decisions will be easy to make.

Q: What floral color schemes are breaking out of their shell in 2015?

A: Blush is still holding true mixed with champagnes and neutrals.



This cake design is complete with levels of crystals and a delicate combination of blush roses with hydrangea and dendrobium orchid blossoms.

The Pantone color of the year Marsala is gaining popularity but often mixed with soft hues such as blush. Latte is another tone that works well with marsala to tone it down and this color is found in many berries and textured elements. Occasionally you may see a bolder statement such as in a reception with candlelight and the glistening of mercury glass. The strength of this color will continue to accent and highlight designs of texture. Purple is back whether it be in bouquets or in lighting enhancements to a room.

Mercury Glass continues to be a strong trend with a touch of gold in the glass. Pantone's announcement of Marsala as the color of the year is beginning to peek through the trends.



The grey influence creates a base to showcase the white cascading orchids, roses, and hydrangeas. Surrounded with purple lighting unifies the bridal flowers within the reception decor.

Grey as a leading trend color in fashion continues, providing a variety of ways to accent with flowers. From the boldness of yellow to the soft tones of blush to soft ballet pink to hues of lavender,

the look can be striking or soft with romantic undertones.



Q: How can a couple use their florals in a unique way that will make their guests jaws drop?

A: Well-designed floral arrangements and selections carefully considered throughout will make all the difference. Guests will then see the time and effort their hosts took to provide them with a beautiful setting complete with floral statements and accents. Statement pieces such as accents on the ceremony entrance doors, flower walls, floral lampshades on a few of the guest tables, decor enhanced chivari chairs, massive garlands, elaborate cake florals, accenting sculptures that are part of the venue, candles for reflection all make a difference. Selections that reflect the personality of the couple combined with the style of the wedding will always create the impression that cause the guests to say "It looks just like____!!" Your wedding will be the one that will stand out in your guests' minds.

These responses and photos are based on a collaborative effort of Texas State Florists' Association members whom are floral design professionals and wedding specialists.

Brilliant on the Basics



Select a piece of Grape Wood that will stabilize when designed. Drill a hole into the wood and insert a small bouquet holder to provide a water source and the mechanics for the design. The roses in this example were designed tightly to showcase the log.



Carefully select a piece of Ghost Wood that can stand alone. Drill small holes into the Ghost Wood and then glue about a 7 inch piece of heavy gauge wire into each hole. The wire should go into the wood about 1 inch and extend 6 inches. Seal the end of the calla with warm wax and then place the calla on the extended wire. For additional stability, weave vines through the center of the design. To add Phalaenopsis Orchids to the design, give each an elongated angled cut and insert into the calla stem to receive moisture from the calla.

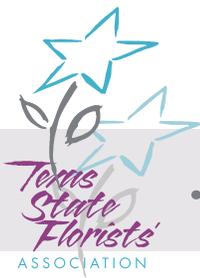


The design's concrete container was foamed in low so there was room for decorative gravel and water. Permanent leaves were caged and woven to form a dome. This creates interest in the base of the design. The fresh Phalaenopsis Orchids and roses appear to grow out of this most interesting base.



Using a bowl to assist with the form and liquid foam, an area to provide the base of the design to set atop the mannequin is formed, and then carved to be about an inch thick. The capiz shell design was created by inserting the edge into the foam layering to form a flower like pattern. Once the capiz structure is formed, weave vines and sealed roses to complete. The roses were sealed much like in corsage mechanics with floral glue. The florals are placed in between the shells for ease of removal as well as at the base. This allows the design to be reused over and over again.

Designs by Gail Terrill AIFD CFD



BRIDAL GALLERY

in full bloom

1,000 Brides Experience Flowers and the Expertise of TSFA

They found their floral personality! They were surrounded by flowers and stunning reception displays! They chose the stems that spoke to them! They met the designers and discovered what their floral choices would say about their wedding style! They took home a mini bouquet as a source of inspiration.

romantic



Designed By:
Donna Senter
AIFD



vintage



Designed By:
Rebecca Sherman
AIFD



timeless



Designed By:
Rob Smith



chic



Designed By:
Stacy Mendenhall



rustic



Designed By:
Kelly Norvell
AIFD



luxe



Designed By:
Darryl Murchison



ABOUT TSFA: The floral design professionals that make a difference and create lasting memories for today's Bride have the unique privilege of resetting the stage every week at each event and every week is the new favorite. Exceeding expectations and creating memories that last a lifetime with the beauty of flowers is what the wedding specialists and design professionals of Texas State Florists' Association do best. With your bouquet in hand, you have your color palette and your signature to make your wedding style complete. Please visit www.texaslocalflorist.com for a complete statewide listing of our members.

Tips and Trends Stage

Your Personality in Bloom...from Signature to Style

“If we can help a Bride find her floral signature it will lead her to her overall style” stated Lynn Lary McLean in a planning session in Austin.

“It only takes one selection in the process to spark her interest and pretty soon she has a style in mind. We could create a difference where flowers lead the way rather than the dress or the cake or the invitation. If we can offer flowers to her to enhance this experience, the selection of the actual blossoms will help her develop the color palette and lead to her overall style of the day. With each and every decision she makes, she will go back to her floral signature that set the style! If we can accomplish this, then over time flowers will lead the way rather than being one of the last decisions to be made!”

This experience has started the process to accomplish just that with the Tips and Trends Stage Presentation that led all to the *Bridal Gallery in Full Bloom*.

Lynn Lary McLean AAF AIFD PFCI TMF shared with Bride's and their entourages including the Groom, Mother of the Bride, as well as the expected Bridesmaids these ideas as she presented bouquets representing the six floral signatures. Chic, Luxe, Romantic, Rustic, Timeless, and Vintage bouquets were each presented with highlights of each signature and specific floral selections discussed. Provided by the designers whom were featured in the Gallery, these bouquets



Lynn Lary McLean AAF AIFD PFCI TMF

connected this presentation to the *Bridal Gallery in Full Bloom*. Signage noted each bouquet in the staged yet intimate presentation. A power point presentation with images of ceremonies and receptions in each style provided by the featured designers looped during the presentation. The area was adjacent to the *Bridal Gallery in Full Bloom* and Brides quickly went to see the next stage of their floral development.

Throughout the presentation Lynn asked which is your favorite? What do you like most about this? What leads you to this choice? Color? A

specific flower? ...and they got it!!! ...and very quickly!!! Quite soon the Brides and those that shared the time with them were interactive and asking questions and participating in the presentation.

The marketing concept from *signature to style* was made clear through the efforts of so many! As TSFA continues this concept through additional opportunities it is our hope that every Bride will start the planning with flowers and let all else fall in line complimenting the beauty of what we all know will be what surrounds her on her wedding day!

Houston Media Welcomes

David Tutera!



The Houston media welcomed David Tutera and *Your Wedding Experience* by David Tutera to Houston with multiple appearances and several mentions of Texas florists and the *Bridal Gallery in Full Bloom!!!* With the excitement of sharing flowers with the Brides attending the show, David talked about how a Bride's selection of flowers creates not only her color palette but also helps to develop her style. Value was certainly added to TSFA's efforts with the media attention surrounding this event!



Cakes Taste Sweeter in Texas

Buddy Valastro, star of the ever popular television hit *Cake Boss*, takes center stage in the Sweets Showcase. The owner of Carlo's Bakery located in Hoboken, New Jersey shared not only some sweets but also some sweet tips! In addition to judging the competition held during *Your Wedding Experience* in his down to earth manner, he offered creative advice during the opening VIP event sharing the many options offered, in selecting the details, to make your wedding uniquely your own!



Floral Bouquets Take Center Stage

Adorning Gowns on the Runway

The beauty of the florals was so appealing and the design of the bouquets so well presented that show producers requested that the bouquets add to the overall success of the Bridal Runway Show. David Tutera's collection and the presentation of the many gowns graced the runway on two occasions during a day packed full of events held during *Your Wedding Experience*. The styles presented linked it all back to the *Bridal Gallery in Full Bloom*. Chic, Luxe, Romantic, Rustic, Timeless, and Vintage graced the stage sharing with all attended the beauty of flowers.



Flowers Join David Tutera in the Green Room

Exquisitely designed florals joined David Tutera in the Green Room to welcome Houston media and spotlight the space as meetings took place over the weekend at the NRG. TSFA member Gail Terrill AIFD CFD graciously designed the most creative of placements. These arrangements truly illustrated and explicitly detailed the difference a professional designer makes! Floral art at it's best is what surrounded David Tutera as he met with Houston media throughout the day. Each and everyone that had the privilege to visit the Green Room saw the difference in doing it yourself and professionally presented floral design. Thank you Gail for representing TSFA and Texas designers so very well!



Floral Designer Gail Terrill AIFD CFD was inducted into AIFD in 1998 after being introduced into the design industry in 1986. Her competition experience includes placing first in The Houston Cup in 1993 and 1995 and in the top 5 in both the Texas Cup and the Rodeo Cup, as well as wins in various permanent botanical competitions.

As Owner and President of Houston Based Design Firm *For All Occasions Inc.*, she has swept the Dallas Market Center Holiday Tree Competition in the contemporary design category. Crossing over into the fresh floral design arena, her arrangement of faux botanicals, earned her recognition in *Flowers&*, a national publication.

Elevating interest in permanent botanicals has been the highlight of the majority of her career. She continues to impress the design community with style and substance while building a loyal customer base.

Take a moment to look back to page 9 and review the incredible designs that graced the Green Room.

Simply Social



TSFA's participation in *Your Wedding Experience* presented by David Tutera was a huge marketing success. Here are a few tips on our strategy to help you with your next wedding event.

1. Heavily promote the wedding event in your posts, but remember, you've earned the right to do so by being interesting and valuable to your audience in previous posts.
2. Change up how you are talking about the event in each post. Rather than repeat the same post continually, become a storyteller and be compelling to your audience when speaking about the event.
3. Use the event hashtag on Twitter and Instagram to make your event more findable, searchable and memorable. Put the hashtag on every piece of marketing material for participants and attendees to easily share in their posts.
4. After the event, rather than posting all of the images and videos at once, share them in separate posts over the following weeks. Doing so, will keep your audience sharing and talking about the event for weeks after it is over.

For more information, contact ashley@simplifiedsocialmedia.com



A bird's eye view of The Bridal Gallery in Full Bloom!



The Brides are starting to gather! The center of the exhibit is in full bloom with flowers!!!



Flowers carried throughout the show even when a Bride is photographed with David!



Just before the Runway show when the flowers take center stage! Beautiful!!!



Brides with their flowers walk the show!



Flowers in the hands of 1,000 Brides and their Moms!...and sometimes even Grooms! Everyone loved the flowers!!! Thanks to all the Texas Floral Education Underwriters for the generous contributions that made the magic happen!!!

The Bridal Gallery was in Full Bloom because of these TSFA Members

TSFA President

Susan Weatherford

Texas Floral Events Coordinator

Lynn Lary McLean

Signature to Style Designers

Stacy Mendenhall | Chic | Lary's Florist | Friendswood
Darryl Murchison | Luxe | Darryl & Co. | Houston
Kelly Norvell | Rustic | Bridal Blooms | Fort Worth
Donna Senter | Romantic | The Senterpiece | Houston
Rebecca Sherman | Vintage | The Blooming Idea | The Woodlands
Rob Smith | Timeless | Events in Bloom | Houston

Bridal Gallery in Full Bloom On Site Chair

Norman Northen | Precious Memories | Temple

Bridal Gallery in Full Bloom Bouquet Designers

Linda Baughman | Bridal Blooms | Fort Worth
Rhonna Bumpas | Lary's Florist | Friendswood
Elaine Carrell | E Designs | Cypress
Debbie Chenault | Lary's Florist | Friendswood
Debbie Gordy | Compton's Florist | LaPorte
Gayle Johnson | g. johnson's | Houston
Kim Jones | The Blooming Idea | Spring
Scherry Lindley | Southern Floral Co. | Houston
Dahlia Murphy | Lary's Florist | Friendswood
Darryl Murchison | Darryl & Co. | Houston
Rebecca Sherman | The Blooming Idea | Spring
Amy Neugebauer | The Blooming Idea | Spring
Kelly Norvell | Bridal Blooms | Fort Worth
Megan Runge | For All Occasions | Houston
Fabian Salcedo | F Squared Floral Design | Austin
Donna Senter | The Senterpiece | Houston
Gail Terrill | For All Occasions | Houston



TSFA appreciates those who assisted with the Bridal Gallery in Full Bloom as hosts and facilitators

Kaitlyn Barrick | Darryl & Co. | Houston
Melissa Bui | The Senterpiece | Houston
Kalli Ferris | Events in Bloom | Houston
Jesus Figueroa | Events in Bloom | Houston
Raul Gonzales | Events in Bloom | Houston
Craig Howard | Darryl & Co. | Houston
Meghan Johnson | g johnson's | Houston
Lori Merriner | Compton's Florist | LaPorte
Haley Noskrent | The Senterpiece | Houston
Becky Northen | Precious Memories | Temple
Elisa Northen | Precious Memories | Temple
Jackie Preston-Thomas | Lary's Florist | Friendswood
Ken Senter AIFD | The Senterpiece | Houston

The Green Room

Gail Terrill | For All Occasions | Houston

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Texas Department of Agriculture

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Texas Floral Education Underwriters

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Pike's Peak of Texas
Rio Roses

Silver

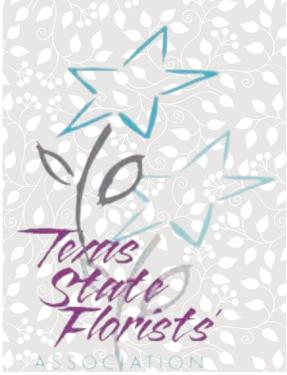
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The Alkavat Group
The Sun Valley Group



THANK YOU DESIGNERS

Texas State Florists' Association expresses heartfelt appreciation to the designers who shared their most incredible talent during *Your Wedding Experience* presented by David Tutera. The six displays surrounded the Bridal Gallery illustrating styles of wedding designs were shown on Facebook. The images shared below further showcase what each of these designers offers week after week for today's bride!



Designed By:
Donna Senter AIFD



Designed By:
Rebecca Sherman AIFD



Designed By:
Rob Smith



Designed By:
Stacy Mendenhall



Designed By:
Kelly Norvell
AIFD



Designed By:
Darryl Murchison



**TSFA TO
PARTNER
IN 2016!**



TSFA Members — This Guide and Checklist

{the budget breakdown & planner}

printed materials

- _____ SAVE-THE-DATE CARDS
- _____ INVITATIONS & ENVELOPES
- _____ PROGRAMS
- _____ ESCORT CARDS, PLACE CARDS, TABLE NUMBERS & MENU CARDS
- _____ INVITES FOR SHOWERS, ENGAGEMENT PARTIES, REHEARSAL DINNER, ETC.
- _____ THANK YOU NOTES
- _____ POSTAGE
- _____ CALLIGRAPHY
- _____ ANNOUNCEMENTS
- _____ FAVOR BOXES / TAGS
- _____ COCKTAIL NAPKINS & BATHROOM TOWELS

Subtotal: \$ _____

flowers & decor

- _____ CEREMONY DECORATIONS
- _____ BRIDE'S BOUQUET
- _____ BRIDE'S ENTOURAGE FLOWERS
- _____ FLOWER GIRL'S ACCESSORIES
- _____ CORSAGES
- _____ BOUTONNIERES
- _____ RECEPTION CENTERPIECES & DECORATION
- _____ TABLE LINENS
- _____ LIGHTING

Subtotal: \$ _____

ceremony, reception logistics

- _____ WEDDING PLANNER FEE
- _____ CEREMONY LOCATION FEE
- _____ OFFICIANT'S FEE
- _____ MARRIAGE LICENSE
- _____ RECEPTION SITE FEE
- _____ FOOD, CAKE & BAR
- _____ COUPLE'S TRANSPORTATION
- _____ BRIDAL PARTY TRANSPORTATION
- _____ GUEST TRANSPORTATION
- _____ COAT CHECK
- _____ TIPS

Subtotal: \$ _____

photo & video

- _____ PHOTOGRAPHER'S FEE
- _____ ENGAGEMENT PORTRAITS
- _____ WEDDING ALBUM
- _____ PARENT'S ALBUMS
- _____ ADDITIONAL PRINTS
- _____ VIDEOGRAPHER'S FEE
- _____ VIDEO / DVD COPIES

Subtotal: \$ _____

wedding fashion

- _____ BRIDE'S DRESS
- _____ HEADPIECE & VEIL
- _____ BRIDE'S SHOES
- _____ LINGERIE & UNDERGARMENTS
- _____ JEWELRY & ACCESSORIES
- _____ HAIR & MAKEUP
- _____ MANICURE & PEDICURE
- _____ OTHER BEAUTY SERVICES
- _____ GROOM'S TUX OR SUIT
- _____ GROOM'S ACCESSORIES
- _____ BRIDE & GROOM'S RINGS
- _____ ALTERATIONS & DRY-CLEANING
- _____ BRIDESMAID'S FASHION & ACCESSORIES
- _____ GROOMSMEN'S FASHION & ACCESSORIES

Subtotal: \$ _____

gifts, favors & accessories

- _____ MAID OF HONOR GIFT
- _____ BRIDESMAID'S GIFTS
- _____ BEST MAN'S GIFT
- _____ GROOMSMEN'S GIFTS
- _____ CHILD ATTENDANTS' GIFTS
- _____ GIFTS FOR EACH OTHER
- _____ PARENTS' GIFTS
- _____ FAVORS
- _____ RING PILLOW
- _____ GUEST BOOK
- _____ AMENITY BASKETS FOR BATHROOMS
- _____ CAKE SERVING SET

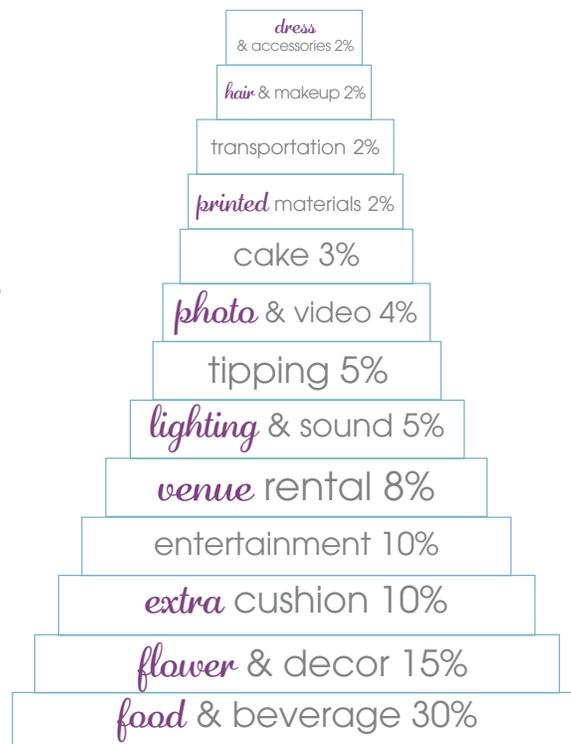
Subtotal: \$ _____

wedding music

- _____ PRE-CEREMONY MUSIC
- _____ CEREMONY MUSIC
- _____ COCKTAIL HOUR MUSIC
- _____ RECEPTION MUSIC
- _____ AFTER-PARTY MUSIC

Subtotal: \$ _____

Prioritize your budget with "The Budget Breakdown" from *The Big White Book of Weddings: A How-to Guide for the Savvy, Stylish Bride* by David Tutera



may be copied and given to your Brides

wedding CHECKLIST

“Tutera’s Tips” on how to perfect your wedding experience!

Phase one

“Before starting on the details of your wedding, make sure you have taken the time to *enjoy your engagement!*”

- Create your guest list & decide on your budget.
- Select a fabulous wedding planner!
- Discover your wedding style & desired color palette.
- Select a date and reserve ceremony & reception sites.
- Choose a caterer that makes your mouth water.
- Find the perfect wedding gown! Don’t forget the jewels!
- Meet with planners & designers to bring your wedding to life.

“Flowers make a powerful & *beautiful statement!*”

- Choose your wedding party & their fashionable attire.
- Send your ‘save-the-dates’ on gorgeous stationary.

Phase two

- Create your wedding website to share with guests.
- Listen to your sweet tooth & choose a wedding dessert.
- Pick a DJ or band that will get the party started.
- Find a photographer & videographer to capture the day.

“When selecting your specific photo scenes, put all your ideas together and make a plan to *efficiently* get them in.”

- Choose your glam squad for all your beauty needs.
- Discuss your color scheme, décor and possible accessories!
- Start planning your honeymoon!
- Choose a dapper tuxedo or suit for you and your groomsmen.
- Time to send out your impeccable invitations.

“A great invitation creates *curiosity & intrigue!*”

Phase three

- Begin your wedding registry.
- Pick out special gifts and favors for your favorite guests.
- Arrange transportation for your wedding party.
- Become a pro & book dance lessons.

“Inject your *personalities* into every element of your big day. You want this event to be *uniquely* yours!”

- Shop specialty services that will make your day flawless.
- Rehearse wedding day hairstyle & make-up looks.
- Don’t forget to get your marriage license.
- Have final fittings for wedding gown & tuxedo.
- Assemble a wedding-day emergency kit!
- Smile about how wonderful your wedding experience will be!

“You will never get another chance to enjoy the *rush & elation* of being engaged, so *revel in the moment!*”

Texas Floral Education

UNDERWRITER 2015-2016

BRONZE

ACOLYTE



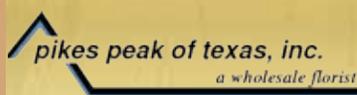
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GOLD



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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

SHOWCASE REGISTRATION



2015 • SHOWCASE • 2016

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.

Statement of Ownership, Management, and Circulation
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18. Signature and Title of Editor, Publisher, Business Manager, or Owner	Title	Date
Dianna L. Nordman	Executive Director	09/25/2015 00:00:00 AM
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TSFA
Apologizes!
Miles of
Smiles is now
Smiling!

MILES OF SMILES was pleased to be able to participate in the 2015 Texas Floral Expo and they want everyone to know! TSFA made a mistake and left this great company out of the TSFA Yearbook. We are so sorry.

MILES OF SMILES goal is to make everyone aware that they are starting email specials and they had a successful Product Gallery display at the Texas Floral Expo.

If you missed the Product Gallery, you can sign up to receive specials like this month:

- #9 McGinley Mills Satin 100yds \$8.75
- #40 McGinley Mills Satin 50yds \$8.15
- #9 Satin Edge Sheer Organza 25yds \$2.55

Email **MILES OF SMILES** at sales@milesforsmiles.biz just say "sign me up" and they will send to the address it came from. You can opt out at any time.

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DALLAS

TSFA *Calendar of Events*



NOVEMBER

- 1 Daylight Savings Time
- 8 TSFA Board of Directors Meeting
- 11 Veteran's Day
- 9- Houston, Texas.
- 19 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.
- 26 Thanksgiving



DECEMBER

- 7 Hanukkah Begins
- 22 First Day of Winter
- 24 Christmas Eve
- 25 Christmas
- 31 New Year's Eve



JANUARY 2016

- 1 New Year's Day
- 18 Martin Luther King Jr. Day
(Observed)
- 18- TSFA School of Floral Design
28 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 21
of this issue or online at tsfa.org.

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