

AUGUST 2020

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM

bloomnet
World-Class Florists Worldwide Delivery

CAL FLOWERS
California Association of
Flower Growers & Shippers

GOLD



teleflora

THREE
BY BERKSHIRE HATHAWAY

SILVER



Choice Farms

EspritMiami
our flowers mean business



Flower Shop
network.com

KLEPAC
Greenhouses, Inc.
Our Business Is Blooming!



Syndicate sales inc.

Texas Floral
ENDOWMENT



VICKERY
WHOLESALE GREENHOUSE

Wolfe Wholesale Florist

zoomroses

BRONZE



alexandra
FARM
Exceptional Garden Roses

ALPHA FERN
COMPANY

AIS
ASSOCIATION OF
INDUSTRIAL SERVICES



DESIGN
MASTER

DWF
Where our customers, partners
and employees flourish



FLORAL GREENS
FARMERS
of FLORIDA

floriology
bloomnet

Flower & Clique



MAYESH
EST. 1978

MELLANO
THE COMPANY

pikes peak

rosaprima
FLOWER GROWERS FOR FORTY
EXPANSION OF
BUSINESS



see what you send
CUSTOMER REVIEWS

SMITHERS-OASIS



WG

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

FROM THE *President*



TSFA President
Gina Waters AAF TMFA

What an amazing experience it has been serving as President of Texas State Florists' Association. I have truly been honored to be selected to serve in this position and have immensely enjoyed representing TSFA over the past twelve months. It has been a crazy time for all of us, but as I near the end of my term I can clearly see so many positive and exciting plans evolving for the future of our association.

I have learned so much from the great people involved in this Industry! The leadership that our Executive Director Dianna Nordman AAF provides TSFA is invaluable. Working with her closely this year, observing her true commitment and dedication to our industry, gives me a new respect for the amazing person she really is. The creativity and countless hours Lynn Lary McLean AAF AIFD PFCI TMF provides for our events and *TEXAS in Bloom* is far beyond the existence of any other State Association and I truly appreciate everything she contributes to our success. Both of these ladies are great mentors and friends.

The continuous dedication of our Board Members, working together through all the new normal, has brought us all closer, stronger and working better together. It has been my pleasure spending time with each of you getting to know you better and I look forward to that continuing.

Our staff members, Carol Sayegh and Amanda McCoy work diligently every day, even from home for a short time and have continued to make it possible for TSFA to thrive. Our Committee Chairs, Co-Chairs, Members and Volunteers keep everything TSFA is dedicated to, possible. Thank you to all who have given so much to keep us involved as "Essential Businesses".

I have had an awesome team and I look forward to serving as Past President, in the coming years, providing the support like my Past President Tom Wolfe, Sr. has given me. I will be there for each of you as our association continues to provide the newest and best in education and certification for our state.

Thank you all for everything! I will treasure these memories forever.

"This country will not be a good place for any of us to live in unless we make it a good place for all of us to live in." Theodore Roosevelt

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

PO Box 859 | Leander, Texas 78646 | 512.528.0806 | FAX 512.834.2150 | www.tsfa.org | dnordman@tsfa.org | caroles@tsfa.org | amandam@tsfa.org

TSFA BOARD

President Gina Waters AAF TMFA
Immediate Past President Tom Wolfe, Sr.
First Vice President Cheryl Vaughan TMFA
Second Vice President Kassie Baker TMF
Retail Directors
Charles Ingram | Jodi McShan AAF AIFD PFCI TMF | Susan Piland TMF
Wholesale Director Hein Verver
Grower Director Jimmy Klepac

STAFF

Publisher and Managing Editor | Dianna Nordman AAF
Editor | Lynn Lary McLean AAF AIFD PFCI TMF
Association Coordinator | Carole Sayegh
Education Assistant | Amanda McCoy
Production | Graphics by Kandi, Inc.
Cover Credit | Laura Dowling on location at Musée des Arts Forains in Paris, France.
Cover Photography | Erik Kvalsvik
Contributing Writers | Ashley DeFranco, Laura Dowling,
Lynn Lary McLean AAF AIFD PFCI TMF, Derrick Myers CPA CFA PFCI,
Jodi McShan AAF AIFD PFCI TMF and Gina Waters AAF TMFA

4 TSFA *Virtual Learning* LIVE
MEET THE PRESENTERS

6 NEW RELEASES TO
EDUCATE AND INSPIRE

7 REMEMBERING
JIM JOHNSON AAF AIFD TMFA

8 BOUQUETS TO INSPIRE

12 MID-SUMMER MAKEOVER

14 THE BUSINESS OF FLOWERS
SIMPLY SOCIAL



As a Texas employer, you are an essential partner to the Texas Workforce Commission (TWC). TWC's mission is to promote and support a workforce system that creates value and offers employers, individuals, and communities the opportunity to achieve and sustain economic prosperity. While the COVID-19 pandemic has brought many changes to how Texas employers do business, the TWC continues to offer our full support.

On June 3, Governor Greg Abbott issued Executive Orders announcing the third phase of the plan to reopen businesses and activities in Texas. This results in more employers hiring new or rehiring former employees as they reopen their businesses. TWC wants to remind all employers how important it is to follow the statute to report your new hires and rehires to the Office of the Attorney General's (OAG) New Hire Reporting Program. Visit tsfa.org to read more and to review the most current information.

TSFA *On Demand*

Each *Virtual Learning* session will be catalogued at tsfa.org immediately following the LIVE Presentation and Demonstration. Learn at your leisure, in the comfort of your own home, 24-7. It's TSFA *On Demand* brought to you by the Texas Floral Education Underwriters!

TSFA *Virtual Learning* LIVE

These sessions will be presented LIVE on these scheduled dates.
Visit tsfa.org for the material list to participate hands-on where noted.

Friday, August 14 LIVE with Stacey Bal AIFD EMC

Let's Focus on Foliage

TSFA *Virtual Hands-on*

Celebrate change! With the spotlight on greens, discover new ways to highlight long lasting, cost effective and easy to procure foliage.

Friday, September 11 LIVE with Laura Dowling

In Remembrance: Designs of Solace

TSFA *Virtual Hands-on*

Learn how to craft an inspirational wreath that focuses on conveying feelings of comfort and compassion using seasonal materials in gentle hues. Laura's techniques include wrapping, wiring and bundling materials, both organic and fabricated, to create various levels and layers of color and texture applied to a classical wreath form.

Thursday, September 17 LIVE with Tim Farrell AAF AIFD PFCI

Maximizing 4th Quarter Sales

The 4th quarter in retail often captures the largest amount in sales. Join Tim as he shares optimum ideas to finish the year strong!

Friday, September 25 LIVE with Stacey Bal AIFD EMC

Kokedama Centerpiece

TSFA *Virtual Hands-on*

A stunning alternative to traditional centerpieces, a kokedama collection is a fresh way to set the tone at the table. A few surprising additions elevate this crowd favorite.

Friday, October 9 LIVE with Charlie Groppetti AIFD

Fall in the Garden

Seasonal fruits and vegetables take center stage surrounded by simply the best in botanical cuttings. Experience and see just how these fall delights can easily extend into trans-seasonal charm.

Friday, October 23 LIVE with Stacey Bal AIFD EMC

One Bouquet, Three Ways

TSFA *Virtual Hands-on*

Explore the possibilities of taking different paths on the same journey! Expand the potential of your designs and each material with out of the box edits and reimagined silhouettes.

Friday, November 6 LIVE with Laura Dowling

Christmas Tidings:

TSFA *Virtual Hands-on*

Bouquets of Joy and Celebration

During the holiday season, jewel-toned flowers, berries and gilded foliage arranged in organic containers create a joyous and welcoming mood. In this class, Laura shares tips and tricks for creating her signature garden-style bouquet - in the spirit of Christmas.

Friday, November 20 LIVE with Stacey Bal AIFD EMC

Neo Minimal

TSFA *Virtual Hands-on*

Whether your limitations are dictated by space, availability, or budget, learning effective ways to approach thoughtful minimal designs with intention is a great way to reset. Effective and powerful communication can be achieved with just a single stem and the right techniques.

Friday, December 4 LIVE with Charlie Groppetti AIFD

Holiday Gatherings

There is no time of year that speaks as well to a gathering of family and friends. Let your creative voice be heard! Gather around Charlie Groppetti AIFD as he shares seasonal components from his "Cut from the Landscape" Series. Inspired learning at its best will help you prepare for the many gatherings that await your artistry.

Meet the Presenters

TSFA's innovative approach to "Virtual Learning" will encompass a variety of subjects hosted by a wealth of talent!



Laura Dowling

Laura Dowling served as Chief Floral Designer at the White House for six years from 2009 until 2015. As creative director for flowers and décor, she managed White House floral design for thousands of official and private events, including state dinners, parties, receptions and large-scale installations, such

as the Fourth of July, Halloween and the iconic White House Christmas. Her lush and lively floral creations also graced the White House state rooms, East and West Wing offices, Camp David and the Presidential private residence. As Chief Floral Designer, Laura launched innovative strategic partnerships with the nation's top artists and designers, creating imaginative, cutting-edge décor and flowers. Floral Diplomacy, the art of honoring visiting dignitaries through floral symbolism that articulates compelling artistic and strategic themes, became a signature initiative during Laura's time at 1600 Pennsylvania Avenue. Her first book, *Floral Diplomacy at the White House* describes her approach. *A White House Christmas* gives readers a behind-the-scenes glimpse into decorating the White House for Christmas. Her third book *Wreaths* launched a new series of floral and design books. Laura's *Bouquets* features 75 how-to designs, illustrating innovative floral styles and techniques. Her inspiration is taken from the splendor of abundant gardens, balancing artistic vision with the beauty and free form of nature.



Charlie Groppetti AIFD

The very essence of Charlie Groppetti's style is vintage-inspired designs "Cut from the Landscape". Having years of experience in the floral industry and a member of the American Institute of Floral Designers (AIFD), Charlie owned a flower shop in California for nearly 20 years. Years of spontaneous

trips in an old flower shop van resulted in a collection of charming American primitives and rural European antiques that led to the development of The Park Hill Collection in 2007. While collecting, he and partner Todd Smith, rediscovered their country roots, returning to the homesteading days of grandparents who could craft wonders from any ingredient, whether it was culinary, cloth or cuttings. Growing flowers on his farm located in Vilonia, Arkansas, Charlie's found inspiration is reflected in each gathered botanical bouquet.



Stacey Bal AIFD EMC

Artist Stacey Bal AIFD EMC celebrates the value in the vast diversity of the floral industry by wearing many hats including educator, consultant, event designer, magazine contributor and product developer. As the owner of The Flora Culturist, she energetically expresses her ever-evolving point of view with

unexpected materials and unique combinations of botanicals. A lover of adventure, she travels as a freelance artist and speaker. Stacey's continued lifelong educational journey through various arts and horticulture are met with her experience as a second-generation floral designer. She is recognized for bringing a fresh perspective and strong voice to the visual arts community most recently as a feature artist at Art Basel Miami in 2019. Internationally published, her latest work is featured in the 2018-2019 International Floral Art Book by Stichting Kunstboek. Leadership is one of Bal's strongest attributes which she demonstrates as the Marketing Manager for the the European Master Certification program, as a board member for In The Realm of Senses and as a member of the Floriology Education Team.

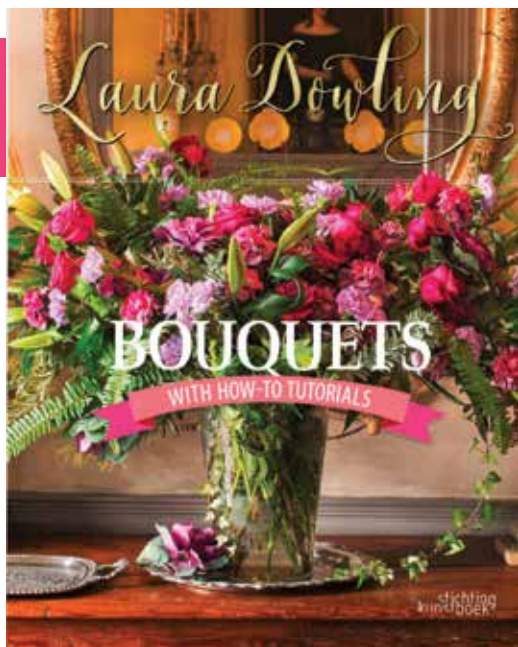


Tim Farrell AAF AIFD PFCI

Tim Farrell AAF AIFD PFCI is an accomplished floral designer, known throughout the United States for his creations of beautiful floral compositions. He opened Farrell's Florist in Drexel Hill, PA in 1983, while attending Villanova and received a Bachelor's Degree in Accounting from Villanova University in 1984.

In addition to his creative application, his years of education and retail success enhance his presentations. Tim served as the 2014-2015 President of the Board of Directors of the American Institute of Floral Designers (AIFD), the premier accreditation body in floral design in the United States. Tim's work has been showcased in the Philadelphia Flower Show. The American Academy of Floriculture (AAF) inducted Tim into its membership in 2001. Tim was inducted to Professional Floral Communicators International (PFCI) in 2006, and is a member of the World Flower Council. He designed for the 2001 Presidential Inauguration Ball in Washington, DC. and assisted White House staff in floral décor for special events beginning in 2014. In 2016 Tim designed flowers for the US papal visit of Pope Francis in Washington DC and Philadelphia PA. Tim was honored as the recipient of the Award of Distinguished Service to the floral Industry by the American Institute of Floral Designers during the 2017 AIFD Symposium. In addition to his duties at Farrell's Florist, Tim also serves as Education Team Senior Advisor and Industry Ambassador for Teleflora in Los Angeles CA.

New Releases TO EDUCATE AND INSPIRE



Order Laura Dowling's latest book
BOUQUETS at amazon.com.



ARTISTIC FLORAL DESIGN

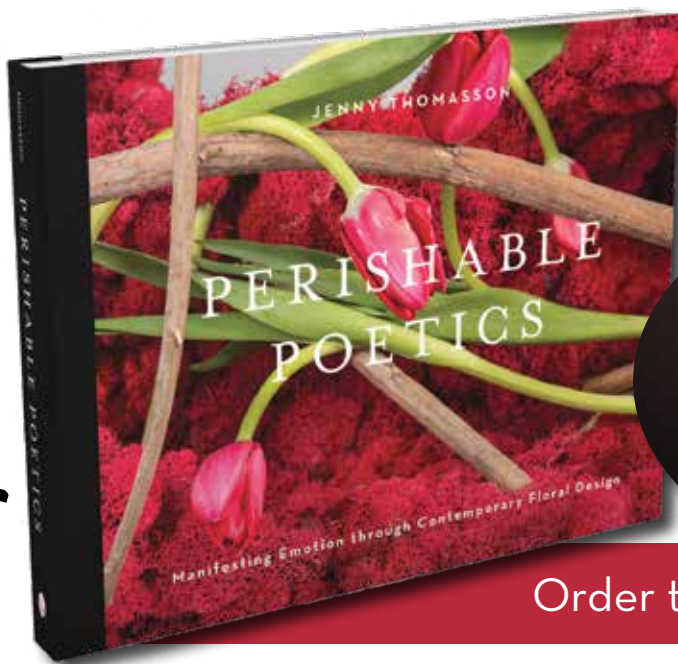
Wildflower.Media



bit.ly/AIFDbook

ORDER YOUR BOOK THROUGH THE
AIFD® WEBSITE FOR JUST **\$34.99**

INNOVATIVE WORK FROM THE AMERICAN INSTITUTE OF FLORAL DESIGNERS®

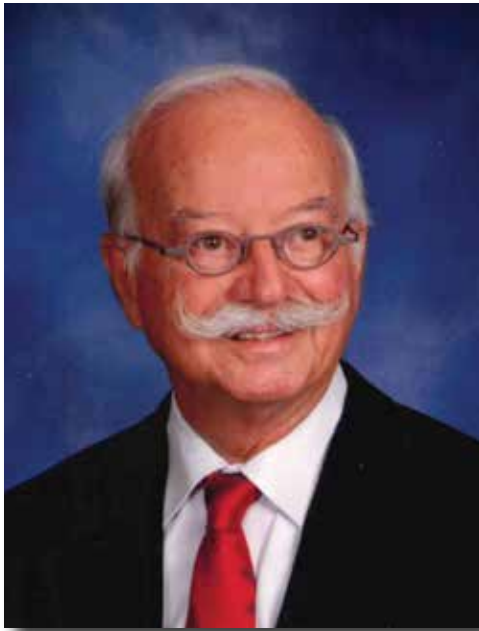


PERISHABLE POETICS

by Jenny Thomasson AIFD PFCI EMC



Order today at www.jennytfloristry.com



Remembering

Jim Johnson AAF AIFD TMFA

Written by Lynn Lary McLean AIFD

I recall, as if it were yesterday, the first time I met Mr. Johnson. It was in the summer of 1980. I had recently joined the family business and had hoped to take part in the very first Texas Certified Florist class. As luck would have it, the first classes took place in the fall 1979 on the weekend of Friendswood Homecoming. In those days, there were hundreds of mums to be made, many fresh, and the idea of me leaving the shop was unthinkable. So summer came and off I went to attend the TSFA Convention! I recall walking into a room of several hundred seated at classroom tables ready to learn. Tubby Adkisson and Mark Knox led the session introducing instructors Jim Johnson for the design segment and Richard Milteer for the business session. Mr Johnson began and from that moment, so did our story.

Our paths continued to cross numerous times with him as the instructor and me as the student. He was always there to encourage and inspire, whether it be sharing the absolute best in design or a conversation of whatever seemed most important that day. He taught me to share the most basic, to keep the lesson simple. He reminded me that design was all in the details. As time moved forward, he invited me to teach Certification in Texas, Louisiana and North Carolina when he had scheduling conflicts. He welcomed me into AIFD and into AAF. Through him I met others, during the Southern Symposium that he chaired at Texas A&M, who would become my mentors and closest confidantes. I served TSFA as President the year he chaired the AIFD National Symposium in Dallas, lifting me up as he did so many others. Years later, he invited me to present his work and that of Professor Koji Kanamori from Japan. Living Sculpture, a Japanese and American Floral Design Duet, filled the Wortham Theater Center in Houston. I will forever treasure the words he wrote and the pictures he sent to me following the event.

My story is no different than the stories of thousands of floral design students and professional designers who experienced the lessons from Mr. J. There was evidence of this when social media was flooded with stories and experiences of what a difference he had made in the lives of so many, upon learning of his death. Though his accolades fill pages and his ability to educate incomparable, it is knowing that he lifted each student to soar and genuinely cared about their success that will long be his legacy.

Born on July 18, 1937 in Elwood, Indiana, Jim passed away suddenly on May 6, 2020 at his home at the age of 82. He and his wife Jan owned and operated Johnson's Flower Shop in Huntington, Indiana from 1962 to 1975. While establishing a successful floral design business, Jim and Jan rejoiced in the births of their three children, Jill, Jay and Jennifer.

In 1975, the Johnson family moved to College Station, Texas when Jim was named the Endowed Chair of the Benz School of Floral Design at Texas A&M University, the only such Endowed Chair of its kind in the world. Jim's myriad of responsibilities at TAMU also included serving as the Senior Lecturer of Floral Design for the Department of Horticulture, director of San Jacinto Publishing Company, the director of the Benz Gallery of Floral Art, and the director of the

Benz School Korea. He became a world renowned educator of floral design and floral art, influencing generations of floral designers and educators, and was honored with the title of Distinguished Lecturer at TAMU. He enjoyed membership and leadership positions, often earning special honors within the American Institute of Floral Designers, Texas State Florists' Association, American Academy of Florists, and various garden clubs.

Jim retired from teaching at Texas A&M in 2011, earning the title of Director Emeritus from the university. He returned to his ancestral home in Aroma, Indiana in 2016 with an enthusiastic spirit, ready to take on the next adventures of his life.

A memorial event is scheduled February 28, 2021 at the Texas A&M University campus. For details, please follow the Benz School of Floral Design at Texas A&M University Facebook Page or contact the Benz School of Floral Design. The Jim Johnson Cup will follow on March 2, 2021 at Pike's Peak of Texas in Houston. To enter or for more information, email Ken Senter at kensenter1@gmail.com.



The endowment of the Jim Johnson AIFD Endowed Fund was announced during the 2019 AIFD Symposium in Las Vegas. Founder of the Jim Johnson Cup Competition and Fund Chairperson Ken Senter AIFD and AIFD Foundation CEO Lynn Lary McLean AIFD join honoree Jim Johnson AIFD to celebrate the occasion. Educational scholarships will be awarded in Mr. J's honor into perpetuity. Contributions may be made to the Jim Johnson AIFD Endowed Fund at aifdfoundation.org.

A close-up photograph of a carousel horse, likely a wooden carving, adorned with a large, vibrant bouquet of pink and orange roses. The horse is painted in a light cream color with brown and gold accents on its bridle and mane. A long, flowing pink ribbon is draped around its neck. The background is a warm, golden glow, suggesting the lights of a carousel at night.

Bouquets to Inspire

"I still remember the moment I saw the bouquet that would change my life. On a morning stroll through St. Germain in the heart of Paris, I came across the flower shop of Christian Tortu where an ethereal arrangement of spring flowers sparkled in the morning light, riveted my attention and stopped me in my tracks." — Laura Dowling

Madeleines and Macaroons

Photo Credit | Erik Kvalsvik



In his famous novel “Remembrance of All Things Past,” French novelist Marcel Proust recounts the extraordinary moment he is transported back to a pleasant (but long since forgotten) childhood memory, all from an innocuous moment of having tea and madeleines. He reminds us that obscure, fragmented bits and pieces of our past create a mosaic of memories that are part dream and part reality and that the beauty we experience in the past is eternally alive as time is regained in these remembrances. As in Proust, this bouquet of café au lait flowers with macaroons and madeleines is designed to evoke memories of a lovely afternoon of tea and madeleines at Laduree in Paris, creating nostalgic feelings and remembrances of things past. Here, the goal is to create beauty, both in the moment and for future reflection.

WHAT YOU’LL NEED

Clippers
Bind Wire
6 inch wired wood picks
Spotted brown feathers
(from the craft store)
1 yard beige silk ribbon

BOUQUET:

1 bunch beige-pink chrysanthemums
(button mums)
1 bunch sedum (10 stems)
1 bunch café au lait carnations
1 bunch beige carnations
1 bunch spiral eucalyptus
12 almond and hazelnut macaroons
(beige and tan)
10 madeleines

HOW-TO INSTRUCTIONS

1. Prepare the flowers and foliage by stripping bottom leaves from the stems, separating the materials into piles.
2. Starting with a stem of mums and a carnation held in one hand, create a hand-held spiral bouquet by adding another stem of flowers on the diagonal and giving the bouquet a turn.
3. Continue adding alternating stems of flowers, eucalyptus and sedum in this manner, placing the stems in the same direction, creating a rounded, elongated oval shape, allowing the eucalyptus to float above to create dimension.
4. Add stems of eucalyptus as the outer layer after all of the flower stems are placed. Reserve 2 - 3 stems of eucalyptus to use for the stem covering.
5. Using the bind wire, wrap the bouquet at the binding point, going 4 - 5 rounds and pulling the wire tightly, tying and knotting the ends to secure.
6. Using the wood picks, pierce the madeleines and macaroons at one end, wrapping the end of the wire around the wood pick.
7. Insert the wired cookies into the bouquet, occasionally grouping 2 together and placing all of them throughout the design.
8. Wire the feathers to the wood picks and place them above the bouquet.
9. As a finishing touch, cut the eucalyptus into 7 - 8 inch pieces and insert the stems (upside down) into the bouquet.
10. Continue adding eucalyptus until the stems are covered. Tie off with bind wire.
11. Wrap the silk ribbon around the bind wire and tie in a loose bow.

Lilacs in the Sun

Photo Credit | Erik Kvalsvik



French artist Claude Monet, one of the world's most renowned Impressionist painters, created two versions of his lilac garden in Argenteuil near Paris in 1872. One version, painted in bright sunlight, captures the dappled light and lavender splendor of his lilacs in bloom. The other version, painted from the same vantage point but on a grey cloudy day, showcases the scene in subtle, shadowy light which completely changes the scene's tone and mood. Monet's mastery of light is instructive in floristry; by understanding light like the painter (or the photographer), we can more fully capture the mood and intent of our arrangements. This bouquet of lilac and lavender flowers in vintage hues, photographed in the bright morning light, is inspired by Monet's painting "Lilacs in the Sun" and his studious attention to light and detail.

WHAT YOU'LL NEED

VASE:

Plastic pot
(12 inches tall, 10 inch opening)
7 sheets of lavender bouquet wrap material (available at floral suppliers)
Hot glue
Hot glue gun
Bullion wire
6 inch wired wood picks
Scissors

BOUQUET:

5 stems purple hydrangea
12 stems "Taura" garden rose
1 bunch (25 stems) "Amnesia" rose
1 bunch lavender freesia
1 bunch purple sweet peas
1 bunch lavender clematis
1 stem purple vanda orchid
Slate blue reindeer moss
10 lavender pipe cleaners
4 inch water picks
Clippers

HOW-TO INSTRUCTIONS

FOR THE VASE

1. Cut sheets of lavender bouquet wrap material into 4 inch squares.
2. Pinch each square in the middle and wrap bullion wire around the point, creating a floret.
2. Glue the wired tip of the floret to the bucket, working in rows until the entire surface is covered.

FOR THE BOUQUET

1. Fill the finished vase with water (about two inches below the top rim).
2. Cut the hydrangea stems and insert them in the bucket to form an elongated shape across the vase, creating the base of the bouquet.
3. Cut several larger, 6 inch squares of lavender bouquet wrap material, wiring the center to wood picks, creating large florets.
4. Insert the florets in and around the hydrangea, filling in the base.
5. Add the roses by starting near the edges with shorter stems and building up longer layers in and around the hydrangea, following the oval shape.
6. Next, tuck in the freesia throughout the bouquet, creating additional texture. Insert long stems of the sweet peas and clematis so that they float above the bouquet, adding movement and dimension.
7. Using the bullion wire, wrap small pieces of blue moss around the pipe cleaners, covering the entire length.
8. Wire the middle of the moss-covered pipe cleaner to a wood pick and insert into the bouquet, bending the ends to resemble moss-covered branches.
9. As a finishing touch, cut individual vanda orchids, place them in water tubes and insert as "butterflies" throughout the arrangement.

Downton Abbey

Photo Credit | Laura Dowling



Downton Abbey, the popular British television drama (and recently released movie), depicts the lives of an aristocratic family and their servants played out against the backdrop of a grand country estate during post-Edwardian (1912 - 1925) England. While the plot is certainly compelling with frequent twists and turns, the interior décor and elaborate etiquette of the era take on equally important starring roles, especially in the formal dining scenes. At the center of the action is an opulent table set with 18th century porcelain, cut crystal, antique linens and finely chased silver, creating an elegant repast that is emblematic of the intricate rituals, traditions and social mores of the day. Flowers in towering epergnes provide the perfect finishing touch. This floral tableau of Edwardian-style flowers in a sophisticated, vintage palette and an organic vase is designed to set the tone for a memorable evening of fine food, witty repartee - and just a touch of intrigue - in the Downton Abbey style.

WHAT YOU'LL NEED

VASE:

- 1 flared top flower bucket (17 inches tall, 12 inch opening)
- 2 bunches burgundy copper beech
- 1 bunch "liquid amber" autumn leaves
- Rubber band
- Clippers
- Bind wire

BOUQUET:

- 10 stems limelight hydrangea (pink/ivory)
- 5 stems antique pink hydrangea
- 10 stems deep burgundy hydrangea
- 1 bunch (25 stems) grey "hynosis" carnations
- 1 bunch "faith" (lilac) roses
- 1 bunch burgundy hypericum
- 1 bunch burgundy lily
- 1 bunch purple clematis
- 1 bunch dark blue privet berry
- 1 bunch liquid amber autumn leaves
- Clippers

HOW-TO INSTRUCTIONS

FOR THE VASE

1. Place a rubber band around the center of the bucket, creating a binding point.
2. Cut copper beech pieces the height of the bucket and slip them underneath the rubber band, continuing in this manner to cover the entire surface.
3. Insert pieces of "liquid amber" under the rubber band (over the top of the copper beech) to create contrast and interest, allowing the copper beech to peek through.
4. Using the bind wire, wrap the bucket around the binding point, tying the ends to secure. Clip the excess wire.

FOR THE BOUQUET

1. Prepare the flowers and foliage by stripping the lower leaves from the stems and separating the materials into piles.
2. Fill the vase with water.
3. Create a base layer with the limelight hydrangea, arranging the stems in a classical arced shape to form a structure for placing the flowers.
4. Insert the burgundy hydrangea in and around the base layer, creating a fairly dense form.
5. Add the pink hydrangea, focusing on the outside edges.
6. Insert the roses to begin creating the outline for the bouquet, placing some stems low near the edge and others higher into the design.
7. Next, add the carnations, placing them over top of the hydrangea and accentuating the lines, following the general shape.
8. Fill in the design with the burgundy lilies, interspersing them throughout the bouquet.
9. Create additional depth and texture with the hypericum berries and snowberries, cutting long stems so that the berries float above the arrangement.
10. Place the clematis blossoms and privet berries near the top and sides of the bouquet.
11. As a finishing touch, tuck in pieces of liquid amber autumn leaves.

The summer is the time when business slows down and we get a chance to catch our breath, go on vacation (or staycation this year), and reflect on our business to figure out where we are and plan for the future we want. So allow me to offer a few suggestions as to where you should focus your efforts this summer.

This has been by far the strangest year in the floral business that I can remember, and I have been working side by side with florists for 37 years. When the Coronavirus (COVID-19) first hit and “stay at home” orders were instructed, I feared that florists would see a 50% loss in sales for March through at least June. But thankfully what we saw was not nearly that bad. March and April took a pretty big hit (even though Easter was the best most florists had seen in a long time) with an average decline in sales for those two months estimated about 35%. But to everyone’s surprise Mother’s Day was GREAT and as a result May’s sales were close to, and in many cases higher, than last year. So what happened?! The Internet! People were stuck home with no way to visit Mom, take Mom to dinner, or anything else, so they went online and ordered flowers. Thankfully this trend has continued and June sales are comparable to last year as well, even without proms, weddings, events and with funerals being much smaller.

So what should we do to plan and protect ourselves going forward?

Although none of us can predict the future, here are some ideas I think you should do to finish this year successfully.

Hopefully these ideas can help you position your business to be profitable for the rest of the year or at least get you thinking of another idea that might. Good luck. Stay safe and profitable!

Written by:
Derrick Myers CPA CFA PFCI
info@crockettmyers.com

MID-SUMMER MAKEOVER REINVIGORATION & REINVENTION

FIRST

Guard your cash. If you finished May and June with some cash reserves, hold on to it. Don’t be too quick to pay down credit cards, credit line or even vendor bills. Work these down slowly and keep as much of the cash as you can. We hope that sales continue to be strong, but we need to plan for the worst. My concern with paying down credit lines and credit cards is that if the economy gets hit harder, banks may start to withdraw or reduce credit limits. If you have used all of your cash to pay these down and then cannot re-borrow needed funds, you could find yourself in trouble.

SECOND

Apply for all of the loans and grants that are available to you. If you have not already done so, apply for the PPP loan. The Application Deadline has been extended to August 8th. If you use your funds from the PPP loan to pay payroll, rent, utilities and a couple of other specified items, it does not need to be paid back. Also apply for the EIDL loan (SBA Economic Injury Disaster Loan). This loan can be used for all of your regular business operating expenses and is paid back over 30 years at 3.75% interest. There are also state grants that may be available to you as well. If it turns out that you don’t need the money you can repay it with no prepayment penalty.

THIRD

Evaluate your employees and use this opportunity to build your A-team. This Mother’s Day, florists worked with the leanest staff I have seen in years and produced as much or more output. Which brings up the question, do we need to rehire everyone? Look closely at your staff and only bring back those that have great skills and the attitude to be the absolute best team players.

FOURTH

Ramp up your internet presence to make sure that you are getting your share of online business.

- Evaluate your website and its online offerings.
- Limit the number of items on your site.
- Make sure it is easy for your customers to shop on your website.
- Make sure that you have a strong social media presence and are using the advertising options available to you through those platforms.
- Invest in a qualified SEO provider to make sure your website is properly optimized.
- If you can afford to do so, make sure that you do PPC (Pay-Per Click) advertising. This is the best way to compete online.

FIFTH

When possible, sell from the cooler. Train your sales people to look in the cooler every day and sell what you already have on hand. Designer’s Choice has never been easier to sell than it is right now. Consumers have seen the videos of flower fields being tilled over and think the supply is still limited, which makes them more open to the flowers that you have available.

SIXTH

Take a look at your delivery department to make sure that you are making money. Delivery has become even more important in the Coronavirus (COVID-19) environment. No touch delivery has added some cost to the process, such as the cost of PPE (Personal Protective Equipment). Many florists already do not charge enough for delivery and now, with the demand up and your cost up as well, it’s time to evaluate and price as needed! The average delivery fee across the nation is about \$13.00. Where are your fees in comparison?



Funding Generations of
Progress Through Research
and Scholarships

Employers

Job Seekers

Career Center Home

Post a Job

AFE Career Center

Keyword or Job Title

Location

Search Jobs

☐ Send me new jobs for this search

your@email.com

Launch your
search today at

AFecareercenter.com

where talent meets
opportunity!

AFE Career Center

Connecting Industry, Talent, and Opportunity

CORRECTION:

TSFA inadvertently did not recognize Narin Perkins TMF as a TSFA member who also has the TMF Certification.

Narin, our most sincere apologies. TSFA members, please update page 14 in the Membership Directory to note Narin Perkins TMF.



SAN ANTONIO

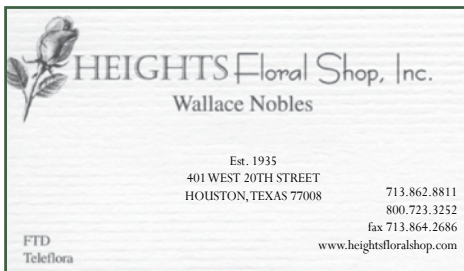
Proud Winner of Consumers' Choice
"Best Florist" Award Every
Year Since 2006



McShan Florist

214-324-2481 • 800- MCSHANS
www.mcshan.com • Since 1948

DALLAS



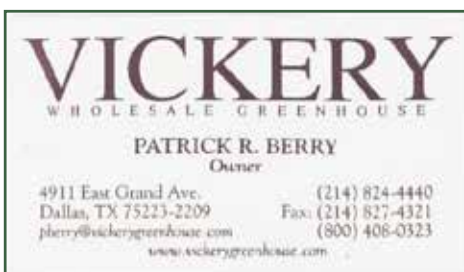
HOUSTON



MIAMI



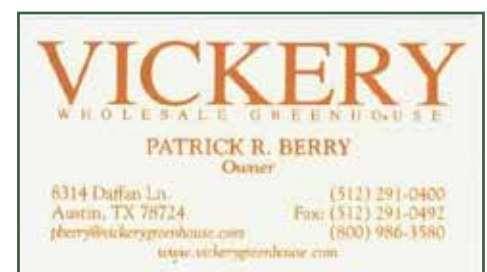
AUSTIN



DALLAS



DENTON



AUSTIN



THE BUSINESS OF *Flowers*

Jodi McShan AAF AIFD PFCI TMF

BUDGETING DONATIONS

I know this year is not what we all expected - I know it surely is different for me! The craziness of COVID-19 and the subsequent life and business changes made it impossible to have a proper budget coming into the year. However, budgeting and donations are still important, even in these uncertain times.

On a "normal day" when someone came in and asked for a donation in 2018, you may have considered if you wanted to donate and what that would be. It would not have been a huge decision for you. On a "normal day" in May 2020, you may have had a different thought process.

Some donations are random requests. For these, it is difficult to set aside an item or money. Others may be requested in advance, allowing you to plan ahead. Most are crucial to your business, increasing your visibility within the community while ensuring customer loyalty.

PLAN.

With perishable goods, planning is often very hard if you are entering uncertain times. This year has proved that for both new and established businesses. That being said, take the opportunities you have in front of you. If you planned for a bigger week than you had, make up a couple of arrangements and give them out with your name on them. You can give them to whomever you want: friends, nearby businesses, frontline workers, nursing homes, the elderly. The list goes on forever. Do not let those flowers go to waste. Take the opportunity to donate them and advertise your services while getting credit for advertising with those available fresh flowers and other goods.

BUDGET FOR DONATIONS.

However, remain flexible. Maybe you ended up giving away an overage last month, so you are cutting your planned donations this month. That is perfectly fine. Just make sure you have those numbers on hand. You do not want to feel generous only to realize at the end of the month, the quarter, or the year that you gave away much more than you planned.

BE FLEXIBLE.

In our ever-changing market, we must be flexible. Flexibility does not mean we cannot plan; it means we plan with a purpose and goal. Keep your eyes on the goal and change your path as you need. While we all struggle to get through the pandemic in a number of ways, keep your head up and make the best of the situation. You may have more orders than expected, and you may have less. You may have more product than you can use, and you may be frantically searching for ways to get flowers. No matter your situation, plan with a purpose and do not forget the cost of donations but also the benefits of providing. The benefit of giving away a single rose may far outweigh the cost of that rose in the long-run.



SIMPLY *Social*

Social Media Makeover: Summer Addition

By Ashley DeFranco | ashley@simplifiedsocial.com

Consistent social media monitoring, auditing and makeovers are essential to protect your personal brand and/or business brand. This month, we will focus on six social media makeover tips to ensure your streams are not only relevant but are also helping to build and not distract from your brand.

#1 - Ensure Consistency Across All Platforms: Do all of your social media platforms convey the same message about who you are, what you do and what you offer?

#2 - Update Your Look: Change your Facebook cover photo to match the season.

#3 - Update Contact Information: Check to make sure that your email address, telephone numbers and URLs are all up to date and that if someone clicks, they get to the right place.

#4 - Revise The Call To Action: This can include anything from inviting people to connect with you, reminding them what your mission is or helping them understand why you're worth knowing.

#5 - Audit For Any Comments Or Inquiries You May Have Missed: If you see that you or your brand is the subject of unwanted chatter online, find a way to polish yourself and your product. Ignoring any negative comment or issue doesn't make it disappear.

#6 - Review Top Posts: Look at your highest performing posts and find a way to recreate similar posts for your content calendar.

TSFA Calendar of Events

Design Credit | Laura Dowling

Photo Credit | Erik Kvalsvik



Photo Credit | Erik Kvalsvik



Photo Credit | Laura Dowling



AUGUST

- 4 Friendship Day
- 5 US Coast Guard Day
- 14 TSFA *Virtual Learning* LIVE
Let's Focus on Foliage
Stacey Bal AIFD EMC | 3 PM CST

SEPTEMBER

- 11 TSFA *Virtual Learning* LIVE
In Remembrance: Designs of Solace
Laura Dowling | 3 PM CST
- 17 TSFA *Virtual Learning* LIVE
Maximizing 4th Quarter Sales
Tim Farrell AAF AIFD PFCI
3 PM CST
- 22-23
Teacher Certification Classes
Level 1 & level 2 | Region 17
1111 West Loop 289
Lubbock, TX 79416
Registration Deadline
Aug. 31, 2020
- 25 TSFA *Virtual Learning* LIVE
Kokedama Centerpiece
Stacey Bal AIFD EMC | 3 PM CST

OCTOBER

- 5 Teacher Certification Classes
Level 1 Only | Region 3
1905 Leary Lane | Victoria, TX 77901
Registration Deadline
September 25, 2020
- 9 TSFA *Virtual Learning* LIVE
Fall in the Garden
Charlie Groppetti AIFD CFD
3 PM CST
- 23 TSFA *Virtual Learning* LIVE
One Bouquet, Three Ways
Stacey Bal AIFD EMC | 3 PM CST

Advertisers

Back Cover TSFA School of Floral Design | 512.528.0806 | www.tsfa.org

Inside Cover Texas Floral Education Underwriters

- 13 Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
- 13 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 13 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 13 Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
- 13 The Flower Forrest | 210.822.6766 | www.flowerforrest.com
- 13 The Florist, LTD | 940.483.1800 | www.thefloristltd.net
- 13 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 13 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com

SAVE THE DATE

Transformations

TEXAS FLORAL EXPO

JUNE 25-27, 2021

WESTIN GALLERIA | HOUSTON, TEXAS



School of FLORAL DESIGN

Let your creativity flower in a series of hands-on classes

Principles of Floral Design

Learn the principles of design and the best mechanics, such as proper balance, proportion and depth, to create beauty, stability and lasting quality.

Wedding Design

Create fundamental wedding designs with the most efficient mechanics for personal flowers to include the study of bridal and attendant bouquets, boutonnieres, corsages and hairpieces. Study a variety of design placements for the ceremony and reception.

Sympathy Design

This study expands the possibilities of today's most appropriate arrangements. Review placements to best express personalized family tributes. Cremation tributes, funeral sprays, wreaths, baskets, creative plantings and arrangements in a variety of styles, open opportunities for those sending flowers and plants in remembrance.

Floral Management

Topics covered will include an introduction to the financial, bookkeeping and personnel needs unique to the retail florist. Other topics will include how to price, sell, market and deliver your products.

Care & Handling of Cut Flowers, Foliage & Flowering Plants

Study the different processes that effect flower quality and longevity as well as techniques on how to help product last for several days in the hands of the consumer.



  @txflorist

Begin your next venture into the floral industry with **TSFA**

FIND OUT MORE ABOUT TEXAS FLORAL EDUCATION

TSFA.ORG/FloralEducation/TSFASchoolofFloralDesign | 512.528.0806 | txsfa@sbcglobal.net