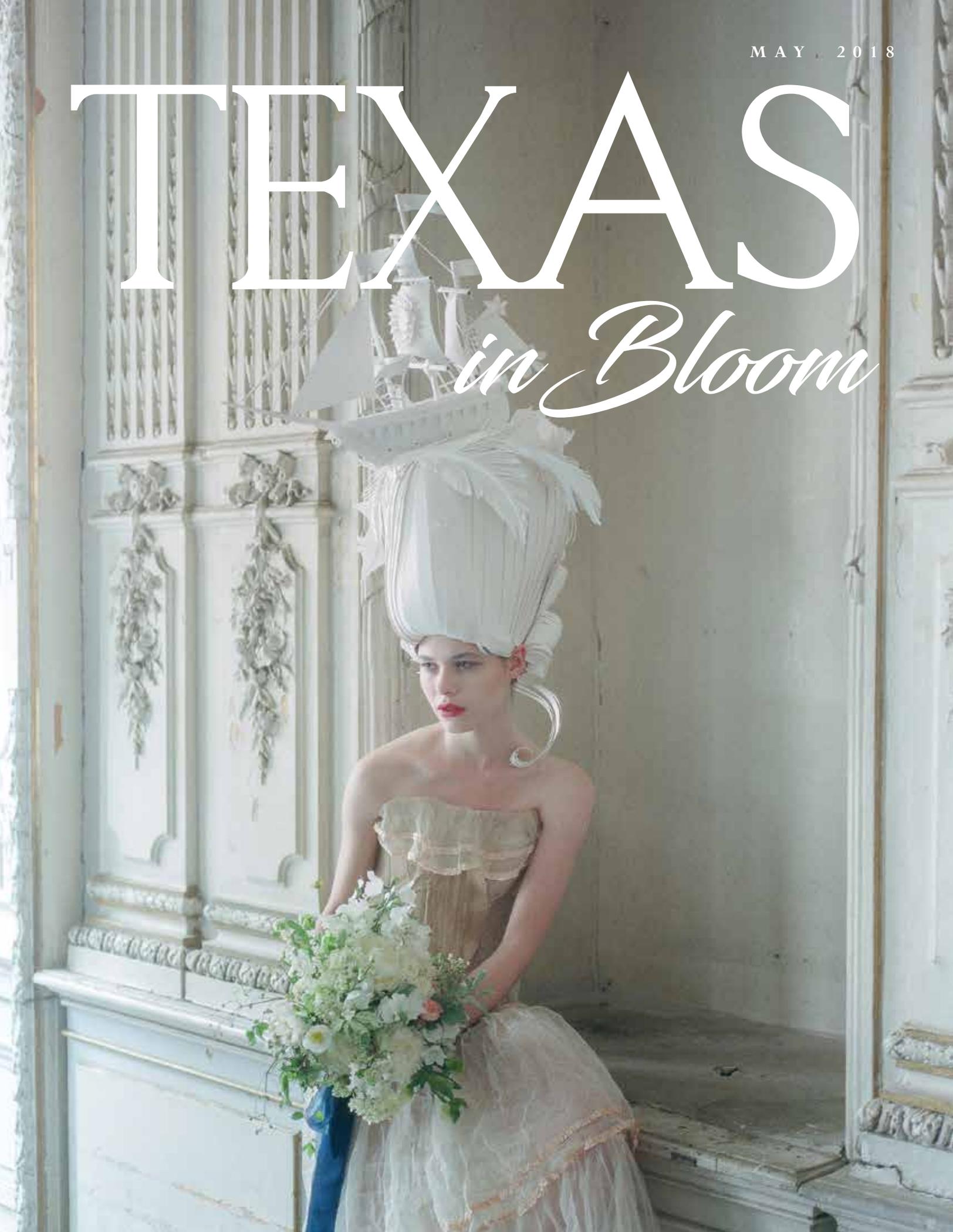


MAY 2018

# TEXAS

*in Bloom*





# QUALITY EDUCATION: A COMMUNITY COMMITMENT



Renato Cruz Sogueco  
Vice President of Digital  
Strategy & Education



Jackie Lacey  
AIFD, CFD, PFCI  
Director of Education &  
Industry Events



Donald Yim  
AIFD, CFD, CPFD  
Instructor



Sandy Schroeck  
AIFD, CFD, PFCI  
Instructor



Anthony Swick  
AIFD, CFD, PFCI  
Instructor



Lesley Bolden  
AIFD, CFD  
Instructor



Charlie Howard  
Instructor



Stacey Carlton  
AIFD, CFD  
Instructor

## Upcoming Course Schedule

- Apr 8-10 **Wedding Bliss** *Sandy Schroeck AIFD, CFD, PFCI*
- Apr 11-12 **Special Events** *Jackie Lacey AIFD, CFD, PFCI*
- June 3-5 **Certification & Competition** *Jackie Lacey AIFD, CFD, PFCI*
- Aug 12-14 **Reinventing Everyday Designs** *Donald Yim AIFD, CFD, CPFD*
- Oct 21-25 **Celebrating Life Everyday** *Jackie Lacey AIFD, CFD, PFCI*

Plus, Don't Miss Our  
**FREE WEBINARS**

- **Convenient!** No need to leave the shop; saves time; learn with colleagues
- **Relevant to Floral Business** Topics developed specifically for florists
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[www.floriologyinstitute.com/freewebinars](http://www.floriologyinstitute.com/freewebinars)



Hear what  
florists have  
to say about  
**Floriology  
Institute**

“ This has been the best learning experience for me! I am walking away today with more confidence in my floral design.

- Christopher Branham, CFD, Christopher's Creations - Middlesboro, KY

Can't say enough great things. The quality of everything from the instructor, Donald to group dinners is terrific. Thank you so much for the opportunity to come!

- Laura Kellogg, Laura's Garden - Chattanooga, TN ”

**ACT NOW!** To sign up or for more information about the Floriology Institute, email [floriology@bloomnet.net](mailto:floriology@bloomnet.net) or call (904) 737-8500 ext. 258 • [www.floriologyinstitute.com/register](http://www.floriologyinstitute.com/register)

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# Texas in Bloom

MAY 2018 | VOLUME XXXIV | NUMBER 5

## From the President



Debbie Woltmann TMFA

One more spring holiday and the wedding season will begin! After Mother's Day and perhaps a prom or two we all will be turning our thoughts to our summer calendar. Weddings, weddings, weddings, and perhaps a vacation or two! May I suggest adding the Texas Floral Forum to your things to do this summer? Scheduled July 13-15 in League City, Texas, this resort hotel is the perfect place to rest, relax, rejuvenate, and continue your education!

This issue of *TEXAS in Bloom* is dedicated to our upcoming Forum at South Shore Harbour Resort and Conference Center. Texas State Florists' Association has planned an outstanding event with incredibly reasonable hotel and registration costs.

There are so many reasons to attend the Texas Floral Forum and I want to share the highlights! The absolute top five reasons to attend are David Tutera, Kiana Underwood, Christopher White, Pete Samek and Jenny Thomasson! Wedding expert David Tutera is returning to Texas to present to florists this time around! Kiana Underwood's global travels bring her to Texas to share her unique style! Texas-raised Christopher White is returning home to present his take on marketing your business on social media and interior styles. Pete Samek will provide a glimpse into the FTD World Cup 2019 and Jenny Thomasson returns to Texas to open the Texas Floral Forum! What a lineup! A lecture & demonstration, hands-on classes, main stage presentations, Time with Tutera, and so much more that you simply will not want to miss!!

Make plans now to be "Trending" and attend this Texas Floral Forum. Reach out to other florists across our great state and share the excitement. I hope to see you there!!

4-5	TEXAS WAS TRENDING IN FORTH WORTH
7	THE BUSINESS OF FLOWERS TIME IS MONEY
8-9	A GLIMPSE INTO THE FTD WORLD CUP 2019
10	JENNY THOMASSON TO OPEN THE TEXAS FLORAL FORUM
11	A SUMMERTIME SOIREE



12-13

SCHEDULE & REGISTRATION

14	TIME WITH TUTERA
16-17	Q & A WITH KIANA UNDERWOOD
18-19	CHRISTOPHER WHITE STYLES PROPERTY BROTHERS HOME
20	TEXAS FLORAL FORUM HANDS-ON WORKSHOPS
22-23	EXPERIENCE EXPO EDUCATION
24	TSFA MEMBERS ATTEND CONGRESSIONAL ACTION DAY
25	TAKE TIME TO VOTE
26	SIMPLY SOCIAL

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

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# Texas was Trending<sup>★</sup> in Fort Worth!!!

Written by Mary Ann DeBerry

The City Club, in beautiful downtown Fort Worth, was the place to be April 11th! A spring floral showcase was the second stop for presenter Sharon McGukin AIFD AAF PFCI as she travels Texas in 2018! Texas is Trending in 2018 and the information shared was truly the highlight of the evening!

Local Chair Kelly Norvell AIFD TMF did not miss a detail in all the planning she provided for this event. All in attendance could certainly see why The City Club in Fort Worth is THE place for weddings and events! The chef prepared dinner was quite delicious! The room absolutely gorgeous and filled with flowers! The table centerpieces were exquisite! The time spent with great friends and new acquaintances provided an opportunity to visit with one another. We so appreciated the companies represented in the Product Gallery as well as those who provided the products to educate and enhance this event.

Sharon's powerpoint presentation filled with need to know facts showcased design trends discussed throughout the evening. Discussing current business and design trends, Sharon highlighted that the age of our customers dominates how much is spent in our floral shops. Interestingly enough people between the ages of 42 and 54 are spending the most money on flowers today!

Marketing is as important as the designs we create. A phrase I loved the most was this phrase: Flowers make a better lifestyle like fine wine and good food.

Sharon's southern style made me feel right at home! Her valuable points hit close to home. I left the evening with a great deal to consider!

Pay attention to our customers and listen to what they want.  
Make the flower shop the place to be.  
Become a destination.

As shopping trends move away from big box retailing and shopping malls, consumers will soon find themselves completing their on-line shopping and stepping away from the computer to seek an experience! It is our turn to take the lead as a boutique experience! Let that experience be your flower shop! What better place is there to create an experience! Let that experience be led by you!!!



From left to right Local Chair Kelly Norvell, Design Assistant Taylor Pritchett, Presenter Sharon McGukin, Design Assistant Linda Baughman



Texas Floral Events Coordinator Lynn Lary McLean and Presenter Sharon McGukin

# A Glimpse into the *Trending* Design Influences



## Artisan

- Folk Art Reinvented
- Hand-crafted
- Handmade



## Mystical

- Spiritual
- Softening Society's Hard Edges
- Playful

## European

- Freeform
- Textural
- Earthy
- Luxurious



## Natural

- Reconnecting to Nature
- Wellness
- Organic



## A *Texas* Sized Thank You

### Local Chair

Kelly Norvell AIFD TMF

### Education and Product Partners

#### Gold Level

CalFlowers  
Rio Roses

#### Silver Level

Texas Floral Endowment  
TSFA Past Presidents

#### Bronze Level

Design Master  
Smithers-Oasis

### Product Sponsors

#### Gold Level

Rio Roses

#### Silver Level

Alexandra Farms  
Vickery Wholesale Greenhouses  
Zoom!Roses

### Bronze Level

Accent Decor  
Alpha Fern  
Design Master  
DWF Wholesale Florist  
Smithers-Oasis  
Rosa Flora  
Schusters of Texas  
Wholesale Glass Vases International | WGV

### Product Contributors

CamFlor  
Glad - A - Way  
Joseph & Sons  
Kitayama Brothers  
Resendiz Brothers  
Sun Valley Group

### Product Gallery Participants

#### Platinum Level

BloomNet

#### Gold Level

CalFlowers  
Greenleaf!  
Rio Roses  
Teleflora

#### Silver Level

Zoom!Roses

#### Bronze Level

WGV International

### Supporting Companies

Priest International

### Product Receiver

Greenleaf!

### Processor for all products for this Showcase

TSFA Members from  
McShan Florist in Dallas

*A special thank you to Bruce McShan and Jodi McShan AAF TMF for the support of this project. The expert processing of the flowers for this event was reflected in the quality of each and every blossom!*

### Design Assistants

Linda Baughman  
Taylor Pritchett

### Table Centerpieces

Kelly Norvell AIFD TMF  
Taylor Pritchett

### Flower Sale to benefit the Texas Floral Endowment

Linda Baughman  
Ed Fimbel TMFA  
Jodi McShan AAF TMF  
Taylor Pritchett

# Texas Designer of the Year Competition

## *A Texas Sized Thank You*

### **Texas Floral Product Partners**

#### **Gold Level**

CalFlowers  
Rio Roses

#### **Silver Level**

Alexandra Farms  
Esprit Miami  
Southern Floral Company

#### **Bronze Level**

Accent Decor  
Alpha Fern  
Oasis Floral Products  
Rosa Flora  
Schusters of Texas  
Wholesale Glass Vases International | WGV

### **Texas Floral Product Contributors**

Lion Ribbon  
Oregon Roses  
Weatherford Farms

An event such as this requires an abundance of member support and we thank each and everyone who shared their time and talent to prepare for and execute the 1001 details related to the Texas Designer of the Year Competition.

### **Azalea Trail Co-Chairs**

Tammy Jenkins  
Liz Rigney

### **Event Chair**

Susan Weatherford

### **Competition Facilitator**

Debbie Lyon TMF

### **Tally Person**

Elaine Nevarez

### **Lead Monitor and Time Keeper**

Ed Fimbel TMFA

### **Monitors**

Jodi McShan AAF TMF  
Susan Piland TMF

### **Judges**

In the TSFA tradition the names of the judges remain anonymous. We thank the three individuals for contributing so generously their expertise and their time to ensure a respected process.

### **Reception**

River Oaks Garden Club member  
Cherie Flores most generously hosted the Reception following the announcement of the Texas Designer of the Year.

# The Business of Flowers

## *Time is Money*

---

One of the many things that makes a designer stand out is the ability to create beautiful designs efficiently. One of the many things that makes Texas State Florists' Association stand out is the education programs that are offered. What do these have in common?

If they haven't actually said it (which most have), this thought has crossed the minds of most designers, "Quit pushing me to go so fast. I'm 'designing'!! I'm not a production line. I am a designer." However, when it comes right down to it, in the business of flowers, a balance there must be. Of course, anyone would love to have countless hours with a never-ending supply of flower options to create masterful floral designs, however...there are bills to be paid and customers who need flowers. How does TSFA fit into all of this?

The TSFA education programs not only train designers on principles, elements, tips, tricks, and trends, these lessons also teach productivity. You simply do not see a certification that does not have a time limit on testing, or a class that does not address the efficiency of the design, including the pro's and con's of that efficiency. TSFA education brings design to where the rubber meets the road so to speak and educates people on more than just stunning florals. It educates people about time. This was highlighted in the most recent Texas Designer of the Year Competition and in the annual Texas Master Florist testing. TSFA also starts this education at a young age with the timed high school certification testing that occurs in March through May of each year. If a designer or student does not complete the work in the requisite time, he or she submits what is done for the competition or certification as is when time is called. While that may seem harsh, it is training.

As a designer, you have limited resources for each design – it could include 3 hydrangea, 3 alstroemeria, 6 roses, 8 stems of lily grass... and 20 minutes. You can't forget time. It is one of your limited resources.

As we work with our customers and the ever-growing millennial generation, the "I want it now or – better yet – 5 minutes ago" mentality is stronger than ever, and we are competing with ourselves as that same group likes to stand out as individuals. How do we support our customer base and encourage our employees? We must help our employees learn and understand the balance of time and design. From a business standpoint, a more productive employee leads to greater profits leads to a higher paid employee leads to a happier employee... you get the picture. From a customer perspective, a business who can create that individualized product in a timely manner (while they wait) fits the bill to create a lifelong relationship.

While many education programs exist and, don't get me wrong, these are great programs, TSFA education programming truly sets itself apart when it makes the training applicable to the retail florist. An education program that teaches technique and how to do it most efficiently so as to ensure profitability fits the bill for the ideal program for designer training. Next time you or your staff are creating a design or attending a training, keep in mind the time-value of the design. The cost of a dozen roses rises exponentially if it takes an hour to get that final rose in place!

Don't sell yourself, your customer, or your flower shop short! Always remember the value of time and the cost of time is in your designs. This will help keep you profitable and your customers happy.

By: Jodi McShan AAF TMF

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*Time is money. Wasted time means wasted money means trouble.*  
- Shirley Temple

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# A GLIMPSE INTO FTD WORLD CUP 2019

*Using the Elements and Principles of Design to guide you to the path of artistry*

Presented by Pete Samek AIFD  
Luncheon Presentation underwritten by  
Texas Floral Education and Product Partner  
Silver Level Founding Texas Floral Education Underwriter  
FTD

FTD is proud to be hosting FTD World Cup 2019, the world's most prestigious floral design competition, which will take place at the PHS Philadelphia Flower Show in March 2019.

Countries around the world will send representatives to the competition in the hopes that they will win the coveted cup and become known as the best in the world. Have you ever wondered how these floral artists get to this level, or how you can pursue a goal

of being the best or most creative in your field? This presentation will put you on a path of creativity and thinking outside of the box with floral design.

The Elements and Principles of Design are the building blocks of every successful composition, and mastery of them is fundamental. The Principles are the time-honored conventions and guidelines that tell us how to assemble the Elements – the physical characteristics of the design components – into pleasing and satisfying flower arrangements.

The Elements and Principles of Design are not limited to the realm of flower arranging, but rather they are universal to every form of design or artistic expression, from painting and sculpture to fashion and architecture. These concepts are not finite. New ideas and observations continually emerge, and applications for floral design are frequently drawn from other disciplines.

Witness the process of applying these design skills



## **PETER M. SAMEK, AIFD, CFD**

FTD Corporation, Downers Grove, Illinois

Peter Samek was inducted into AIFD in 1991 and has been an active supporter of the North Central Chapter. He is currently serving the North Central Chapter as Past President and has held a North Central board member position twice. He is starting his third term on the AIFD National Awards Committee. He was recently elected to serve as the AIFD North Central Representative to the National Board.

His floral career is diverse which includes at the national level of AIFD creating the floral décor for the Awards and Induction Ceremony and Dinner and has presented a main stage program. Pete presented the Elements and Principles of Design in Denver, 2015 and will be conducting a hands-on workshop at the 2018 National Symposium,



learned as a beginning “flower arranger,” starting down the path of becoming an advanced designer and then a floral artist. Pete will present the use of various styles, form, use of types of line and applied design techniques that elevate traditional floral work into exceptional creative works. The floral artist learns to see any given plant material in terms of its elemental qualities – the line of the stem, the shape of its flower, the color of its petals, the texture of its leaves, etc. These “tools” are not cast in stone and are influenced by the expression of each application from one to another.

Washington DC. He held the position of Assistant Director at the American Floral Art School, Chicago, IL for 15 years and has traveled abroad to teach floral design in Taipei, Taiwan.

Pete is an FTD Quality Services Representative serving our member florist network. Working out of FTD’s Downers Grove offices, he monitors and coaches the performance of FTD member florists. Pete has used his education in horticulture and floral creativity to teach floral design in the FTD Boot Camp and in the mass market industry. His most recent project is the Assistant Designer to J. Keith White AIFD in creating the floral décor for the VIP antique cars at the Tournament of Roses Parade.

Texas welcomes Pete Samek to the Texas Floral Forum lineup where he will present A Glimpse into the FTD World Cup 2019.

## INFORMATION ABOUT THE LOGO:

FTD World Cup 2019 Logo Unifies the Floral Community with a Beloved Floral Variety.

The FTD World Cup 2019 logo is layered with meaning. The intricately beautiful rose, with its delicate layers, is framed by an outer ring of petals representing people coming together.

The World Cup logo also features the iconic FTD Mercury Man alongside the names of the organizations comprising the worldwide network of florists: FTD, Interflora and Fleurop.

## INFORMATION ABOUT THE WORLD CUP

The Interflora World Cup is the world’s most prestigious event for the floral industry. It is a floral design competition that showcases the most talented floral designers around the globe. This international floral design competition is held approximately every four to six years. Dozens of countries will be represented in this competition of floral artistry hosted by Florists’ Transworld Delivery (FTD) in the United States in March 2019.

The FTD World Cup 2019 will take place at the PHS Philadelphia Flower Show in March 2019. The competition will kick off during the Philadelphia Flower Show’s preview day on Friday, March 1, 2019 and conclude with the announcement of the new FTD World Cup floral design champion during a gala event on Sunday, March 3, 2019. All competitors will create four floral designs. The top 10 semifinalists will create an additional design, and the top five finalists will create one final design prior to the winner being announced. Cash prizes will be awarded to the top three competitors.

The PHS Philadelphia Flower Show, the world’s largest and longest-running horticultural event, is proudly featuring the FTD World Cup 2019 floral design competition as the show’s Central Feature, which will showcase the individual talent of each competitor to the estimated 275,000 annual visitors.

For more information, visit [www.FTDWorldCup2019.com](http://www.FTDWorldCup2019.com) or call 630.724.6240 with questions.

# MODERN WORKS

Floristry seen from a contemporary way with emphasis on technical opportunities. Focusing on form and structure, particularly in floral art, with clean lines and texture. Combinations of both cut fresh flower varieties and potted plants will be presented throughout as pleasing companions. True answer to the current trend of wanting to incorporate growing materials as a viable medium. A mixture of organic and modern style to be explored with inspiration and demonstrations on how to build and achieve your own works of botanical art.

The goal of the lecture is to inspire and encourage floral designers to own their creativity and push the boundaries of our current landscape. Education is key to the success of our industry. To our customers new and exciting ideas rejuvenate the possibilities of florals for everyday life.

*Jenny Thomasson returns  
to Texas to open the  
Texas Floral Forum!*

*Thank you Teleflora!*



Jenny Thomasson AIFD PFCI EMC CFD is the Design Director & Principal, of Stems Florist in St. Louis, MO. She became a member of the very prestigious group of international floral designers, AIFD in 2011, was inducted into PFCI, Professional Floral Commentators International in 2015 and in 2016 she earned the EMC, European Master Certificate.

Jenny has been honored to be part of Decorating the White House For Christmas, The AIFD Team at the Philadelphia Flower Show 2016, 2017. She presented a main stage program at the 2015 AIFD Symposium in Denver and represented North America in "Fleur Amour 2016" in Belgium. She is also a member of the Teleflora Educational Specialist team.

Her constant pursuit of education and dedication to the industry is ever growing and she enjoys pushing the boundaries of American floristry.

**teleflora®**

# A Summertime Soiree

Expo Designer Charlie Groppetti AIFD



Park Hill wooden Grand Boutique stand using graduated sizes of Oasis wreath forms are then filled with fresh citrus and flowers.



Simple white foam rounds were first topped with a thin layer of cotton batting and then covered with bridal satin yardage pinned in place. Next the rounds were edged with coordinating wide satin ribbons from D. Stevens to create this permanent buttercream wedding cake. The cake was placed upon a Park Hill wooden display platform with a natural finish. Cake was accented with fresh citrus and citrus color fresh flowers. Perfect for a Summertime Soiree.



*Trending*

**SOUTH SHORE HARBOUR  
RESORT AND CONFERENCE CENTER  
July 13-15, 2018 | League City, Texas**

*Presented by the Texas State Florists' Association | Partially underwritten by the Texas Floral Endowment*

**FRIDAY, JULY 13, 2018**

**10:00am- 4:00pm**

**PRODUCT GALLERY EXHIBITOR INSTALLATION**  
Crystal Ballroom C&F

**10:00am- Noon**

**LECTURE AND DEMONSTRATION** **Amphitheater**  
*Modern Works*  
Jenny Thomasson AIFD PFCI EMC CFD  
Lecture and Demonstration underwritten by  
Texas Floral Education and Product Partner  
Gold Level Founding Texas Floral Education Underwriter  
Teleflora

**1:00pm- 3:00pm**

**HANDS ON DESIGN EXPERIENCE** **Baccarat | Steuben**  
*Trending Socially*  
Christopher White  
Experience underwritten by Texas Floral Education and Product Partners  
Bronze Level Texas Floral Education Underwriters  
Accent Decor  
Smithers-Oasis  
The Floral Greens Farmers of Florida

**3:30pm- 6:30pm**

**HANDS ON DESIGN EXPERIENCE** **Pier Room**  
*Old World Florals for Today*  
Kiana Underwood  
Experience underwritten by Texas Floral Education and Product Partner  
Gold Level Texas Floral Education Underwriter CalFlowers

**8:00pm- 11:00pm**

**TEXAS FLORAL ENDOWMENT EVENT** **Resort Fuel Dock**  
*Celebration Cruise*  
Light Dinner, Drinks & Kemah Boardwalk Fireworks

**SATURDAY, JULY 14, 2018**

**8:30am- 9:00am**

**TSFA ANNUAL MEETING** **Amphitheater**

**9:30am- 11:00am**

**Time with Tutera** **Penthouse Suite**  
Signature Personality David Tutera  
Ticketed Event underwritten by Texas Floral Education and Product Partner  
Platinum Level Founding Texas Floral Education Underwriter BloomNet

**11:00am- 5:00pm**

**PRODUCT GALLERY** **Crystal Ballroom C&F**  
**TSFA ELECTIONS** **Crystal Ballroom C&F**

**1:30pm- 3:00pm**

**KEYNOTE PRESENTATION** **Crystal Ballroom B&E**  
Signature Personality David Tutera  
Presentation underwritten by Texas Floral Education and Product Partner  
Platinum Level Founding Texas Floral Education Underwriter BloomNet

**3:30pm- 5:00pm**

**STEP & REPEAT** | A Photo Opportunity with David Tutera  
**Crystal Ballroom B&E**  
Presentation underwritten by Texas Floral Education and Product Partner  
Platinum Level Founding Texas Floral Education Underwriter BloomNet

**7:00pm- 10:00pm**

**DINING WITH TUTERA** **Harbour Club**  
Presentation underwritten by Texas Floral Education and Product Partner  
Platinum Level Founding Texas Floral Education Underwriter BloomNet

**SUNDAY, JULY 15, 2018**

**9:00am- 11:00am**

**MAIN STAGE PRESENTATION** **Crystal Ballroom B&E**  
*Interior Trends Translated*  
Floral Personality Christopher White  
Presentation underwritten by Texas Floral Education and Product Partners  
Bronze Level Texas Floral Education Underwriters  
Accent Decor  
Smithers-Oasis  
The Floral Greens Farmers of Florida

**11:30am- 1:30pm**

**AWARDS LUNCHEON HONORING THE STARS OF TEXAS** **Marina Plaza Ballroom**  
*A Glimpse into the FTD World Cup 2019*  
Pete Samek AIFD CFD  
Presentation underwritten by Texas Floral Education and Product Partner  
Silver Level Founding Texas Floral Education Underwriter FTD

**2:00pm- 4:00pm**

**MAIN STAGE PRESENTATION** **Crystal Ballroom B&E**  
*Reclaiming the Past*  
Floral Personality Kiana Underwood  
Presentation underwritten by Texas Floral Education and Product Partner  
Gold Level Texas Floral Education Underwriter CalFlowers

**4:30pm- 6:00pm**

**PAST PRESIDENTS FLOWER SALE** **Crystal Ballroom Foyer**



# REGISTRATION FORM

SOUTH SHORE HARBOUR RESORT AND CONFERENCE CENTER

July 13-15, 2018 | League City, 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).

**TSFA members receive a 25% Discount on Registration prices**

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 <small>(before 7/6)</small>	REGULAR <small>(after 7/7)</small>
CHOICE #1	<b>BEST COMBINATION OF EVENTS</b> <b>Friday, July 13th</b> Modern Works Lecture & Demonstration with Jenny Thomasson <b>Saturday, July 14th</b> Product Gallery with a light lunch Keynote Presentation with Signature Personality David Tutera Step & Repeat   A Photo Opportunity with David Tutera   Refreshments Dining with Tutera <b>Sunday, July 15th</b> Presentations by Floral Personalities Christopher White and Kiana Underwood A Glimpse into the FTD World Cup 2019 Luncheon with Pete Samek	\$375	\$450
CHOICE #2	<b>Saturday, July 14, 2018</b> Product Gallery with a light lunch Keynote Presentation with Signature Personality David Tutera Step & Repeat   A Photo Opportunity with David Tutera   Refreshments Dining with Tutera	\$225	\$295
CHOICE #3	<b>Sunday, July 15, 2018</b> Presentations by Floral Personalities Christopher White and Kiana Underwood A Glimpse into the FTD World Cup 2019 Luncheon with Pete Samek	\$250	\$325
CHOICE #4-7	Choices 4-7 noted below include Hands on Design Experiences, the Texas Floral Endowment Fundraiser Event and Time with Tutera! <i>We encourage you to consider adding these choices to your above selection!</i>		
CHOICE #4	<b>Friday, July 13, 2018</b> Hands-on Design Experience   <i>Trending Socially</i>   Christopher White Limited to the first 25 registered.	\$125	\$150
CHOICE #5	<b>Friday, July 13, 2018</b> Hands-on Design Experience   <i>Old World Florals for Today</i>   Kiana Underwood Limited to the first 35 registered.	\$195	\$250
CHOICE #6	<b>Friday, July 13, 2018</b> Celebration Cruise   Light Dinner, Drinks & Kemah Boardwalk Fireworks Limited to the first 75 registered. *Member discount not applicable as this is a Fundraiser for the Texas Floral Endowment	\$100*	\$100*
CHOICE #7	<b>Saturday, July 14, 2018</b> Time with Tutera *Member discount not applicable.	\$125*	\$125*
<b>Total all Choices Here</b>			
<b>TSFA Member include your 25% discount here</b>			
<b>Member Registration Total</b>			
<b>Non Member Registration Total</b>			

**PAYMENT INFORMATION**

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

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# Time with TUTERA

There are elements that stand out in event design and separate the master from the novice. These elements reflect a depth of understanding that graduate countless levels from that of the basics. I invite you to study [davidtutera.com](http://davidtutera.com) in preparation to attend the Texas Floral Forum! In a recent conversation with David Tutera we discussed what spoke to me when I took the time to do what I am asking of you! I was so inspired by what I saw and shared these four observations during our visit. It is my pleasure to offer a peak into what all awaits you in July!

## **An Incredible Use of Color**

Oftentimes it is a single color that expands presence and stands out the boldest of all. Color evokes emotion and to embrace color through celebration sets the mind to thoughts long recalled.

## **Precise Placement**

Event work, well appointed, showcases precise placement of florals and all that embellishes the setting. Understanding the importance to see through a clear lens and avoid confusion in the setting will master this objective. Don't overthink it! Don't overcomplicate it! Don't second guess it! Know when a setting is complete and stop!

## **Inspired Configurations**

Motivation comes from the opportunities to experience the unexpected. Inspiration comes from Life! Expand beyond the daily normal and experience the unexpected!

## **Attention to detail**

Detail separates the master designer from the novice. Step back and think what do I need to do to create the moment long remembered. Apply the details that make a difference and elevate the event. Create the event that all leave talking about!

Time with Tutera opens the opportunity for David to view your work and comment! For the first fifty registered, each will be invited to bring a selection of photographs or images on an iPad for David to review and enjoy a light brunch, while we all learn from one another! What an experience this will be!!! Have you registered?! If not, take time and do so today!

# A NEW CRAYON IN THE COLOR BOX



## WHAT COLOR WOULD IT BE! DESCRIBE IT TO ME!

In interviews with David, Kiana, and Christopher I asked "If you could add a new crayon to the crayon box what color would it be? Describe it to Me!"

### DAVID



With my eyes closed I see a tone of blue as one sees on a crystal clear day. I see the color of the ocean without white foam. The color of my crayon is blue, soft as the heavenly sky, the color of my Grandmother's eyes.

### CHRISTOPHER



It would, without a doubt, most definitely be a shade of green with the richness and saturation of moss and juniper with ocher undertones and a vibrant touch the color of a pear. Green has long been my favorite color. Soothing and fresh, it was also my Mom's favorite. Every time I see an exquisite shade of green she is with me. I would name it Early Spring.

### KIANA



Pink is a happy color! My crayon would have to be pink but a different application of pink! I see a crayon that, like a ranunculus, reflects different shades of pink. As you color, the crayon would be as soft as petals unfolding to reveal a variety of exquisite tones from the quietest of pastels to the prettiest of pinks! We would have to call it Tulipina Pink!





Photography Credit | Jose Villa

**Q and A**  
WITH  
KIANA UNDERWOOD

What in the past led you to today?

As a child I grew up in Iran and spent time with my grandfather in his gardens. The first day of spring is our Persian New Year, a time of renewal and rebirth, and flowers play a large part of those celebrations. I have long loved flowers.

Did your formal education prepare you for your career?

A degree in International Studies from Johns Hopkins University led me to Stanford University where I was a research assistant at the Hoover Institution, a Republican think tank. However, I had little passion for the areas of focus there, and found that being a research assistant really meant being a glorified secretary, which was far from a career in foreign diplomacy. Life presented my first child and the decision to stay at home. I always had fresh flowers in my home. The dinner tables, holiday tables - and people started asking "Who did the flowers? Would you show me how? Would you create for me?" Playing with flowers was something I always enjoyed.

Did you continue to stay at home?

Oh my, yes. We were blessed with three children in five years...yes...three children under the age of five! I was a full-time mom until 2011 when my husband suggested that I turn my interest in floral design into a business. I thought it was ridiculous. I recall thinking "With so many florists out there, who would care about me making flower arrangements?" It all started right here at home. I had no formal training, but instead began to experiment and arrange flowers in ways that I enjoyed aesthetically.

Tell me more!!!

I was inspired by all there was to see at the San Francisco Flower Market, as well as being fortunate to live in a climate where flowers are blooming year-long. I explored the unlimited possibilities. Making arrangements for those I knew branched out to school moms. The more I did, the more I loved to do! The world is full of such floral variety and intricate color, and this fueled me every day. The next step was sharing on-line and on Instagram. My florals began to get attention and this evolved to where I am today.

What's the story behind the name Tulipina?

I have always had a love and obsession for Italy. The word tulip in Italian is tulipano, but I wanted a more feminine sounding name and so I combined a bit of English and Italian into a made up word – Tulipina.

Your designs reflect an Old World influence. From where did the interest in the style begin?

I simply love all things old. Classical music, European Culture, Art found in European Museums, Older People. There is wisdom in old. I have always gravitated to the older, more natural garden style of floral design.

The artistry of the Masters is evident in your style. The use of color steps away from trend. Thoughts!

When I visited the Rijksmuseum in Holland the art spoke to me as I studied the

flowers placed in vessels in the paintings of the Dutch Masters. I somehow knew that Old could be New again. A favorite tool of mine is the pin frog! Used for centuries now, this base is common to the Japanese Ikebana style. While Ikebana is a minimalist style of design, I use the pin frog as an anchor for lush, flower-filled designs. To the second question on color, I know that today the neutral palette is in trend, I usually ask brides "How about a little bit of color?" There is so much nuance to floral color, and when used correctly, color – for me – really elevates an arrangement to an art piece.

What may your students expect to learn?

My students always want to know How? How to think through the use of color? How did your business reach global awareness in a period of less than six years? What is your thought process? Why do you choose the flowers you do? I will cover this and so much more.

Do you have a favorite flower?

The ranunculus. I love how with the opening of each petal, tones of color unfold. Even if it is one color overall, many shades complete the flower.

How would you hope to be remembered?

That I was kind to those around me, as well as an innovator who made a difference to those in the floral industry.



# TEXAS' OWN CHRISTOPHER WHITE STYLES PROPERTY BROTHERS HOME FOR HGTV MAGAZINE!

*Don't miss him at the Forum!*

Texas Floral Personality Christopher White styled the Property Brothers House Tour for HGTV Magazine March 2018 issue. Take a look at this and prepare to get excited to see this designer extraordinaire in person when he presents and shares the techniques that contribute to his success during the Texas Floral Forum!

The house tour story I styled in the March issue HGTV Magazine of Drew and Lynda's LA home was one of those where the magazine is very specific with their creative direction.



The interior of the house had been finished and the magazine wanted to capture the beauty shots of all the major rooms. On this particular project I worked directly with the Editor in Chief, Creative Director and Photographer to bring color and life to each space. Our objective was to style the house in a way that highlighted the clean whimsical, and poppy color magazine's point of view while showcasing the best aspects of the spaces and staying true to the personal style of Drew and Lynda. By simplifying and swapping out some accessories, bringing in florals and plants and adding some whimsical lifestyle touches I managed to check all the boxes highlighting and showcasing all the house had to offer.

house tours

after the reno



wall color  
Annoyed by  
Farrow & Ball

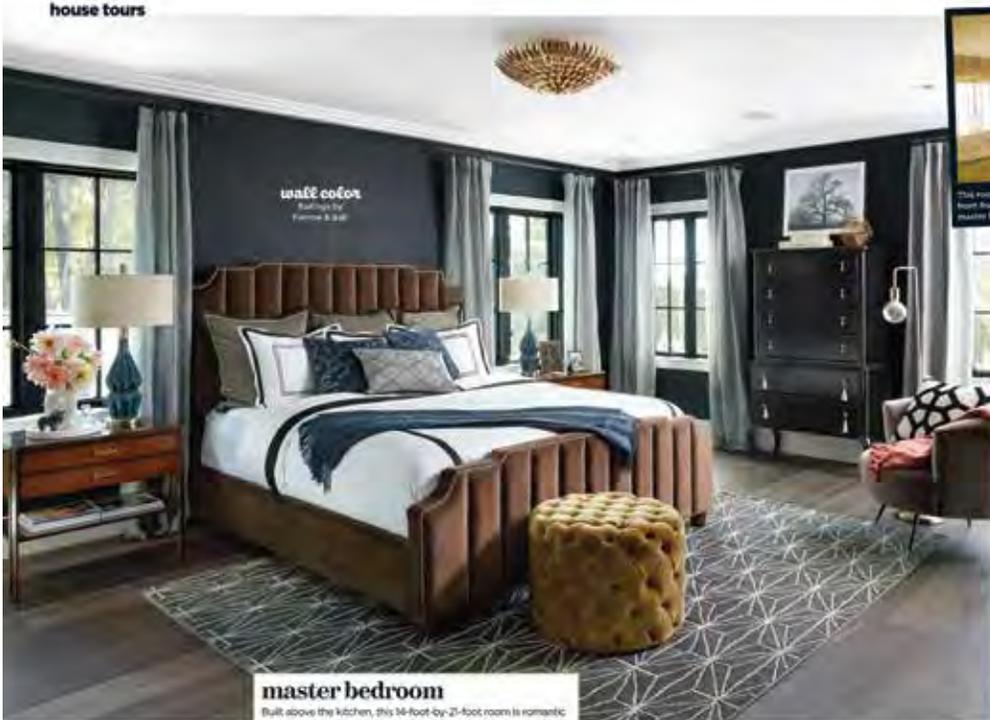


The pros carefully removed the old fireplace surround to avoid damaging the original opening.

### living room

A Linda-and-Drew style infusion reactivated the once lifeless space. They painted the beige walls a pretty light gray and put in oak floors in a herringbone pattern. But they didn't touch the fireplace's Art Deco opening, "one of our favorite features in the house," says Drew. They just nixed its plaster and brick surround for sleek white marble. Velvet furniture, including a gray sofa by Everly Quinn and kelly green armchairs by Mercer41, both from JossandMain.com, bring in color, and brass legs tie everything together. Can you spot the TV? "Finding a place where it wouldn't overpower the room was a big debate," says Drew, who wanted it to come down from the ceiling. The compromise: hanging one that looks like a mirror, above the mantel.

house tours



wall color  
Bored by  
Farrow & Ball



This room and a kids' bed room became bedroom to cost master bath.

### master bedroom

Built above the kitchen, this 14-foot-by-21-foot room is romantic without being girly, largely thanks to the rich walls, which almost didn't happen. "Typically the guys do brighter bedrooms, so they weren't sold when I picked this basically black color," says Linda. It's the same color as the kitchen island, but in a flatter finish. Once Drew saw how great it looked in the kitchen, he was in. Drew and Linda softened it with a brown velvet bed by Mercer41 and smoky gray drapes by Ilumina Designs. The tan black dresser is by Cynthia Rowley.

### master bathroom

"You can't walk in here in the morning and not feel awake!" says Linda. Between the geometric tile floor and the trellis tile in the shower (both from Walker Zanger), along with the custom tub from Signature Hardware, there's something eye-catching in every direction.



# *Hands-on Experiences you don't want to miss!*

AN AMAZING VALUE AT THE TEXAS FLORAL FORUM

## TRENDING SOCIALLY

### **Christopher White**

There is no escaping social media as much as we may want to sometimes. It is here to stay! If you are not embracing social media as a component of your marketing then you may be missing critical engagement with your customers. This hands-on design experience will review design elements that work best, highlight tips to showcase your style and help you develop a strategy to create a social look across all platforms. This experience is scheduled Friday, July 13th from 1:00pm - 3:00pm.

Christopher White, a New York based designer, returns to Texas. His creative stylings for well known publications as well as his understanding of the relationship between interior and floral environments brings depth to this experience. His ability to share design information while applying the needed business components will add great value for all who carefully study the detailed elements of this workshop.



Photography Credit | Megan Senior



### Old World Florals for Today **Kiana Underwood**

In this three hour hands-on design experience, scheduled Friday, July 13th from 3:30pm to 6:30pm, Kiana will demonstrate how she creates designs reminiscent of masterful still life paintings, and truly brings "nature into the vase". This is quite the opportunity to learn from this amazing designer during her Texas debut. To create hands-on, with each and every step thoroughly expressed, will open untold possibilities. The canvas, reflective of the masters' greatest work will come alive through her teachings.

Kiana Underwood travels internationally presenting workshops and main stage presentations. These global experiences and her longtime interest in this style of design brings an abundance of knowledge and a wealth of understanding. Pages of art history will unfold through all learned in this masterful workshop.



Making Texas Floral Education Possible

PLATINUM



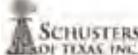
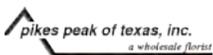
GOLD



SILVER



BRONZE



please visit [tsfa.org](http://tsfa.org) for the most up-to-date list of underwriters and their links

# Experience Expo Education

Wedding Designer and Event Planner Ian Prosser AIFD AAF PFCI revisits his presentation at the Texas Floral Expo and contributes just a little bit more toward your success!

The Accent Decor boat shaped vase provides immediate weight to the design offering a statement for a number of placements for a wedding or event. The protea and hosta leaves create a very strong focal point. The design is rather horizontal in nature with the roses developing a strong line supported by seeded eucalyptus and textured with miniature hydrangea.



Organic designs are very much in the trend forefront. In this arrangement you notice the floral content is heavily grouped ( my favorite ) as is the foliage. The overlay of foliage and Queen Anne's Lace relaxes the design and allows the uncontrived feeling that contributes to the organic nature of the design. The height of the compote allowed me to softly drape the arrangement once again strengthening the style of garden like groupings.

Photography Credit | Cody Ash Photography



This statement was designed for a marriage site and around seven feet in height. I filled the vase inserting the foam and then placing the curly willow radiating in all directions. Several pieces of willow was additionally placed to brace the top of the branches, which then helped to support the southern smilax that was draped over the top of the design. To create a tree like look we added white dendrobium orchids using an oasis wire hook and suspending each stem from the foliage. The floral content was heavily grouped at the base. (Again my favorite!) The strong line of pink larkspur as well as emphasis of the roses helped to visually balance the oversized top.



This bouquet has quite the variety of flowers in shades of pink with the visually heavy protea softened by the delicate blush anemones. Roses and carnations with hints of larkspur buds, offer a compact yet garden styled design. The bouquet is finished off with a collar of plumosas introducing the return of foliage oftentimes requested today.

# TEXAS TRAVELS TO D.C. FOR CONGRESSIONAL ACTION DAY



More than 90 Society of American Florists members representing all industry segments, three countries, 25 states, and the District of Columbia, traveled to Washington DC recently to meet with lawmakers and key congressional staff.

Five TSFA members were in attendance. Pictured above from Left to Right TSFA Vice President Tom Wolfe, Wolfe Wholesale in Waco, TSFA President Debbie Woltmann, Floral Essentials in Brenham, TSFA Executive Director Dianna Nordman AAF, of Austin, TSFA member Jodi McShan, McShan Florist in Dallas, and Brent Eggleston, BloomNet.

“TSFA’s presence at the Society of American Florists Congressional Action Days is an investment in our members’ businesses” said Dianna Nordman. “ Our delegation had a productive day of office visits with lawmakers from the Lone Star state, educating the congressional staff on the size and importance of the U.S. floral industry to the American and Texas economy.”

This year’s event featured a direct address from a California congressman with personal ties to the floral industry, a spirited and bipartisan talk about high profile issues from DC insiders, an address from a veteran network journalist and a nearly three hour White House briefing created especially for SAF, featuring remarks from and Q&A

sessions with seven top administration officials

For many SAF members, the chance to be on the Hill with their industry peers, speaking to lawmakers, has become a highlight of their calendar. Repeat attendee Jodi McShan feels CAD provides the perfect opportunity to network and provides a voice to the floral community. “In reaching out to our Congressmen, florists are able to share the importance of our industry on the economy and culture as a whole.”

Before heading to Capitol Hill attendees were briefed on the year’s issues: key fixes to the

country’s immigration system and funding for the Floriculture & Nursery Research Initiative and Floriculture Crops Report. Debbie Woltmann reports “ we were well prepped in the first day of sessions with facts and practice.” Lobbyist trainer Stephanie Vance helped CAD attendees prep and practice in advance of their meetings on Tuesday. “It’s important to understand the different steps and language,” she said. “Education is making sure members of Congress and their staff know what you do. Public relations is making sure they feel positively about what you do. Advocacy is getting them to be engaged and do something specific — and lobbying is what your SAF Government Relations team is here in Washington doing throughout the year.”

For other attendees, this year’s event represented a new opportunity to learn and engage. Tom Wolfe, attended this year as one of the 23 first timers. “ I was a little skeptical about how much impact I would have on our Congressmen. I was pleasantly surprised at how well our team was received by their staff and how well they did listen, took notes about our concerns. They had questions for us and were honest about what might happen and might not happen with the issues we were addressing.”

Tom was pleased to have a face to face and handshake with his representative Congressman Bill Flores from the 17th District of Texas.



Left to right TSFA 1st Vice president Tom Wolfe, Sr. and Congressman Bill Flores

# Take Time to Vote!!!

These candidates have responded to the request from the Nominating Committee to lead Texas State Florists' Association during the next term of office. Their willingness to serve and give unselfishly of their time is to be commended. Take time to vote during the Texas Floral Expo and support those who seek a position in Association Leadership.



## President

Tom Wolfe | Wolfe Wholesale Florist | Waco

Tom is a fifth generation florist, and he and his son, Tom Jr., own and operate Wolfe Wholesale Florist in Waco. He has been a life member of TSFA since 1977. In the past, Tom has served on the By Laws Committee, Legislative Action Committee, Finance Committee, TRAFDEC, Membership Committee and Board of Directors. Tom is currently serving on the TSFA Executive Committee as First Vice President | Secretary | Treasurer and is also the Chair of both the Finance and Investment Committees. Precious spare time is spent with family, friends, boating, and reading. Tom is proud to be able to take part in the phenomenal growth TSFA has experienced over recent years, and he is ready to continue to help lead our great organization as your next President.



## Second Vice President

Cheryl Vaughan TMFA | Creative Petal Designs | Dripping Springs

I have owned Creative Petal Designs in Dripping Springs since 1997. Currently, I am mostly freelancing with most of my time at Blumenmeisters in New Braunfels. My passion is weddings and special events, but I love all things flowers. I am a member of TSFA and have enjoyed serving on the Communications committee and several years on the Education Committee along with numerous hours volunteering at TSFA events. Currently, I am serving as co-chair of the education committee, instructor at TSFA School of Floral Design and Retail Director. I am a strong believer in continuing education and am thankful for the opportunities I have had with TSFA. I am honored to be considered as Second Vice President with the opportunity to serve other members of TSFA.



## Retail Directors (elect 2)

Charles Ingrum | Dr. Delphinium Designs & Events | Dallas

Charles was born and raised in Dallas Texas. He his wife Dayna just celebrated 22 years of marriage. He has a daughter in college and a son in high school. In 2003, Charles purchased Dr Delphinium Designs. In his 15 years as a retail florist, Dr Delphinium has received many awards including the 2012 Florist of the Year award from Florist Review Magazine. Charles has served on the SAF Retail Council, SAF Board of Directors, Teleflora RTI Advisory Board, RTI eFlorist Advisory Board. He has also been a member of a nation wide florist study group for over ten years. Charles feels his experience in the day-to-day operations of his retail flower shop and the national positions he has held have prepared him to represent retail florists successfully on the TSFA board.



Jodi McShan AAFTMF | McShan Florist | Dallas

As a third generation florist, Jodi understands the importance of TSFA and how it helps all aspects of the floral industry. She remains active through writing for Texas In Bloom, serving on the education committee, and participating in SAF activities. Jodi realizes the value of strong leaders who are committed to helping TSFA maintain its position in the forefront of education, technology, and networking in the flower industry today and into the future.



Susan Piland TMF | Susan Piland Floral Studio | Mesquite

Susan Piland TMF has always had a passion and love for anything growing, budding, and blooming. Even as a child she was caught picking roses out of the neighbor's yard. Susan attended Skyline High Schools Horticulture program and has worked in several florists over the past years, owning a brick and mortar shop and now having a floral studio which gives her the ability to continue her education in the floral industry as well as teaching her craft. Susan has been a member of TSFA for over 30 years and received her TMF in 1986. TSFA has always been a valuable part of her career through the continuing education they provide. She is on the education and communication committees. Susan is excited to be considered for the position of Retail Director.



Ed Fimbel TMFA | Northlake

My name is Ed Fimbel, TMFA and I am running for Retail Director of Texas State Florists' Association. I was Retail Director in 1999-2000, 2nd Vice-President in 2001 and 1st Vice-President in 2002. I was a floral shop owner for 16 years. In 2017, after 48 years in the industry, I have retired. My recent participation in the Association includes helping with the first ever Texas Floral Expo in 2015 as well as multiple Floral Showcases and Expos. Other activities include assisting with the Designer of the Year Competition in 2017 and 2018. I am currently serving on the Education Committee and am a two-time recipient of the Jim Orr Volunteer Spirit Award.

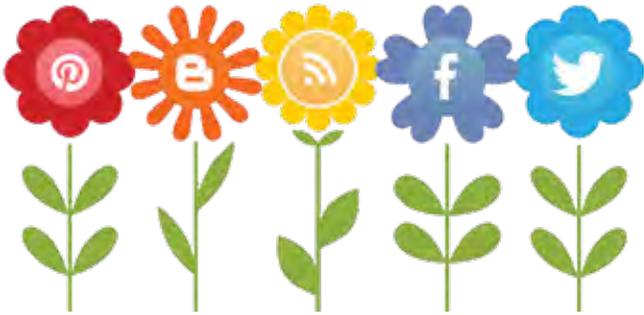


## Wholesale Director

Hein Verver | Zoom!Roses | Dallas

Hein Verver has been connected to the floral industry all his life. He is the co-owner of ZoomRoses! out of the Metroplex area. Hein has served as TSFA Wholesale Director and feels a strong passion for giving back to the industry and enjoys being active with the TSFA membership and organization. Hein is looking forward to serving as the membership's wholesale director.

# Simply Social



## Using Instagram and Pinterest to Build Your Wedding Design Presence

Social media is perfect for promoting all things wedding because brides and future brides spend time on these channels thinking about and planning their wedding. Focusing on two visual platforms is a great way to showcase stunning wedding designs while building a targeted audience.

Instagram is a highly visual platform and the first rule to live by when building your brand on this platform is to make sure your images are as visually stunning as the designs themselves. The audience on this platform is aged 35 and younger. They are savvy and expect visually stunning images. The ability to use hashtags on this platform to connect with your targeted audience makes this platform especially effective at gaining brand exposure. Some of the top hashtags to use to connect with brides are: #weddingday, #weddingspo, #weddingideas, #weddingdecor, #weddingstyle,

#weddingplanning, #wedding, #weddings, and #weddingflowers. Using these hashtags will connect you with brides who are searching these top hashtags.

Pinterest is a great, obvious choice for promoting wedding designs because it is not only visual and a place brides go to plan their wedding, but it is also a great place to connect with and begin building relationships with future brides. For success on this platform, it is not only important to create relevant boards that your audience will be interested in, but it is also important to consider what you are pinning and how your pins will look. Avoid all horizontally wide rectangle images because they will get lost in Pinterest's vertically oriented feed. Create images that are eye-catching and long that are impossible to miss. The standard dimensions are 735 x 1102, but the images can be even longer. The longer the image, the more difficult it is to miss. When creating Pinterest boards, create covers that have a consistent visual theme.

People prefer things that look cohesive and it is important to create a look for your brand that looks the same throughout. This is also important for recognition of your work. When you have built a hugely successful brand on social media, users will begin to recognize your designs as your own when you spend time and effort creating a cohesive look. Lastly, use specific, SEO-friendly keywords in your board titles and descriptions, that are of course, geared toward all things wedding.

Using these two platforms to promote your wedding designs will indeed showcase your attention to detail and beautifully created designs, while also giving you direct access to your customer - the bride!

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

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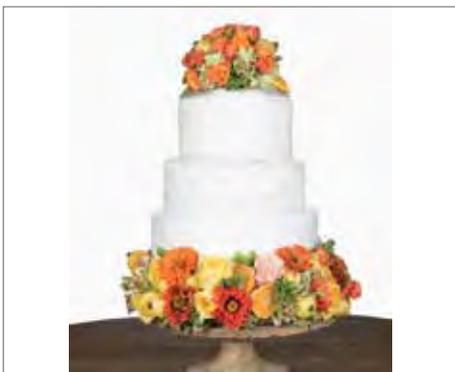
# TSFA *Calendar of Events*

Designer Credit | Charlie Groppetti AIFD  
Photography Credit | Cody Ash Photography



## MAY

- 13 Mother's Day
- 19 TSFA Board of Director's Meeting  
TSFA Office | Cedar Park, TX
- 28 Memorial Day



## JUNE

- 1-3 TSFA School of Floral Design Classes  
Cedar Park, Texas | to register call  
512.834.0361 or visit [tsfa.org](http://tsfa.org)
- 17 Father's Day



## JULY

- 13-15 Texas Floral Fourm  
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- Our best-in-class technologies, including our award-winning POS and web-hosting solutions, are built to run your business efficiently – connecting you with consumers and the largest network of florists.
- We invest heavily in robust national consumer advertising campaigns and develop unique and effective marketing programs and products – all to help you acquire and retain new customers.
- We have industry-leading experience and knowledge, and are always available with the support you need – allowing you to stay focused on your business.
- With over 80 years of partnership with florists, we are 100% committed to ensuring that every single order in our network goes to a local florist.

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