

SEPTEMBER 2020

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



GOLD



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

Texas in Bloom

SEPTEMBER 2020 | VOLUME XXXVI | NUMBER 8

FROM THE *President*



TSFA President
Gina Waters AAF TMFA

Well, here it is September. TSFA continues to meet the challenges that we are presented. Our Annual Meeting and Election have been cancelled. The existing Board members have agreed to continue to serve TSFA until an Annual Meeting and Election can be rescheduled. With these decisions made, I remain your President and will continue to share with you updates and information in these monthly letters. Though it was not the plan, I am happy to continue this volunteer position, knowing that I have the support of the TSFA Board and the confidence of the membership.

Where has summer gone? After 34 years in the flower shop, I have never experienced a summer quite like this. It has truly been exciting and kept me on my toes. Who would have ever thought a virus like COVID-19 would enable flowers to be the messenger? Through contact free deliveries, flowers bring thoughtful expressions to those who cannot gather. Flowers are there to share love and bring joy to someone home alone. Flowers heal the hearts of those who have experienced loss. Flowers connect family and friends to share a message of love and support. I know that you join me in being proud to be a part of this industry.

TSFA is filled with support for the retail florist. TSFA continues to provide answers to questions about the numerous changes in the industry while sharing the Virtual Learning sessions every other week. Visit tsfa.org and access *TSFA on Demand* to experience these recordings at your leisure. I know that you will find motivation and inspiration. The TSFA Education Committee has dedicated time to recording videos for High School teachers. Through *TSFA Classroom*, this instruction will be provided so that they may enlighten their students.

I want to say a BIG THANK YOU to the TSFA Board Members and TSFA Committee Members for remaining in place until we can have an Annual Meeting and Election! YOU have enabled us to continue accomplishing so much during these crazy days of COVID - 19.

THANK YOU TSFA staff! Dianna Nordman has dedicated her life to the development of this association. Carole and Amanda work each day to bring forward their absolute best. Each of you are amazing. Thank for all that you accomplish for the Texas floral industry, especially during this unprecedented time.

TSFA is one of the only associations that publishes a magazine every month! Lynn Lary McLean is responsible for this beautiful publication that we all look forward to arriving monthly. What a talent! THANK YOU Lynn for all you coordinate for TSFA. Your assistance in scheduling, programming and social media is such a big part of what our association is.

THANK YOU to our Underwriters who have generously supported us through these ever changing days. Finding a way to ship product to designers so that the content for the Virtual Learning sessions could be created was an immense task. Each company does their part to join together to provide education. Each company has done all possible this year to make a difference in these most challenging times.

THANK YOU TSFA members! Without you, there would be no purpose. It has meant the world to me to hear good news from many of you and to know that you have looked to TSFA at this time for guidance and answers. This is the true meaning of Association.

Stay safe and be well!

"Gratitude unlocks the fullness of life. It turns what we have into enough, and more. It turns denial into acceptance, chaos into order, confusion into clarity...Gratitude makes sense of our past, brings peace for today and creates a vision for tomorrow." - Melodie Beattie

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TSFA Members,
The Texas State Florists' Association Meeting and Election, in Waco, Texas, originally scheduled for August 29, 2020, has been postponed due to current social distancing challenges. The By-laws state that the Annual Meeting and voting must happen in person.

The By-laws do not allow other digital or mail as options for the election. TSFA's By-laws are located at tsfa.org.

The TSFA Board of Directors consulted a parliamentarian, requesting an opinion on holding the Annual Meeting and Election. The parliamentarian's opinion stated that, in this current situation, TSFA may postpone the Annual Meeting.

TSFA President Gina Waters AAF TMFA has officially postponed the Annual Meeting and Election. Each candidate was contacted and agreed to remain on the slate until it is safe to hold the Annual Meeting and Election. Each TSFA Board member, whose term was set to expire, will remain in their current position until the Annual Meeting and Election is held.

In addition, the Lubbock events were also cancelled.

"Thank you for understanding in these unknown and challenging times. Please reach out to me if you have any questions or concerns" stated TSFA President Gina Waters.

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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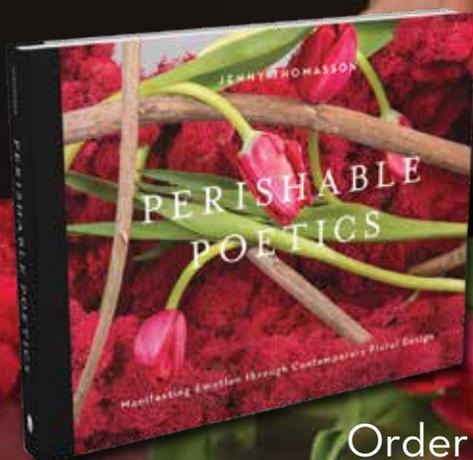
Jenny Thomasson's *Perishable Poetics*

In an invitation to expand and liberate your creative voice in floral design, Jenny Thomasson AIFD PFCI EMC generously unfolds her artistic process that has made her a rising star in the industry through 40+ beautifully shot compositions. The delicacy, intensity, and cyclical temporality of flowers mirror our deepest emotions – making them a potent source of inspiration and innovation. In over 200 lustrous color photos, Thomasson shares how she uses emotion to push the boundaries of contemporary floral design. Infused with hand-drawn conceptual sketches and notes, and incorporating a wide breadth of techniques, forms, and materials, this warmly personal guide offers an intimate insight into the evolution of a professional floral arrangement. *Perishable Poetics* is beautifully photographed artwork as well as a radiant invaluable creative resource for those who work in, are inspired by, or are finding their voice in floral design.

"I can't really say what my intentions were at the beginning – I wanted to come with open eyes to this project – to see what I could find in my work and with myself. This was a deeply personal and private experience that developed as I traveled through the steps of creating my first book. From sketching, conceptualizing, sourcing, designing, writing, editing and all the ideas in between, I broke new ground. I discovered markers, in my work, that will help to define the future of my craft.

Perishable Poetics: Manifesting Emotion through Contemporary Floral Design is a view into my world and a journey that explores art, beauty and emotion. Thank you for the opportunity to share a glimpse."

Jenny Thomasson AIFD PFCI EMC



Order today at www.jennyfloristry.com

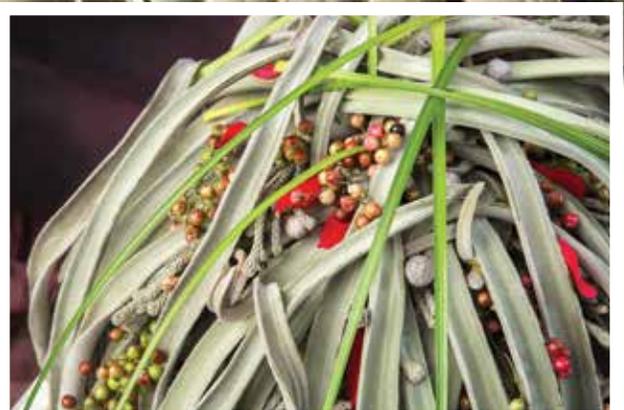


THE INSPIRATION

Deconstruction and the unique materials own architecture. The scale of this design was determined by the main source, how can we grow into ourselves fully and become something truly exceptional.

THE FLORAL RECIPE

Xerographica tillandsia also know as an air plant
Burnia berry
Pepperberry
Bear Grass



THE HOW-TO

The metal structure is the top layer of a fruit basket that I cut off and turned upside down to create a strong frame.

Using cold adhesive and layering materials for required depth, I attached the foliage and top dressed with the berries.

No water source is needed. These materials will actually dry in place.

ARCHIVING DESIGN DETAILS

Visit Page 8 to review a sampling of the archived design details for each of Thomasson's creations available to those who subscribe to DETAILS.



THE INSPIRATION

Touchstones. Vessel expressed through imaginative shape, materials, shading, light play. These are accessible through fleeting feelings and liberated in a perishable way.

THE FLORAL RECIPE

Syngonium podophyllum also known as Arrowhead plant
 Alocasia amazonica also known as African Mask plant
 Chlorophytum comosum also known as Spider plant
 Phalaenopsis Orchid plant
 Dendrobium Orchid plant

THE HOW-TO

The metal "arm" that is wrapped in what looks like natural material is actually 18 gauge wire bound together using paper covered wire and molded to the shape of the vase to hold the top.
 The metal arch is a cut and manipulated piece of standard chicken wire.

Using cold adhesive, the foliage and florals were layered for required depth.

Water is needed for only the Phalaenopsis Orchids. Each were delicately placed in water tubes, camouflaged inside the floral decorative tube in the design.



PHALAENOPSIS ORCHID PLANTS

exquisitely showcased in a basket made entirely by hand

THE HOW-TO

To create this hand-made basket, bark from a fallen Ash tree was removed from the cut branches and left to dry. Rings of wire were hand formed with paddle wire wound to each ring to achieve the shape of the basket. The interior of the bark was used in pattern, contrasting with the exterior on a separate level to resemble even more depth than the shape alone.





THE INSPIRATION

Roots, Vines, in the state of living and previously enjoyed, encapsulates this design. All stages of life and death, beauty comes into being in the most unlikely pairing. We are all of these things at times in our lives and seeing the beauty of those stages is sometimes the most difficult.

THE FLORAL RECIPE

Wild Hyacinth stalk
Quicksand Roses
Dried Coral
Cut Grapevine Root
Large Embroidery Hoop
Paper covered wire



THE HOW-TO

The basket was made, piece by piece, of grapevine branches. Starting at the bottom and working up to the top, each piece was bound. A large embroidery hoop provided the base.

Water tubes provided a water source for each individual rose.

Using cold adhesive, the coral was applied to complete the design.

ARCHIVING DESIGN DETAILS

"Pairing my artistic and creative ideas with the Details Flower Software is a wonderful way to view the project as a whole and relatable to others. Using my sketch, gathering colors, materials, botanicals and quantities, I was able to work through my Proof of Concept and develop my designs." Jenny Thomasson AIFD PFCI EMC

Design Board | **Design Worksheet** | Grand Total: \$260.93

Color Palette

Design 4

Item Name	Qty	Est Price	Lock	Total	Tax
Perishable Poetics by Jenny Thomasson, excerpt #4	1	\$245.00	🔒	\$245.00	TP

Ingredients

Qty	Item Name	Cost	Price	Tax
+	4 - Bear Grass	\$8.20	\$32.20	⓪
+	4 - Burnia berry	\$3.00	\$32.00	⓪
+	5 - Pepperberry	\$3.00	\$60.00	⓪
+	1 - Xerographica tillandsia	\$35.00	\$140.00	⓪
Total Cost: \$58.80		Markup %: 300	Total Price: \$235.20	

Description

Dimensions 16" deep x 15" wide x 14" high
2 Hours Labor
Xerographica tillandsia also known as an air plant
Burnia berry

Design Board | **Design Worksheet** | Grand Total: \$505.88

Color Palette

Design 2

Item Name	Qty	Est Price	Lock	Total	Tax
Perishable Poetics by Jenny Thomasson, excerpt #2	1	\$475.00	🔒	\$475.00	TP

Ingredients

Qty	Item Name	Cost	Price	Tax
+	1 - Alocasia Amazonica	\$25.00	\$100.00	⓪
+	1 - Chlorophytum Comosum	\$20.00	\$80.00	⓪
+	1 - Dendrobium Orchid plant	\$30.00	\$120.00	⓪
+	1 - Phalaenopsis Orchid plant	\$40.00	\$160.00	⓪
+	1 - Syngonium Podophyllum	\$20.00	\$80.00	⓪
Total Cost: \$135.00		Markup %: 300	Total Price: \$540.00	

Description

Dimensions: 5" deep x 27" wide x 26" high
3 Hours labor
Syngonium podophyllum also known as Arrowhead plant
Alocasia amazonica also known as African Mask plant

TEXAS WELCOMES DETAILS AS A BRONZE TEXAS FLORAL EDUCATION UNDERWRITER

Details is an elegant and easy-to-use floral design system - an absolute must-have for your floral business. With endless inspiration and design options right at your fingertips, florists can connect directly to the industry's first-rate suppliers while designing events with ease. Create, calculate and close more contracts, more often with Details.

We are pleased to extend a 15% discount to florists that are members of TSFA. The discount may be applied to any new monthly or annual Details subscriptions.

Code: TSFA15. www.detailsflowers.com



These recipes will be available for any Details subscriber to download into their Details account for FREE and to reuse. It will appear in their recipe gallery.

How To Give Your Instagram Stories A Boost

By Ashley DeFranco | ashley@simplifiedsocialmedia.com

Instagram Stories have more than half a billion users watching them everyday. Half. A. Billion. If you're a small business owner, these are compelling numbers. Instagram Stories are a golden opportunity to reach your audience and a great way to engage your consumers in a fun and light way. If you're new to Instagram Stories or are just struggling to get your stories to convert, read on for ways to use IG Stories plus a few favorite tools to create unique, eye-catching content.

POLLS

Gone are the days of boring customer questionnaires, get your answers with just a tap! Using polls in your IG Stories is a great way to drive interaction with your followers. You can further market research, gain customer feedback or get to know your audience and have a little fun. The possibilities with polls are endless, and it's possible to think of highly relevant creative campaigns specific to your business or targeted demographic!

QUESTIONS

The questions sticker makes it possible for businesses to invite their audience to ask any questions, as well as ask their audience questions themselves. This is a great feature for building community and encouraging customer interaction and building loyalty!

VSCO

You may be familiar with VSCO if you have a teenage daughter, but it's an amazing app for IG Stories too! This is the gold standard for photo editing with professional looking editing presets and highly detailed tools for adjusting color, texture, light and perspective. High definition RAW photos from your professional camera can be easily imported and tweaked on the go, so your images can look good even if your "phone-tography" skills aren't perfect.

LIFELAPSE

Lifelapse is an app where you can create attention grabbing stop motion videos. The in-app academy walks you through best practices and techniques for a perfectly polished final product. This app can be great for capturing your design process to share with your audience in Instagram Stories.

These are fun, easy ways to give your content a creative boost and grab the attention of the half a billion users who watch IG Stories each day!



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MIAMI

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AUSTIN

BLOOMNET PRIORITIZES FLORIST COMMUNICATIONS AND DIGITAL SOLUTIONS

By Renato Cruz Sogueco AAF PFCI
Vice President of Digital Strategy
and Education at BloomNet, Floriology Institute

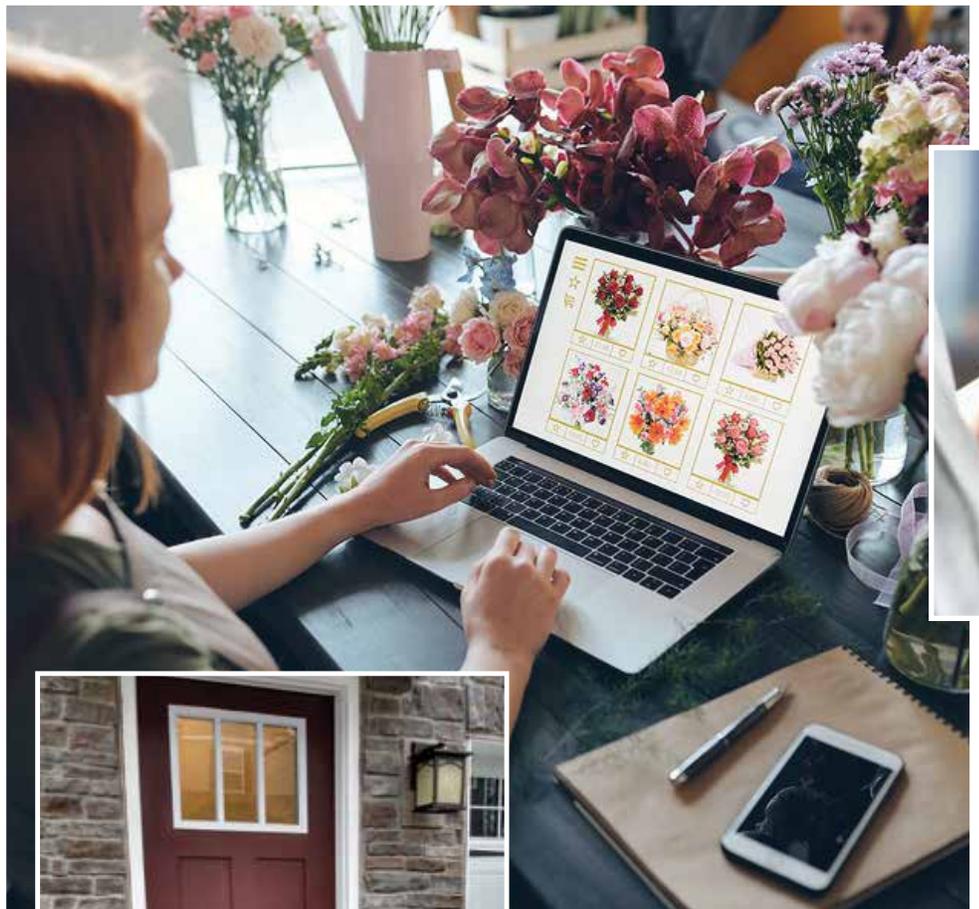
The floral industry has faced many challenges over the years and through it all, has demonstrated remarkable strength and adaptability. This is an unprecedented time, with the COVID-19 crisis creating uncertainty for all of us. The result has been continued change and a new normal. Although the flower industry has proven to be resilient these past few months, BloomNet understands florists are in ongoing need of support as they work hard to make their businesses thrive. We are committed to supporting all florists and the industry, including in these ways:

CONTINUED COVID-19 RESPONSE.

At the onset of the health crisis, in the interest of public safety, many businesses were shut down, resulting in confusion as to whether florists could continue to conduct business and how. BloomNet responded immediately by waiving select florist fees, calling all member florists to offer support and gather information and coordination with regional and national florist organizations to ramp up the communications to share real-time updates on local mandates and Federal assistance programs, such as the CARES ACT.

As the pandemic persisted, BloomNet also focused on how to help florists stay in business. The initial challenge for florists was how to continue serving customers with limited contact.

BloomNet's Technology team provided immediate guidance on how to implement no contact delivery practices by leveraging BloomNet's Business Management Systems - Enhanced Delivery Program, powered by



Route4Me App. BloomNet's Marketing teams provided free digital marketing assets such as graphics for social media, websites and on-demand printed banners touting messages that florists were still open and implementing no contact deliveries. Floriology started a weekly Floral Update Facebook Live broadcast which featured florists sharing advice and their best practices to service

customers, current information about floral product sourcing and updates on local mandates and Federal assistance.

DIGITAL MARKETING AGENCY JUST FOR FLORISTS!

Even prior to COVID-19, consumers were already relying on digital tools to source flower gifts. Florists were challenged in developing their own digital marketing due to a lack of staff time and know-how in leveraging these tools. With the evolving environment, it became even more critical to stay in front of consumers.

To address this growing demand to help keep florists in front of the prevailing digital population, BloomNet created the Floriology Digital Marketing Services (FDMS) program a few years ago to help florists with their digital marketing.

Florists are now engaging with customers by relying on an expert team that creates unique posts and graphics and manages posting to florists' Facebook, Instagram, Pinterest and Google Business pages on their behalf. FDMS staff, certified in Google AdWords, navigate the complicated AdWords system to wisely invest florists' dollars into their own business, resulting in top listings on search result

pages. The same team also helps florists invest in Facebook and Instagram ads to grow their brand on social and drive clicks to their websites.



ONLINE EDUCATION - DELIVERED VIRTUALLY.

With the health crisis dramatically limiting traditional sources of floral education, such as state and national show presentations and on-site education centers, including our own Floriology Institute

in Jacksonville, FL, many continue to close their doors. Instead of viewing this as a lost opportunity, BloomNet increased our belief and dedication to the principle that education continues to be a critical foundation and component to a florist's success. Floriology leveraged the latest best-in-class technology by developing two new innovative programs that are available today!

In May, BloomNet launched Floriology NOW, an innovative, 4-D video-stream based platform, providing florists learning on the go- anytime, anywhere. Courses feature lessons taught by some the industry's most respected instructors including Sharon McGukin AAF AIFD PFCI, Sandy Schroeck AIFD CFD PFCI, Donald Yim, AIFD PFCI, Alexandro Figueria AIFD and of course, Floriology Director of Education, Jackie Lacey AAF AIFD CFD PFCI. Course topics include foundational floristry, wedding flowers, sympathy work, wire accessories, round arrangement and digital marketing (taught by me!). Even with a move to digital, we still understand the importance of the hands-on design learning experience. In August, we held our first Interactive Class featuring Sandy Schroeck, where students interacted with Sandy through Zoom, asking her questions and showing their work for critique and feedback in real-time. For the low enrollment fee, students received enough flowers and containers to design at least two arrangements and also received a free recording of the class! We plan on continuing this type of learning into the near future.

Please know, we're here for you, the retail florist, now and into the future. Whether it's to check in with you through personal calls; collecting and sharing information to help you navigate through these complex, ever-changing times; providing you with the most innovating technology tools; educating you virtually to help you stay relevant with digital customers; or to do the heavy lifting to help build your digital presence. We believe all florists can be #betterwithbloomnet.

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COVID-19 BUSINESS CONTINUITY PLANNING

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THE BUSINESS OF *Flowers*



Jodi McShan AAF AIFD PFCI TMF

MAXIMIZING PROFIT IN THE TIMES OF COVID-19

Heading into the fourth quarter, we are all looking at how to end this crazy year on a high note. We have seen surprises at every corner. Who would have thought Valentine's Week was our last "normal" time as we previously viewed "normal" at the flower shop!?!?

Looking into the fourth quarter, we want to maximize profits (as always), but we are weighing the risks of not knowing the future. We cannot predict if we will have another wave of shutdowns in our future, if we will be able to provide holiday installations, if there will be holiday parties, and so many more unknowns. That being said, the safest advice is to focus on your customers and stick with what you know.

There is some debate as to whether you should stick with what you know or take a risk since customers appear to be more forgiving during this trying time. You can possibly do both. If you have a great idea for the end of the year, go for it; however, do not go crazy and put all of your ornaments on one tree. No pun intended! As you look at your holiday pre-books and upcoming holiday orders, consider the purpose related to what you are buying. Do you purchase for annual parties? Do you purchase for orders that you just know will come in, rain or shine, pandemic or not? Perhaps you take the time to make a few calls, giving thought to each purchase, as well as just where and how each product may generally be used if cancellations occur.

By reevaluating your previous year's sales, you can have a better understanding of what you need to plan for this year. If you are going to plan big and can afford to do so, go for it! If you take this path, try to purchase items that can be reused next year no matter

what the trend may be. Keep your options open and be flexible with your purchases. Consider other expenses that may come up and how you can pivot your business to meet your customer's needs. Start thinking now, just how the holiday season may look. Develop a Plan A, Plan B and a Plan C of just how you will react to this ever-changing time.

This also applies to the Thanksgiving season. This may be harder to predict than Christmas sales and the holiday season that surrounds this time, because families may send more flowers to each other if unable to gather in one place. This may cause a similar rise in sales, as many experienced during Easter 2020. On the flip side, less people may celebrate the Thanksgiving holiday and simply do their own thing, not needing flowers at all. Again, to maximize your profits, stay focused on purchases that can be used for a variety of designs and for a number of purposes. Consider taking a transeasonal approach. The key to transeasonal design is much like transeasonal dressing. Simply stick to timeless staples! This way, you can create a design from your inventory, adding seasonal flair with related florals and foliage and perhaps an accent to highlight the holiday, just as you can build a wardrobe straight from essentials, oftentimes with seasonal accessories. The more flexible you keep your inventory, the more valuable it is to you and more helpful to your bottom line.

The end of year is not just centered around Thanksgiving and Christmas. In Texas, many look to Homecoming sales to add to the bottom line. How Homecoming will be celebrated this year may still be up in the air. Reach out to your local school district regarding the social gatherings planned for Homecoming weekend and the related rules and guidelines. At the same time, it is important to understand that the district may not yet know their plans and may also face a situation where plans are ever - changing. Opening the lines of communication fosters a relationship with the district, so that you are informed of updates and related requirements to assist with proper planning.

In a time of constant change, it is difficult to plan ahead and prepare a solid business plan. It is most prudent to create multiple plans or a plan with many options so that you can react to the ever-changing environment as COVID-19 continues to change our everyday lives. Take time to think about the what - ifs and prepare accordingly. Remain as flexible as possible so that you can react to whatever may be going on in your community throughout the fall. While it is often hard to "go with the flow," take time to plan for the numerous options to provide a strong response to whatever comes your way.

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DALLAS

“Just Make It Pretty!”

We invite you to enter the “Just Make It Pretty” Design Contest. In the spirit of Matt’s philosophy and to endow the Matt Wood AIFD Fund, the AIFD Foundation offers floral designers and floral enthusiasts to show us what “just make it pretty” means to you!

Visit aifdfoundation.org to review the Official Rules prior to entering this design contest and view the most up-to-date list of prizes!



2021 Grant & Scholarship Applications Online

APPLICATION DEADLINE SEPTEMBER 30, 2020

The AIFD Foundation invites you to review all available opportunities. These possibilities may be of most interest!

AIFD Foundation CFD Scholarship

This scholarship, with the support of the AIFD Education Partners noted on the Application, provides up to \$1,000 for expenses and class registration to a PFDE Preparatory Class to designers with the CFD designation.

AIFD Foundation Invites You to S.H.I.N.E.

An opportunity to S.H.I.N.E. is available to a professional floral designer interested in experiencing continuing education through a mentorship in a specialized floral industry concentration.

AIFD Foundation Symposium Scholarship

A professional floral designer who needs assistance to attend their first AIFD Symposium is eligible. Individuals involved in the AIFD PFDE accreditation process or approved for AIFD Induction are not eligible.

A Lifetime of Learning Scholarship for Professional Floral Designers

This scholarship provides opportunities to a professional floral designer to add to “A Lifetime of Learning” with an expressed interest to attend the AIFD Symposium in 2021.

For complete information visit: aifdfoundation.org

SUMMER SMILES

By Lynn Lary McLean AAF AIFD PFCI TMF

There are times throughout our careers that no matter what success has come our way nor what accolades have been received, that the need arises to quantify our purpose. When that time comes, there is no better way than to be reviewed by your peers. This review may come through recognition of leadership. It may come through competitive evaluation. It may come through acknowledgment of proficiency and style. It may come to those who have just opened the door to a new career. It may come to those who have developed over decades. It may come to those who choose to reinvent themselves from time to time.

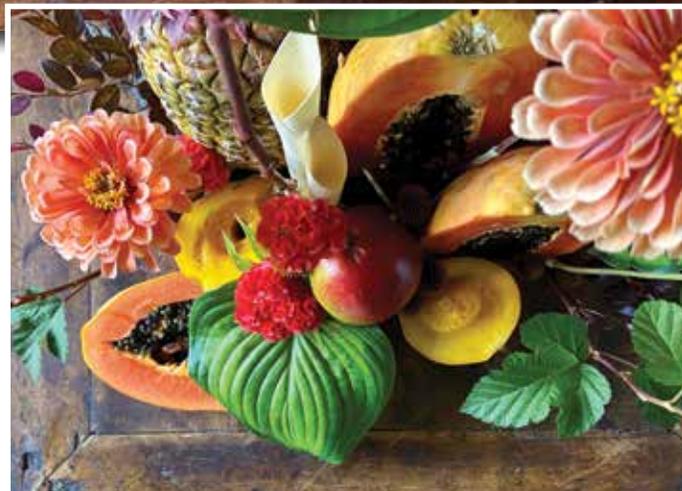
I felt that these thoughts were worth consideration with the hope to inspire others to step forward. With this in mind, I reached out to one who has truly created a recognized lifestyle and secured a trend that is in today's forefront, and yet continues to put himself out there. Charlie Groppetti AIFD has most recently shared his floral design talents through competitive evaluations. Though the win speaks volumes, the evaluation by one's peers and the validation received is truly what speaks to the very core of who we are professionally.

"We grow things, We go to flea markets. At these markets, they sell all kinds of things. When I saw the papayas, the pineapples and the mangos, I had my idea! With the papaya cut open, instant focal! The camera loved it. It was tropical. It spoke summer to me."

Most recently Charlie entered "Summer Smiles", a Smithers-Oasis Virtual Design Contest. The entry fee of \$25 provided five Smithers-Oasis products, of which each competitor was required to include three. The product value far exceeded the cost to compete! Each product could be altered or painted to best reflect in the design and be included with a limit of \$60 in flowers or any other additional hard goods.

The inspiration for Charlie's design came from what he loves to do in the summertime. "We grow things, We go to flea markets. At these markets, they sell all kinds of things. When I saw the papayas, the pineapples and the mangos, I had my idea!", shared Charlie. "With the papaya cut open, instant focal! The camera loved it. It was tropical. It spoke summer to me."

With the focal established, the design progressed. Two Midnight Floral Foam Bricks (Product Selection 1) filled the Cream Wood Tray (Product Selection 2), that had been color enhanced with two applications of Design Master Coral. "I knew that color was key to capture the attention of the judges. I knew that parallel placements would maximize the statement and be best for



Cut from the landscape, Calathea, Cockscomb, Echinacea "Cone Flowers", Hosta, Loropetalum and Zinnia were expertly placed in a parallel system, creating a contemporary styled design.



photography. It is important to mention that a statement is the key. There was no size limitation but I knew, from experience, that the larger you go, the farther back the camera must be to capture the full design. It is the details in the design that must be clearly visible to make an impression. This spatial awareness is incredibly important.”

Details are key and were experienced with each placement. Design Master Coral, not only enhanced the color of the container, but also provided a way to better present the damaged foliage of the pineapple. The color enhanced pineapple set the vertical. Florals, cut from the landscape, were expertly inserted in a parallel system to bring forward a contemporary design statement. The mango was cut, and then twisted in the opposite direction to create a design detail. The 15” Natural Callas (Product Selection 3), with an inserted water pick, extended the height of the Hosta.

The design was placed in front of wood doors to best photograph. This incredible example of interactive styles established a background to best reflect the arrangement. Unlimited possibilities await when you truly know and understand the principles and elements of design.

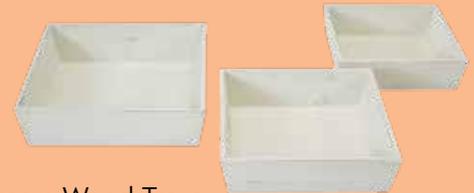
“You win just by doing!!!”, Charlie enthusiastically stated going on to share, “These experiences offer so much more than a chance to win. It is focused time to learn more about yourself, about design and truly lean into the experience. To later see ideas from other designers, that I would have never thought of, are now added to my wheelhouse. I encourage designers, both novice and experienced, to look to these opportunities, not in fear of loosing, but as a chance to learn. These innovative and creative offerings by companies such as Smithers-Oasis, have

been a way to maneuver through Covid-19. Kudos to them! Kudos to each who set aside focused time to experience the moment!”



SMITHERS-OASIS

**BRONZE LEVEL FOUNDING
TEXAS FLORAL EDUCATION UNDERWRITER**



1 pack Cream Wood Trays
45-22084



2 Midnight Floral Foam Bricks
10-20010



1 pack 15” Natural Callas
41-12265

Additional Products provided in the Surprise Package but not selected for this Design

1 roll Light Blue Bind Wire
Smithers-Oasis Product 40-12215

1 roll Maple Bark
Smithers-Oasis Product 41-12320

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AIFD published Artistic Floral Design. AIFD members were invited to submit up to six designs for consideration. TSFA congratulates Charlie Gropetti AIFD in that all six of his designs are included in this incredible publication, with one as the cover. The book is reasonably priced at \$34.99 and may be purchased at aifd.org



THE POWER OF COMMUNITY

By Marisa Guerrero AIFD

There is power when an engaged group of people work together to find a solution to a common problem. During the Wholesale Panel Discussion that took place at the 2019 Texas Floral Expo in Georgetown, Texas, that power was unleashed by the very last question from the audience, “Why do wholesale hours not mirror retail hours?”

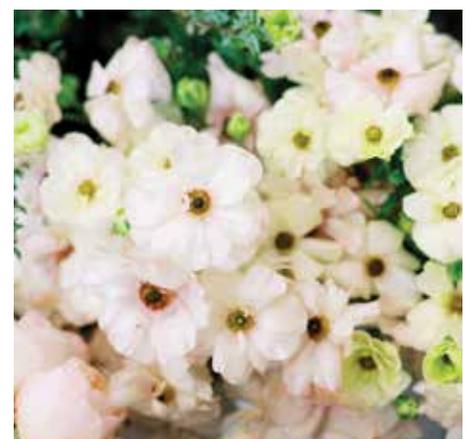
This question is one that retailers have been asking themselves for years. TSFA provided a platform for the floral community to engage in finding a solution, and luckily, Charity Reel, the E-commerce National Sales Manager at Mayesh, an industry leading fresh cut floral distributor, and Bronze Level Texas Floral Education Underwriter, was listening and ready. “We heard a need from our community and we conquered,” said Charity.

Charity is a powerhouse on the wholesale side of floristry, having spent over 20 years working in different departments at Mayesh. The E-commerce team she leads, had been working on an online program called “Live & Local” with the idea that they could offer customers the opportunity to shop from their local Mayesh’s on-hand inventory at any time of the day or night. The program had been on the horizon but was complicated to launch and had not launched at the time of the Expo.

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8 Reasons why you should try the NEW Mayesh.com:

- >> Browse inventory without logging in
- >> Ability to quickly create product quotes
- >> Create wish lists of products & receive email notifications when they become available
- >> Use the Flower Library that has availability by season, month and date
- >> The new Product Planner that calculates needed stems for events
- >> View your Mayesh order history and print PDF invoices for the last 5 years
- >> Take advantage of exclusive mayesh.com coupons and promotions
- >> Shop our Live & Local branch inventory





As a young mom, Charity was working for a company selling overnight freight. She tried to win over the Mayesh freight business but got an interview instead. Soon thereafter, she began working in sales at the Los Angeles branch of Mayesh. She worked her way into the position of sales manager and the location sales manager. "As

the location manager, I was able to use my skills to help build the sales staff for the company's LAX shipping division," said Charity. In January of 2018, she moved to Houston to use her skills to grow the newest Mayesh branch.



I liked shopping on the Mayesh Live & Local page! It gave me a heads up on what was available instantly. The prices are good too. 5 stars. You guys do a great job!

Daisy Soriano
Gallery Flowers



The Texas Floral Expo encouraged Charity's team that they were moving in the right direction and all their hard work would be appreciated. As Charity put it, "From that day on, I knew that the panel had to get back to work and get the fire burning." Bringing the floral community what they needed was their goal - access to shopping for custom flower orders before, during, or after hours with deliveries offered same day or next day!

Now, you can access the "Live & Local" inventory available at the Houston branch of Mayesh for custom orders delivered same day or next day. This brings the floral professionals into the coolers with pictures of flowers and pricing per bunch which allows florists to find product they need and products they may not have considered before.

Thanks to Charity's quick thinking and the hard work of her team, they were able to take a simple discussion amongst TSFA members and quickly leverage it into a platform that benefits floral professionals throughout Houston and beyond.

We are here to provide the best flowers & service, but also to make your flower buying life easier!



Super easy!! I love knowing exactly what's available and it will definitely help me stick to budget better! Logging back on to add more for tomorrow! lol

Maggie Bailey
Creative Director



I tried Live & Local with Mayesh a couple of weeks ago, and it was the best experience ever! I went to their website and was able to see what was exactly in the cooler. I added everything to my cart and it was delivered the next morning! This new feature is the best when you get into a bind and have to make sure you have enough floral for those late orders. I will continue to use live and local for all my last minute orders!

APA Designs
Lexi Alegra



In Memoriam



Geneva Lannen

Geneva Lannen, 89, of Lake Jackson, Texas, passed away on Tuesday, July 29, 2020.

Geneva was born October 22, 1930 in Taylor, Texas to Edwin Werchan and Clara Leschber. She grew up on the family farm where she learned how to work hard at an early age during the depression years, in charge of cooking lunch for the farm workers.

Geneva married James Joseph Lannen on June 4, 1948. On her 19th birthday, she and James welcomed their first son, Terrance Michael Lannen. On December 8, 1954, their youngest son, Patrick Joseph Lannen was born.

Geneva and James settled in Lake Jackson to raise their family. In 1964, they bought the flower shop at 26 Circle Way, Lake Jackson Flowers & Gifts, and spent the next nearly 30 years creating beautiful flower arrangements for the people of Lake Jackson for events ranging from elaborate weddings to "just because". Geneva obtained her Texas Master Florist designation after years of hard work. She was passionate about her work and found it immensely rewarding. Geneva's roll as a floral design teacher and her efforts to designate the Texas Hill Country's Blue Bonnet Highway were just a couple of ways in which she left her mark on the world.

She was a warm, caring and generous person, adored by her family and friends. Always welcoming, she greeted everyone in her home with a huge hug at the front door as they came inside. She treated everyone like family. Her kindness and generosity had no limits. She was an accomplished cook and spoiled her family with her amazing food at every holiday.

Geneva and James were so blessed to travel the world together as they attended floral conventions and trainings. They visited Amsterdam, England, Ireland, Disney World and cruised in Hawaii. They worked hard and were grateful to travel and see new lands, flowers and art because of it. She appreciated culture and often attended performances of plays, ballets and any other excuse to go to the theater.

Funeral Services were held on Tuesday, August 4, 2020. Geneva will long be remembered.



Dora Nell Mehner Nauert

Dora Nell Mehner Nauert, 89, joined her husband Herbert Nauert Jr. in heaven July 22, 2020.

She was born December 8, 1930 to Paul and Dora Buechmann Mehner, in Travis County, Austin Texas.

Dora graduated from Pflugerville High School in 1948. While attending Nixon-Clay Business College in Austin, she lived at the YWCA, where she made many lifelong friends and memories.

On May 26, 1951, she married her high school sweetheart, Herbert, who played professional baseball for the Texas League. Due to the team's schedule, their wedding took place in Harlingen, Texas, pre- game, on home plate. It was not Dora's bridal dream, but it became one of her family's favorite stories. Their marriage lasted 62 years and everyone agreed it was a home run.

Dora worked for the Texas Highway Department, and retired as Insurance Manager at the Texas State Florists' Association.

Dora received the TSFA Achievement Award in 1991 and was awarded TSFA Life Membership in 1993.

Dora was a perfectionist when it came to organizing and cooking for family celebrations. Her greatest pleasures were spending time with her husband, children and their spouses, grandchildren, family and friends. They shared many fun holidays, vacations and fishing trips to Rockport, whether or not the fish were biting.

An outdoor service was held at the burial site on Wednesday, July 29, 2020 at Cook-Walden Capital Parks Cemetery in Pflugerville, Texas. The family looks forward to hosting a joyful Celebration of Dora's Life once it is safe to gather again. Memorial contributions may be made to: Central Texas Table of Grace.

TSFA Calendar of Events

Design Credit | Matt Wood
Photography Credit | Cody Ash Photography



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
Lubbock, Texas and
Schwertner, Texas
Registration Deadline
September 7, 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



NOVEMBER

- 6 TSFA *Virtual Learning* LIVE
Neo Minimal
Stacey Bal AIFD EMC | 3 PM CST
- 13-15
TSFA School of Floral Design
413 S. West Dr., Leander TX 78641
Registration Deadline Oct. 29, 2020
Register at TSFA.org/FloralEducation
Class limited to 6 students
- 20 TSFA *Virtual Learning* LIVE
Christmas Tidings: Bouquets of Joy
and Celebration
Laura Dowling | 3 PM CST

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- 9 Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
- 9 The Flower Forrest | 210.822.6766 | www.flowerforrest.com
- 9 The Florist, LTD | 940.483.1800 | www.thefloristltd.net
- 9 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
- 12 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 12 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com

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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.



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