



Kelly Norvell



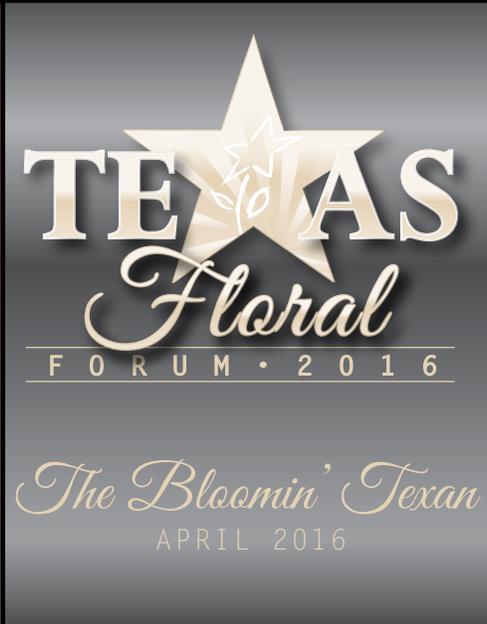
Scott Hasty



Ty Leslie



Kevin Yivisaker



Chris Collum



Randy Wooten

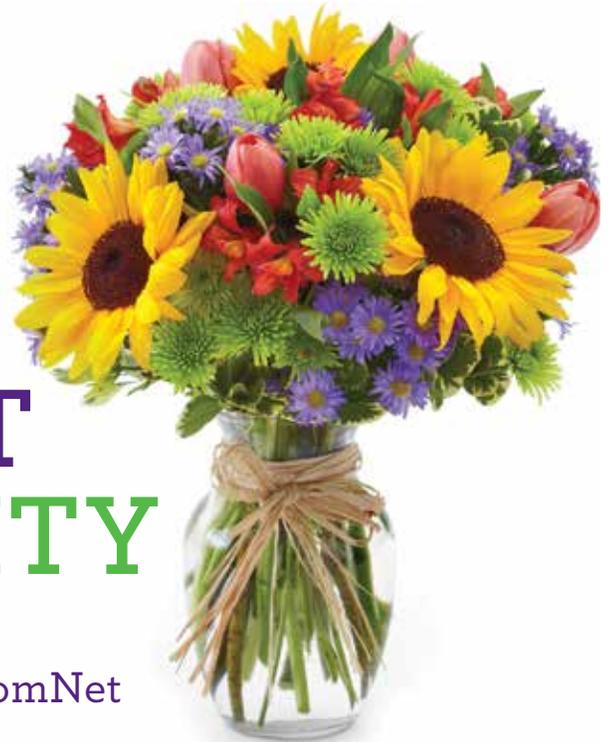


Fabian Salcedo



Tom Simmons

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# The Bloomin' Texan

APRIL 2016 | VOLUME XXXXII | NUMBER 4

## From the *President*



Susan Weatherford

### THUS FAR...

When we started out on this journey together, our common goal was never "officially" articulated into words. With our association already possessing such a strong sense of community and shared enthusiasm towards the enhancement of the floral industry as a whole, I felt any specified dictation may seem redundant or simply not needed.

Stepping back a bit to survey our progress and changes thus far, the picture revealed an illuminating clarity that I was unable to see past. With ALL that has been achieved and conquered, there is no reason to survey, deconstruct or review... We simply need to truly REFLECT (and maybe even revel a little)! The emerging thoughts revolve around just how incredibly lucky we all are. We are so fortunate to be in an AMAZING environment and have the PRIVILEGED opportunity to be a part of the floral industry; an industry whose primary purpose (in one form or another) is to initiate CELEBRATION, stimulate beauty and move the emotions of others through innovative creations, designs and artistic expressions.

How often do any of us actually take the time to REALIZE instead of ANALYZE? WE ARE UNIQUE PARTICIPANTS OF AN ENTIRE CULTURE DEDICATED TO PASSION AND INSPIRATION.

Simply making the most of the amazing tool that is floral design, floral arts integration and education and all that entails, remember to allow yourself to build your love and skill in the arts first, or all over again... And again... And then continue to nurture that love and deepen those skills.

### A FINAL THOUGHT...

*Just living is not enough. One must have sunshine, freedom and a little flower.*  
-Hans Christian Anderson

*Coming together is a beginning; keeping together is progress; working together is success.*  
-Henry Ford

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

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# Texas Floral Education

UNDERWRITER 2015-2016

## BRONZE

ACOLYTE



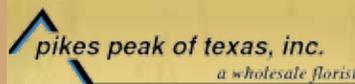
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# WHO'S WHO IN TAPATIO SPRINGS?

*You are about  
to find out!*

## Texas Floral Forum to Feature the Absolute Best Hands On Design Experiences

Offering the best in educational presenters only gets better when the presentation style is given the time needed to be offered Hands On providing quite the Design Experience! It is with pleasure that we announce the Hands On Design Experiences and their presenters for the Texas Floral Forum in Tapatio Springs.

We hope you participated in naming those who will teach these most important Hands On Design Experiences! Since early March we shared unknown facts about each presenter with a floral image featuring their most amazing talent. Here are the winners at the time of publication who guessed Who's Who in Tapatio Springs? Each will win a Two Hour Hands On Design Experience in Tapatio Springs!!

Norman Northen TMFA  
Sheri Jentsch  
Kyra Kelly  
Grace Peterson

Join these TSFA Winners and Register Today for a Hands On Design Experience!



### ***Above & Beyond the Basics***

*Kevin Ylvisaker AIFD CFD PFCI CAFA*

A series of presentations have traveled Texas in 2016 sharing ways to easily and profitably update the floral retail. Whether you are a traditional retailer, involved in mass market, or a free lance designer spreading your magic wherever the opportunity presents itself, this Hands On Design Experience will take you *Above & Beyond the Basics!* 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 *Above & 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. In two hours you will learn Hands On numerous tips and techniques that will outline where you need to go to be fully informed of the numerous possibilities shared by our guest designer! Kevin Ylvisaker!!



### ***An Afternoon with ....J. Scott***

*J. Scott Hasty AIFD*

To be able to spend an energizing afternoon that will inspire a fresh insight into what you do each and everyday will exceed your expectations! It is so easy to get into a rut...always selecting the same container...the same foliage...the easy way out to just get it done. To excel in today's marketplace requires that we forever reach to create each design reflecting our absolute best. You will reach into your toolbox all afternoon adding to your best! We invite you to spend *An Afternoon with J. Scott Hasty!*



### ***The Art of the Party***

*Tom Simmons AIFD CFD CCF*

Creative party designs can lead you to the best kind of loyal customers. But there is a definite process to learning how to create and sell parties profitably. Learn how to create a huge look with surprisingly little material...Because that's where the profits are. No matter how many weddings, parties, or other special events you do, this workshop shares details on how to effectively get the job done without giving it away. You will learn to "Work Smarter Not Harder"!



### ***Jubilation***

*Randy Wooten AIFD PFCI GMF*

Our presenter, American floral designer Randy Wooten, will showcase sympathy arrangements while encouraging you to look at sympathy arranging from a different perspective. Focusing on the life of a loved one rather than the loss of a loved one through design, those attending will participate Hands On in the embellishment of flowers for a "Celebration of Life" event. The class will be encouraged to experience a new way of thinking that offers surviving family and friends ways to share and to celebrate joyous memories as they say their final goodbyes. Randy will guide this process of achieving a custom design for a one of a kind Celebration of Life event while sharing techniques that will not only benefit the bottom line but also set you apart from others in your market.



### ***Step Into My Garden***

*Ty Leslie AIFD*

There is a method in selecting a variety of flowers that look just-picked from the garden and then creating what initially appears to be the non arranged composition of blossoms in absolute perfection for today's home. Setting aside engineered structures, this style of design showcases the beauty of the blossom. Ty will give new meaning and a clearer understanding to the garden style of design. Whether his inspiration is a reflection of European designer Constance Spry or an influence of his American contemporary Joe Smith AIFD, he is certain to teach you the style and the art. Before the world was at our fingertips and we could have access to pretty much anything at anytime there were those who designed from the garden in a most elegant way.

## ROCKY POLLITZ TO PRESENT

# Life's Moments in Flowers

For decades the design panel style of presentation was the most favored presentation style in the United States. Numerous florals illustrating numerous educational and product ideas were created by selected designers and presented by a floral commentator. Floral personality Rocky Pollitz AAF AIFD PFCI returns to the stage to celebrate *Life's Moments in Flowers* with a design panel to feature the talents of simply the best. What better presenter is there to take us through all life offers to

where love is celebrated on so many levels.

From young love to a long time celebrated love, from the welcomed announcement of an infant soon to be born through all life offers until flowers surround one's final resting place...a circle of life surrounded by the beauty of flowers where lessons will unfold. We will celebrate it all with new ideas and much beauty. This two hour presentation is one you will learn from, be entertained by, and perhaps be reminded of how well linked a florist is with the clients they serve.

It is no wonder that a florist is the first one called when a new life is announced and the last one to comfort a family as their loved one is laid to rest. This well presented and beautifully designed opening presentation will take you through the circle of life celebrating life's moments in flowers.

## Rocky Pollitz AIFD AAF PFCI

Rocky Pollitz is a lady who has worn many hats in the Floral Industry.

Besides being a mother of a very active family of four children, she opened her flower shop in Riverside, California in the mid-1960's.

She became an energetic member of her local floral organizations and civic organizations such as: President of the Inland Floral, President of FTD District, President of the Riverside Soroptimist Club, Vice President of Riverside Girl Scout Council. She went on to become a Professional Floral Commentators International Trustee and President of the prestigious American Institute of Floral Designers.

For many years she worked seasonally on the Rose Parade in Pasadena, California for Fiesta Floats.

She is noted for designing many award winning headdresses for the Los Floristas Headdress Ball. One of these headdresses was exhibited at the Smithsonian Institute in Washington D.C. for the Smithsonian's floral display tribute honoring the Floral Arts in the 90's.

She has had the honor of working at the White House for many Presidents as a designer for various events such as parties for famous dignitaries, Christmas in the White House and numerous Inaugural Balls.

She traveled internationally, demonstrating design techniques, teaching American Floral design and judging in numerous countries including Japan, Korea, China, Norway, Sweden, France, Mexico, Columbia, and Australia. She has taught and demonstrated in all 50 states in the USA.

In 1980 she joined Teleflora where she became the Vice President of Industry Relations and Education.

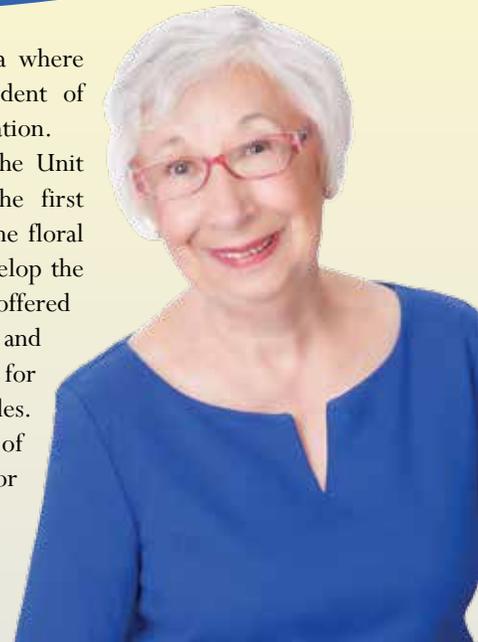
She worked to develop the Unit program and established the first Education Design Team in the floral industry. She worked to develop the early keepsake containers offered by Teleflora and worked on and provided the design concepts for many floral and wedding guides. She was the publisher of *Flowers &* magazine and for years wrote the column *Ask Rocky*.

She was a contributor to many national magazines

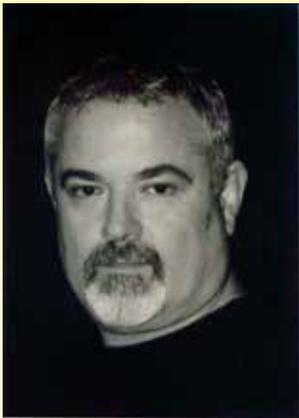
such as *Architectural Digest*, *House Beautiful*, and *Good Housekeeping*. She contributed articles to the *L A Times*, *New York Times*, and King Syndicate. She worked on many television commercials for Teleflora.

In her long career in the industry she has received the most prestigious floral awards given by the American Floral Industry. She has been inducted into the Society of American Florist Hall of Fame; the Hall of Fame in Montana, Texas, and Florida. She received the Tommy Bright Award, and is a Fellow of The American Institute of Floral Designers.

Rocky is now retired and lives in Redlands, California. Retired but not tired, she continues to remain active and as a volunteer in a hospital, with the Assistance League of Redlands, a docent and continues to love flowers and the industry.



## Scott Hasty AIFD



In the summer of 1977, Scott's Planter, a small plant shop, opened but soon transitioned into a business of fresh flowers after the encouragement of an employee. Hasty later sold the shop in 1981, and went to work for DuPont; yet, continued to freelance in floral design. After his unit shut down in 1993, he decided to open a new shop, which persists now into its 22nd year.

Attending many design shows as well as instructing several, Hasty has obtained much perspective and experience, which has enabled him to intertwine both his natural touch and acquired knowledge in flow to create stylized designs. Because J Scotts A Florist is capable of evolving its ideas and functions to sustain a persistent novelty and high standard within its designs, they are able to instill within their patrons a continual intrigue and fascination of their floral art.

Hasty participated in two fundraisers, "Agallery" and "Agallery II", in which he interpreted art with floral designs to music while commentating to the audience for the Orange Community Players building renovation project. He has served on the Greater Orange Chamber of Commerce board.

Hasty won the Allied Florists of Houston Cup in 2003, allowing him the opportunity for competition later that year in the Texas Cup, in which he proved victorious as the 2003 Texas Cup Champion. In 2006 he was inducted into the American Institute of Floral Designers.

Hasty is currently studying for the European Masters Certification in floral design.

## Ty Leslie AIFD



Ty Leslie AIFD resides in Charleston, South Carolina where he is the visual merchandiser for Southern Season, a 40,000 square foot luxury gourmet market | restaurant | cooking school specializing in artisanal food products and unique items for the house and home. Southern Season works with several event companies in historic Charleston designing signature weddings and events.

Ty has worked in all aspects of the floral industry to include retail, wholesale, and manufacturing. He was the South Carolina Florists' Association Designer of the Year in 1989, and was inducted into AIFD in 1991.

He was a featured columnist for *Floral and Nursery Times* and a contributing designer for *Florists Review 101 Bridal Bouquets*.

He served as program chairperson for Regional and National AIFD Symposium and has been a three time main stage presenter for AIFD National Symposium. He has for years and continues to present design seminars for garden clubs and other charity organizations presenting programs throughout the United States, as well as internationally in Taiwan, Korea, Puerto Rico, and Colombia.

He has won numerous awards with his work appearing in print, film, and television.

As a member of the Charisma Design Team he was a part of the Oscars creating the floral designs for the Academy Awards in Hollywood, California.

When he is not working he can be found in his garden, playing with his two rescue dogs, Bella and Watson, on the beach, or boating with friends. He also plays many roles as a lay minister for St. Stephen's Episcopal Church, the nations first free church.

## Randy Wooten AIFD PFCI GMF



Randy Wooten has over a decade of experience in the floral industry. He is the fourth generation owner and lead designer at Delorice's Florist in Douglas, Georgia.

He is active in the advancement of the floral industry educating his peers at various design shows throughout the country. He currently serves as President-elect of AIFD Southern Chapter.

Brilliant in both business and design, Randy has received multiple awards throughout his career. In 2012, Georgia State Florists' Association named him Retailer of the Year. In 2010, he became a member of the Professional Floral Communicators International, after being inducted to the American Institute of Floral Designers in 2009. He has also received the 2009 Dick Timmons Service Award and the 2006 Designer of the Year award from the Georgia State Florists' Association. His passion for the floral industry is deeply rooted in education, which he believes is the key to the survival of the industry.

# Celebrations

Celebrations – To define the word, I like some of these: any joyous diversion; an organized series of acts and performance or my real favorite...an activity that diverts or amuses or stimulates.

This presentation will combine many of those definitions in the creative process of presenting beautiful floral décor and designs. There are many occasions that our customers look to our businesses to seek the professional talents of the floral designer. Whether you are a retail business in a small town or community or a large scale event production company in a metropolitan city, we will showcase design ideas, tips and techniques that can be applied to any event. Together we will look at how to look past the ordinary and “kick it up a notch” by helping that customer think beyond the normal and divert them to something that really stands out. From weddings to sympathy and all in between, we have got you covered. Tom Simmons is a master of event design and these are Celebrations that are certainly not to be missed!



## TOM SIMMONS AIFD CFD CCF Three Bunch Palms Productions | Palm Springs, California

Tom Simmons AIFD has been active in the floral industry for over 35 years, with most of that time in Los Angeles Westside area. He is a past president of the **American Institute of Floral Designers (AIFD)**, current National Treasurer of the Institute and a Trustee for the AIFD Foundation. His dedication to AIFD includes past Symposium Coordinator for the 2013 AIFD National Symposium, “**Passion**” held in Las Vegas and will be Program Coordinator for the 2016

National Symposium “**INSPIRATION**” to be held in Orange County. In 2013 he was bestowed the honor of “**Fellow**” by AIFD, the highest honor given by the Institute.

He is also a member of the Teleflora Education Specialists Team, conducting seminars across the United States specializing in teaching techniques and tips for parties, weddings and other events as well as everyday florals.

Tom delights in creating different and unique designs, always trying new ideas and innovative techniques. He has extensive and broad-based experience in the floral industry, blending strengths in platform design, instruction, teaching skills, buying and selling techniques, floral operations and management, and wealth of marketing knowledge.

While living in LA, Tom was very fortunate to work with many studios and other large corporations. He was part of the design team for Mattel when they celebrated the 40th Anniversary of Hot Wheels at the Peterson Automotive Museum as well as part of the closing party for American Idol.

His work has been featured in numerous floral publications nationwide as well as *Brides Magazine*, *Los Angeles Magazine* & *Creative Careers*.

As CEO of Three Bunch Palms Productions, Tom deals with all aspects of his event business. From the floral and decor portion of events as well as full event and location planning / coordination, his company is truly a one stop shop.

# Texas Grown

## INSPIRED BY TEXANS

Surrounded by the exquisite beauty of the Texas Hill Country, Texas designers Chris Collum AIFD TMF, Kelly Norvell AIFD, and Fabian Salcedo promise you Texas inspired designs as you enjoy a Texas Farm to Table Luncheon presented by the acclaimed chef at Tapatio Springs Resort and Conference Center. Patterned after the luncheons of industry events staged long ago, this event will be the center focus of the day.

The success experienced by these three Texas designers will become apparent in the styles presented throughout the space. The variance will amaze you. Each table promises to highlight your day with a closing presentation that will be filled not only with Texas Grown but most importantly designs Inspired by Texans!

### Fabian Salcedo



Fabian has been in the floral industry for 10 years. Having accidentally stumbled across a love for floral design, he knew he had found a passion to explore. He graduated from the University of Texas with a BA in psychology in 2005. It was not long after graduation that he attended the Floral Design Institute in Seattle. Once back in Austin, he began his career washing buckets and processing while learning from two

great mentors. The mentorship combined with great talent led to his Texas Cup win in 2008 and ultimately opening F2 (squared) floral design, an event based floral studio, in the summer of 2014.

### Kelly Norvell AIFD TMF



Kelly Norvell is the owner and manager of Bridal Blooms, a wedding and special event floral studio in Fort Worth, Texas in business since 1989. She manages the day to day operations, employees, purchasing, bookkeeping, inventory, client interview, proposals and design. She received her BBA in finance from Texas A&M University with a minor in horticulture. She is past president of the Fort Worth Florists Association

and one of the past committee chairpersons for the Texas State Florists' Association Education Committee. She holds accreditation in the American Institute of Floral Designers, is a Texas Master Florist and is a past TCU extended Education Instructor. When not helping plan weddings with her brides, she enjoys working in her garden, hiking with her family, reading and cooking. Design and education are her passion enjoying landscaping almost as much as floral design.

### Chris Collum AIFD CFD TMF



Chris began his floral career 23 years ago, starting out as a delivery driver at a flower shop in Levelland, Texas, working his way up through the years, and always thirsting for more floral knowledge. Once a designer, Chris began competing in local and state design competitions.

In 1997, Chris won the Silver Cup at the West Texas New Mexico Florist Association, while in 1998 he received his Texas Master Florist.

Chris placed 3 times in the Texas Cup Competition, in 1999, 2000, and 2001. In 2004, Chris started freelancing and this took him all over the United States. He continued that for three years, working for several flowers shops and event planners, while always learning new techniques and business smarts along the way. In 2007, Chris, accepted a manager position at Flowerland in Midland, Texas, where he has been for 8 years. Chris also travels to Dallas, Atlanta, and Las Vegas to help with showroom set-ups for Direct Export and Accent Décor. He was inducted into the American Institute of Floral Designers in Boston, MA in July of 2010. Chris has presented and helped with several main stage programs at AIFD Symposium. Chris is Past President of WTNM and has served on AIFD South Central Regional Board. In 2011 Chris received West Texas New Mexico Member of the year. He has presented numerous design programs and hands-on workshops for WTNM. Chris has a passion and love for the floral industry and believes it is a beautiful thing when a career and a passion come together.



## TAPATIO SPRINGS RESORT AND CONFERENCE CENTER

July 16-18, 2016 | Boerne, Texas

*Grow Retail | Grow Texas | and Together We Grow the Industry*

*Presented by the Texas State Florists' Association*

*Partially underwritten by the Texas Floral Endowment*

### SATURDAY, JULY 16, 2016

**Fun For All** Golf Tournament  
Tapatio Springs Championship Golf Course

1:00pm- 3:00pm

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

**Peaks, Valleys and Plateaus**  
Derrick Myers CPA CFP PFCI  
Presentation underwritten by Crockett, Myers & Associates

4:00pm- 6:00pm

**The Art of the Party | A Hands On Design Experience**  
Tom Simmons AIFD CFD CCF  
Experience underwritten by Texas Floral Education and Product Partner  
Gold Level Texas Floral Education Underwriter Teleflora

**An Afternoon with J. Scott | A Hands On Design Experience**  
J. Scott Hasty AIFD  
Experience underwritten by the Texas Floral Education Underwriters

### SUNDAY, JULY 17, 2016

8:30am- 9:00am

**Product Gallery Opens**

9:00am- 11:00am

**Life's Moments in Flowers**  
Floral Personality Rocky Pollitz AIFD AAF PFCI  
Presentation underwritten by the Texas Floral Education Underwriters

Design Panel  
J. Scott Hasty AIFD  
Presentation underwritten by the Texas Floral Education Underwriters

Ty Leslie AIFD  
Presentation underwritten by Gold Level  
Texas Floral Education Underwriter Rio Roses

Randy Wooten AIFD PFCI GMF  
Presentation underwritten by the Texas Floral Education Underwriters

11:30am- 1:30pm

**Texas Grown... Inspired by Texans**  
Farm to Table Luncheon | Presentation | Annual Meeting  
Presentation underwritten by Texas Floral Education Partner  
Platinum Level Texas Floral Education Underwriter BloomNet

Featuring Texas Designers  
Chris Collum AIFD CFD TMF  
Kelly Norvell AIFD TMF  
Fabian Salcedo

PRODUCT GALLERY IS CLOSED SO EVERYONE MAY ATTEND  
THE LUNCHEON & PRESENTATION

1:30pm- 3:30pm

**Product Gallery and Elections**

2:00pm- 3:00pm

**Celebrations | Design Presentation**  
Tom Simmons AIFD CFD CCF  
Presentation underwritten by Texas Floral Education and Product Partner  
Gold Level Texas Floral Education Underwriter Teleflora

3:00pm- 4:00pm

**Texas Wine Tasting & Flower Pairing**  
Featuring Texas Designers  
Chris Collum AIFD CFD TMF  
Kelly Norvell AIFD TMF  
Fabian Salcedo

4:00pm

**Product Gallery Closes**

4:30pm- 6:30pm

**Jubilation | A Hands On Design Experience**  
Randy Wooten AIFD GMF  
Presentation Underwritten by Texas Floral Education Underwriters

**Step into My Garden | A Hands On Design Experience**  
Ty Leslie AIFD  
Experience underwritten by Texas Floral Education and Product Partner  
Gold Level Texas Floral Education Underwriter Rio Roses

### MONDAY, JULY 18, 2016

8:30am- 4:30pm

**The Competitive Edge | Both Sides of the Story**  
Kevin Ylvisaker AIFD CFD PFCI CAFA  
Presentation underwritten by The Texas Floral Endowment



# REGISTRATION FORM

TAPATIO SPRINGS RESORT AND CONFERENCE CENTER

July 16-18, 2016 | Boerne, Texas

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

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

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

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

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

	ADVANCED (before 7/13)		AT THE DOOR (after 7/15)	
	Member	Non-Member	Member	Non-Member
<b>SATURDAY, JULY 16, 2016</b>				
<b>GOLF TOURNAMENT</b>				
<i>Fun for All Golf Tournament</i>	\$85	\$105	Not Available	
<b>HANDS-ON DESIGN EXPERIENCES</b>				
<i>Above &amp; Beyond the Basics</i>	\$55	\$75	\$75	\$95
<i>The Art of the Party</i>	\$55	\$75	\$75	\$95
<i>An Afternoon with J. Scott</i>	\$55	\$75	\$75	\$95
<b>BUSINESS PRESENTATION</b>				
<i>Peaks, Valleys &amp; Plateaus</i>	\$35	\$55	\$55	\$75
<b>SUNDAY, JULY 16, 2016</b>				
<b>REGISTER FOR THE DAY AT THE TEXAS FLORAL FORUM</b>				
Includes Product Gallery   <i>Life's Moments in Flowers</i> Design Presentation   <i>Texas Grown... Inspired by Texans</i> Program and Luncheon   <i>Celebrations</i> Design Presentation   Texas Wine Tasting & Flower Pairing				
<i>Additional Education Opportunities on Sunday, July 16, 2016</i>				
<b>HANDS-ON DESIGN EXPERIENCES</b>				
<i>Step into My Garden</i>	\$55	\$75	\$75	\$95
<i>Jubilation</i>	\$55	\$75	\$75	\$95
<b>MONDAY, JULY 17, 2016</b>				
<i>The Competitive Edge   Both Sides of the Story</i>	\$125	\$165	\$145	\$205

**PAYMENT INFORMATION**

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

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

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



## THE COMPETITIVE EDGE | BOTH SIDES OF THE STORY

*This Experience is underwritten by the Texas Floral Endowment*

*The Competitive Edge | Both Sides of the Story* will review competitive design from two perspectives. The competitive aspects that set the basis for the competition will be studied from not only the eyes of the competitor but also from that of the one judging the competition. This in depth study will 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. Kevin Ylvisaker has written this program exclusively for Texas reviewing not only the Rules of Texas Cup Competition but also those of the Houston Cup and the several competitions offered by WTNM.

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. Whether you aspire to compete or judge or just fine tune your skills this promises to be quite the opportunity of study. You will experience Hands On at its' best in this full day of study.

### KEVIN YLVISAKER

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

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

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

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

the country.

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

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

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

## PEAKS, VALLEYS, AND PLATEAUS

Derrick Myers presents *Peaks, Valleys, & Plateaus* in a two hour seminar at Tapatio Springs. If you are having even the simplest challenge in your business then take the time to register today to learn from this incredibly gifted presenter. He has made a difference in the success of many floral retailers and will be in Texas to help you! *Peaks, Valleys, & Plateaus* is as much about employees as it is about your business. Much of the success and failures that we have as a business owner is driven by our employees. They are at their peak in performance when our business is at its peak and the opposite is also true. Learn strategies to not only make the most out of those peaks, but ease out the valleys, and minimize the plateaus. Learn to utilize strategies to keep your employees operating at peak performance year round.

### DERRICK P. MYERS CPA CFP PFCI | PRESIDENT OF CROCKETT, MYERS AND ASSOCIATES



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

management advisory services, as well as tax, estate and financial planning.

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

*you're invited to...*



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TEXAS  
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EVENTS

June 25, 2016

Dallas Market Center  
International Trade Plaza  
In the Plaza Showroom #1 F210  
2000 Stemmons Freeway | Dallas, Texas

The new approach to education in Texas established in 2015 following the 100th Anniversary Celebration of Texas State Florists' Association offers yet another amazing opportunity!!

You have seen in the last three of *The Bloomin' Texan* an announcement of the competition and an invitation to compete!

We have recently sent letters of invitation to the Texas Floral Education Underwriters to participate and present a Product Gallery to surround the competition.

Now it is time to encourage each member of TSFA to travel to Dallas and share in the excitement of this event while you shop the Dallas Market!

We are so pleased that for the first time ever the Dallas Market Center has extended an invitation to Texas State Florists' Association to be a part of the June Market and that participation will exist on many levels!

We invite you to take part in all that you can! The date is Saturday, June 25th! The place is the International Trade Plaza! The schedule of events include The Texas Cup Competition | Product Gallery and Stars of Texas Luncheon honoring Texas' Best | Cocktail Reception hosted by the Dallas Market Center where the winner of the Cup will be announced!

BE SURE TO COMPLETE THE REGISTRATION ON THE FOLLOWING PAGE  
OR REGISTER ONLINE AT TSFA.ORG

Earlier in the week former Texas Cup winners will present in the Atrium of the World Trade Center! Registration to this event offers access to all areas of the Dallas Market Center so if you have wanted to see what this amazing facility is all about this is your chance! Please complete the TSFA Registration Form or visit [tsfa.org](http://tsfa.org) to complete. The Dallas Market Center also offers their amazing hotel room block for needed accommodations. Visit <http://www.dallasmarketcenter.com/hotelandtravel/default.aspx?m=832> and reserve to day. Hotels are at a premium during this time so don't wait!

Plan now to be a part of this incredible event...and also plan to take a moment in the busy month of May to peek at *The Bloomin' Texan* when we reveal the former Texas Cup winners who will present and share a little more about the overall presenter of the Texas Cup Competition Jacob McCall AIFD!!

## SCHEDULE OF EVENTS

### 10AM-Noon

Shop the Product Gallery and see all that is new!

### 10AM – Noon

Texas Cup Competition

### Noon-2 PM

Stars of Texas Luncheon | Design Show presented by Jacob McCall AIFD | Stars of Texas Award Presentations to new Texas Master Florists, Scholarship Recipients, Hall of Fame, Jim Orr Volunteer of the Year, Achievement Award

### 2 PM - 6 PM

Continue Shopping the Product Gallery!

### 5 PM

Texas Cup Competition Completed!

### 5 PM-6 PM

Dallas Market Center hosting a Cocktail Reception for TSFA attendees. Announcement of the Texas Cup Competition Winners!!!

# REGISTRATION

Attendee Name

Business Name

Address

Phone

Email

## \$50 Registration Includes

Texas Cup Competition Viewing

Stars of Texas Luncheon | Product Gallery

Design Show Presented by Jacob McCall AIFD

Admittance into Dallas Market Center

Cocktail Reception hosted by DMC

Take 30% off Registration as a TSFA Member

I am registering for the  
June 25th Texas Floral Event in Dallas.  
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PO Box 170760 | Austin, TX 78717

**OR REGISTER ONLINE AT TSFA.ORG**

## Staying the night in Dallas?

The Dallas Market Center has provided TSFA attendees excellent room rates booking through DMC's website. Please visit <http://www.dallasmarketcenter.com/hotelandtravel/default.aspx?m=832> To secure your hotel room in Dallas.



Texas State Florists' Association is pleased to announce...

## TSFA Members to Elect 2016-2017 Officers and Directors

The TSFA Nominating Committee announces the slate of candidates for consideration. Candidates will be introduced and speak at the TSFA Annual Meeting to be held on Sunday, July 17, 2016 at 11:30 am. Voting will be held at the Texas Floral Forum beginning Sunday, July 17, 2016 from 1:30 pm - 4:00 pm.

### The Nominees are:

#### President

Norman Northen, Precious Memories, Temple

#### Second Vice President

Tom Wolfe, Sr., Wolfe Wholesale Florist, Inc., Waco

#### Retail Director (elect 2)

Kassie Baker, House of Flowers, Lubbock

Cheryl Vaughan, Creative Petal Designs, Lytle

#### Wholesale Director

Jon Rommel, Vast America Corporation, Dallas

*Please see TSFA Bylaws, Article VI, Section 6 for additional information.*

Please forward any additional member nominations by petition to: Debbie Wright, Nomination Committee Chair, c/o TSFA, PO Box 170760, Austin, TX 78717.

# Brilliant on the Basics

Tom Simmons AIFD CFD CCF



Sometimes even the most basic and simple designs need a little something extra, sort of what many retailers do for the holiday designs. We add accessories to create a festive feel to the design but the “day to day” work sometimes goes unnoticed. This design takes the lead from the festive container which lends itself to adding flowers that are playful and fun...like the gerbera. Then to add a bit of whimsy, aluminum wires in great colors in unique shapes and techniques give the gerbera a much need “look at me” appearance. The addition of the wire the designer uses sends a message to the recipient that the florist really wants to be known for being a bit different.



Want your sympathy work to really stand out from the norm? Would your customers know which one of the many designs at the funeral home or the service would be theirs without going to read each card? This style would really be something that speaks volumes about unique and creative, something the right customer would want. This design is created with fresh bamboo poles, which means it is very heavy and needs good mechanics to create the stand. They have been drilled in areas where the pieces connect to each other with bolts and nuts used to make them secure. The wreath form can be created on a table or designed on the stand. A lighter version is to use dried bamboo poles with holes drilled that would be smaller than the fresh version due to the fact the dried bamboo could split with a large bolt. Also we recommend using Velcro strips near the connection points to help in the construction process. This stand may be used as a rental item and it is recommended that the floral company should deliver, set up and pick up the stand at the end of the service.

This design is just proof that foliage with an element of extreme texture (the thistle) can be as appealing as a beautiful display of mixed flower. The composition of Meyeri (foxtail) fern, magnolia leaves and the large Echinops thistle offers a simple style of design with a great detail of texture. This is just right for a corporate office, something for a gentleman in the hospital or birthday and for that person who has allergies to floral fragrance. Simple and easy!!



This simply is a play on utilizing materials that are usually discarded and put in the garbage. The clear rectangular vase is filled with stems of sunflowers that have been trimmed to the top edge of the container. These stems represent a form of a Kenzan or pin frog to hold and keep the stems of the other flowers secure in the design. If you are using certain flowers that may have a soft stem, we recommend using a small portion of floral foam placed in the center trimmed to a right right of the container and then insert

the stems around the foam, similar to lining the outer edges of the foam with the stems. This design also works well with equisetum and river cane pieces, with their hollow stems being a great tip for inserting certain flowers into those hollow tube like joints.

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## *The Great Moms of Texas Arrangement*



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**Mother's Day Marketing To The Social Media Generation: The Power of Ads**

With Mother's Day around the corner, consider using social media ad platforms to reach your targeted audience. Facebook ads have been around for a while and if you're using them, you've probably found they are an effective and inexpensive way to reach your target audience. However, the problem with Facebook ads is they can often seem invasive to the audience. Instagram ads, on the other hand, give you a native, non-invasive way to reach your target audience. Rich targeting allows you to reach Instagram's 400 million active users and the ads have a more positive feel. Even better, on this platform your work is displayed beautifully within a full-screen ad.

Another option is to try Pinterest ads. They have recently been rolled out to all users and are an effective way to drive traffic to your website.

This year, for Mother's Day marketing, utilizing ads on any of these 3 platforms are a great way to reach a new audience, rather than focusing solely on the community you've already built.

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

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# TSFA *Calendar of Events*



## APRIL

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



## MAY

- 3 National Teacher Day
- 5 National Day of Prayer
- 6 National Nurses Day
- 8 Mothers Day
- 15 TSFA Board of Directors Meeting TSFA School of Floral Design Austin, Texas | 10:00 am – 4:00 pm
- 20-22 Texas Certified Florists Courses | Austin, Texas For registration information call the TSFA office 512.834.0361 or tsfa.org Texas Master Florist Exam Austin, Texas
- 30 Memorial Day



## JUNE

- 14 Flag Day
- 17 Beginning Hand son Workshop Region 17 Education Center Lubbock, Texas. For registration information visit tsfa.org
- 19 Fathers Day
- 25 Texas Cup Competition Stars of Texas Awards Event Product Gallery Held at the Dallas Market Center. For registration information call the TSFA office 512.834.0361 or tsfa.org

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- 18 Southern Floral Company | 713.880.1300 | www.soflco.com
- 17 Texas Department of Agriculture | 800.835.5832 | www.gotexan.org
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