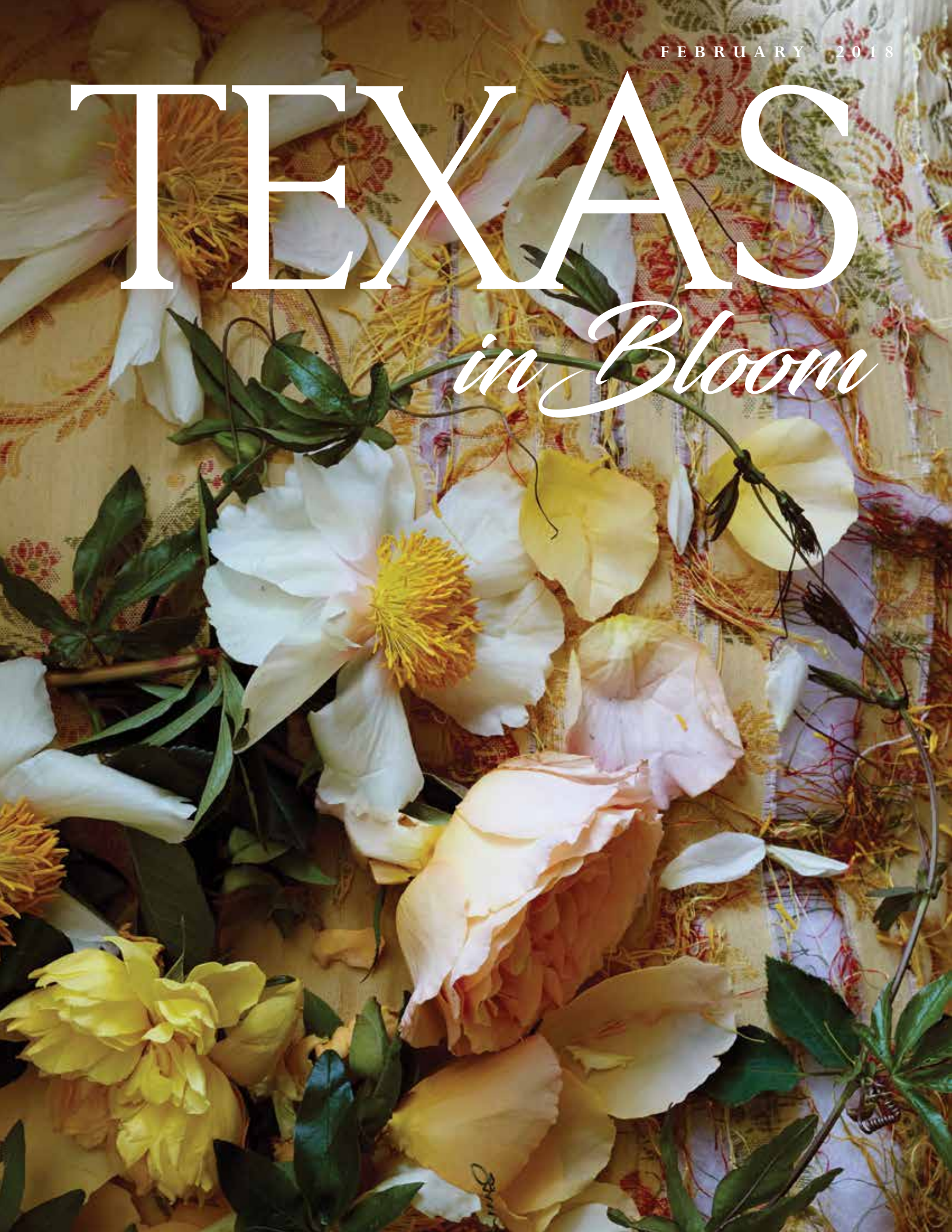


FEBRUARY 2018

# TEXAS

*in Bloom*







# QUALITY EDUCATION: A COMMUNITY COMMITMENT



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## Upcoming Course Schedule

Jan 22-26	<b>Elements &amp; Principles of Design</b> Jackie Lacey AIFD, CFD, PFCI
Mar 18-20	<b>Prom &amp; More</b> Jackie Lacey AIFD, CFD, PFCI
Apr 8-10	<b>Wedding Bliss</b> Sandy Schroeck AIFD, CFD, PFCI
Apr 11-12	<b>Special Events</b> Jackie Lacey AIFD, CFD, PFCI
June 3-5	<b>Certification &amp; Competition</b> Jackie Lacey AIFD, CFD, PFCI
Oct 21-25	<b>Celebrating Life Everyday</b> Jackie Lacey AIFD, CFD, PFCI

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- **Relevant to Floral Business** Topics developed specifically for florists
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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,  
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## From the President



Debbie Woltmann TMFA

Happy Valentine's Week!

It is the one week of the year that we start dreading the day after Christmas but at the same time it is one that we absolutely love! The week of celebrating love and friendship may be in your rear view mirror before you get around to reading *Texas in Bloom*, so I will conclude by saying that I hope the holiday was all you prepared for, that it went well, and that your notes are made and filed for 2019! Now on to what's next in the world of flowers!! It's as big as Valentine's week for TSFA and continues throughout the spring!

TSFA started the year with the first Texas Floral Showcase in Longview and preparing for the second presentation in Fort Worth! A special thank you to Patty Fair and her committee for a successful event! The Texas Designer of the Year Competition is just around the corner in conjunction with Houston's ever so famous Azalea Trail! With those events well planned preparations are in full swing for Level One and Level Two Floral Certification testings!!

This program, which is dear to my heart, was developed just 13 years ago. It began in response to a need for qualified and educated employees! The idea was to prepare high school floral design students for an entry level position with both knowledge and skills. The students take a comprehensive written exam and complete a hands-on test in a timed setting. The students who advance in floral design with multiple year offerings in high school curriculum may go on to complete a Level Two Certification. These students prepare a portfolio of their work and participate in a hands-on test. In 2017, we tested over 2,600 students in Level One Certification and 36 in Level Two Certification.

Many hands make for lighter work and with the continued growth of this program just as you add staff to assist through Valentine's week, TSFA continues to reach out for many hands! I want to share a little more about the process hoping to spark your interest as mine was sparked years ago!!

The testings are typically done on a weekend. We receive the flowers on Friday afternoon; sorting and separating into the desired amount for each student. Arriving early Saturday morning, we set the tables with containers, foam, supplies and flowers before checking in the students. Testing begins at 10 am followed by the grading process and of course clean up, usually finishing mid-afternoon. The camaraderie of being among floral friends, the stories shared, the lessons learned, makes it quite fun! Sharing the time with excited students new to the world of flowers makes it quite rewarding! The weekend is like a dose of vitamins for me and there are plenty of these opportunities to pass around!

Testing site cities for this spring include Cypress : March 4, Lubbock : April 4, North Richland Hills : April 7, College Station : April 14, San Antonio : April 17, Pittsburg : May 2, Dallas : May 5 and Klein : May 5.

I invite you to join us for a weekend and give it a try!! So, take a moment to call the office or call | text me at 979.661.1156 or email me at [dwoltmann@tsfa.org](mailto:dwoltmann@tsfa.org). You will be glad you did!

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

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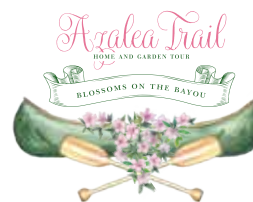
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TRANSLATED

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EXPERIENCE EXPO  
EDUCATION



## 2018 Texas Designer of the Year Competition is *One Stop* on the Azalea Trail!

*Make Plans Now to Attend  
Saturday, March 3, 2018  
in Houston, Texas*

Houston's 83rd Annual Azalea Trail Home and Garden Tour will highlight Texas' longest running and most prestigious design competition as one of the stops on the 2018 Azalea Trail Blossoms on the Bayou. The competition, featuring guest author and former White House florist Laura Dowling, takes stage in the Lora Jean Kilroy Visitor and Education Center at Bayou Bend on Saturday, March 3rd.

A ticket to the Azalea Trail gives admission to 6 locations within the River Oaks neighborhood, including 4 private homes and gardens, Bayou Bend and Rienzi. A 7th free location, also in River Oaks, is the River Oaks Garden Club Forum of Civics where free advice from "Ask the Experts" can be enjoyed each day.

A free trolley will provide easy access to all 6 locations of homes, gardens and house museums. TSFA members and their families may attend the Designer of the Year Competition without need of a ticket.

For locations to purchase tickets and additional information visit [riveroaksgc.org](http://riveroaksgc.org). The Azalea Trail opens on Friday, March 2nd and continues through Sunday, March 4th.



## *The History of the Azalea Trail*

River Oaks Garden Club was organized in 1927 by 27 residents of the emerging River Oaks area. It was not until late April 1935 that they held the first "Garden Pilgrimage," as it was known then. That first year, there were 12 gardens on the tour, five of which were on Lazy Lane. Proceeds from the tour were used to beautify the grounds of River Oaks School, known today as River Oaks Elementary. In 1936, the Pilgrimage became known as the Azalea Trail, as three gardens were opened in March to display azaleas in addition to the April Pilgrimage. People were unfamiliar with the beautiful azaleas because they were not native to the area, so ROGC used the Azalea Trail to educate the public on azaleas and horticulture.

The 1940s brought challenges to the Azalea Trail, as the war years led to severe shortages of plant material. ROGC members began to cultivate bedding and landscaping plants from seeds and cuttings and introduced the "Victory Garden" concept into landscape design at their own homes. The Victory Gardens incorporated vegetables into the borders of flower gardens and fruit trees into the broader landscapes – a practical shift from the isolated vegetable gardens and fruit orchards of the past. The ROGC Victory Gardens proved to be greatly appreciated by Azalea Trail attendees, setting the stage for a new interest in marketing fresh produce at the Greens Market held on the ROGC's Forum building grounds.

Azalea Trail attendance continued to grow, attracting an impressive 10,000 visitors in 1945. Visitors that year included several thousand service men and women, who enjoyed the Trail as honored guests. Among them was a contingency of military officers, visiting Houston to lay the cornerstone for a new, 39-building Naval Hospital, later known as the Veteran's Hospital. In 1957, night gardens were featured on the Azalea Trail for the first time.

In 1961, Miss Ima Hogg granted permanent supervision of Bayou Bend Gardens to ROGC. To this day, Bayou Bend Gardens remain an important jewel in the Azalea Trail crown.

In 1982, The Mayor of Houston issued a proclamation, designating Azalea Trail Days and commending ROGC's contribution to the historical preservation, conservation, and beautification of the city.

In 2006, the City of Houston was designated an "Azalea City." What started as a means for ROGC members to educate the people of Houston has evolved into the heralding symbol for Spring in the City of Houston.

Today's Azalea Trail offers Houstonians an enjoyable weekend that educates the public about architecture, flower arranging and horticultural possibilities in our region. Trail proceeds are given back to the community for projects in horticultural education, conservation and civic beautification.



# Guest Author & Former White House Florist

Laura Dowling to present

## *The Texas Designer of the Year Competition*



Laura Dowling served as Chief Floral Designer at the White House 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, White House policy staff, including the Office of Science and Technology and Presidential Innovation Fellows, creating imaginative, cutting-edge décor and flowers.

Prior to her tenure at the White House, Laura established her own floral business and design studio in a basement kitchen. After the resignation of the previous chief floral designer in 2009, a widely publicized White House Florist Competition commenced. Laura entered the search, and following the nation-wide competition, she was selected by former First Lady Michelle Obama in October, 2009 to be Chief Floral Designer at the White House.

A native of Chehalis, WA, a small farming town in the Pacific Northwest, Laura received a Bachelor of Arts degree in political science and master's degree in public administration from the University of Washington in Seattle. Prior to her White House assignment, Dowling was Senior Manager of Strategic Communications at The Nature Conservancy.

Laura is an annual presenter at the Philadelphia Flower Show, the nation's oldest and largest flower expo, as well as a regular speaker at national, regional and local horticultural associations, garden clubs and museums. Her flower designs have been featured in design magazines and on Home and Garden Television (HGTV). Laura presented at the first Texas Floral Expo! TSFA is thrilled to welcome her back to Texas!!



### **Texas Designer of the Year Competition Schedule**

Presented by Texas State Florists' Association  
Partially Underwritten by the Texas Floral Endowment

1:00PM - 1:45PM Interpretative Design | Blossoms on the Bayou  
1:45PM - 2:15PM Break | Judging  
2:15PM - 2:45PM Florals to Grace Today's Home | Judging Continues  
2:45PM - 3:15PM Break | Judging  
3:15PM - 4:00PM Surprise Package | Judging Continues  
4:00PM - 5:00PM Judging Completed | Kilroy Closed to Public  
5:30PM - 7:00PM Private Industry | Garden Club Reception

# THE BUSINESS OF FLOWERS

## From the Mouth of a Millennial

Renato Cruz Sogueco

BloomNet Vice President Digital Strategy | Floriology Instructor

**N**eed a solid marketing strategy to thrive as a florist now and into the future? Start looking beyond your traditional baby boomer customers and begin engaging the next big generation of consumers, Millennials.

We have the research, courtesy of the American Floral Endowment's (AFE) 2016 Marketing Tactics to Increase Millennial Floral Purchases study but it's always good to confirm straight from the source. Fortunately, Floriology's vibrant internship program provides us access to these young

consumers – this time around, we pick on Katie Connors, our 21-year-old digital marketing intern attending the University of North Florida.

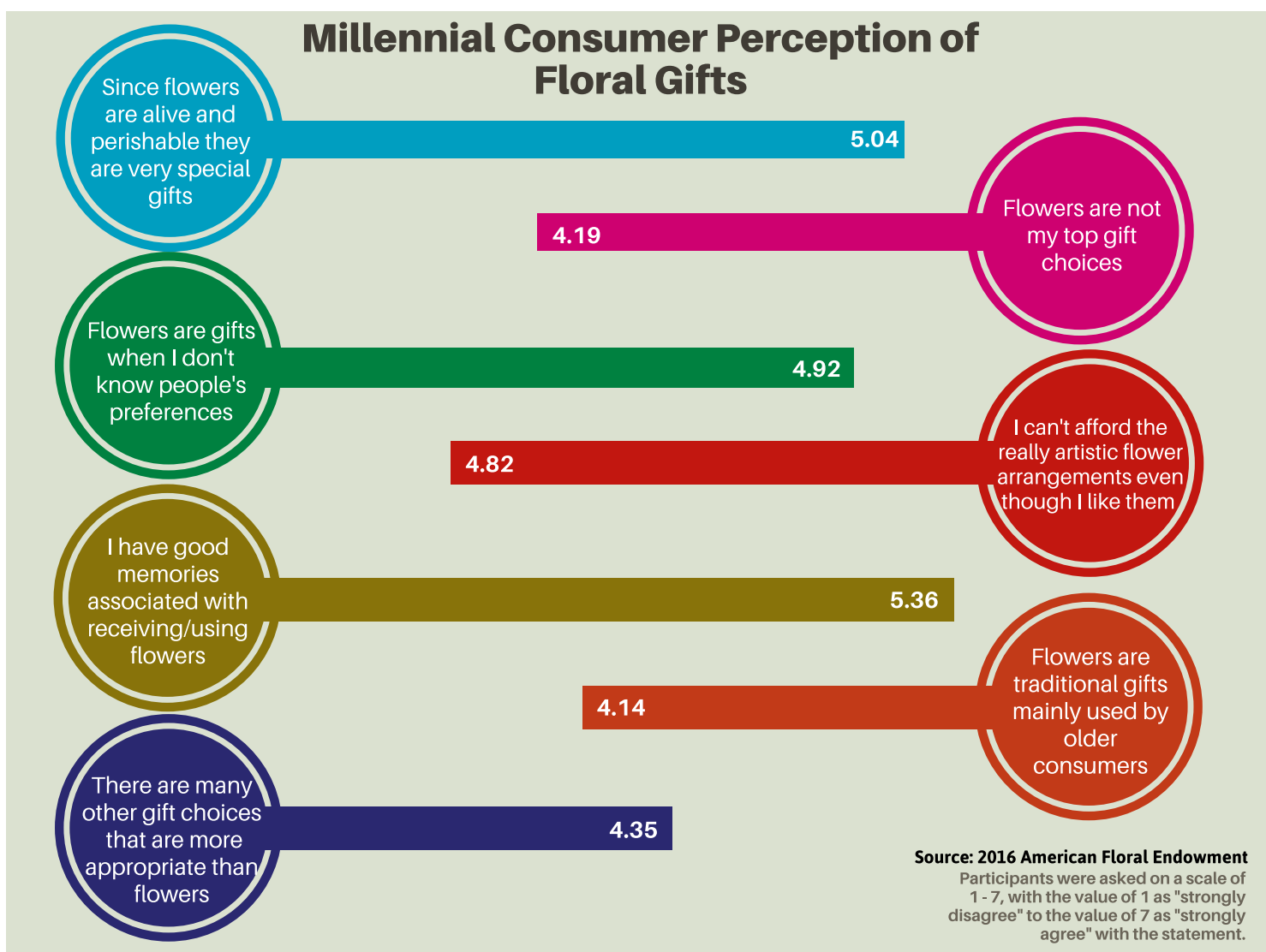
AFE Study says: Millennials are very likely to believe purchasing and sending flowers can be a fun experience, there can be more occasions and reasons to send flowers, and flowers can become an important part of their lifestyle.

"Flowers are a common gift to give among all generations," confirms Katie. "If someone is

sick, send them flowers. If you are meeting your boss for dinner, bring them flowers. If you like someone, give them flowers."

We recommend promoting flowers as great gifts for any and every occasion on your social media channels, be a great quick pick-up gift at the shop and promote flowers as home décor placements.

AFE Study says: Millennials believe they cannot afford the really artistic flower arrangements even though they like them. And although florists would be their



preference to purchase flowers, they opt for the convenience of a grocery store.

“Most of the time millennials aren't going to dish out more than \$50 for flowers,” says Katie. “It's not that we can't tell the difference in quality between a florist and the grab-and-go bouquets. It's that we don't have the extra money to spend on them. If I am going to give someone flowers, I'm most likely going to pick some up from my local grocery store.”

We recommend offering “good, better or best” options for arrangements or promote through social media that you can customize gifts to meet Millennial price points. Offer incentives such as 10 percent off if they share their purchase with their social networks or BOGO-type specials.

To draw Millennials to the shop, consider offering DIY flower opportunities in the form of a flower bar or offer design classes in which they could take with friends.

AFE Study says: Millennials believe flowers have short longevity and | or admit they do not know how to care, maintain these types of gifts.

“Personally, I love flowers. However, I know many of my friends, who are millennials, disagree” says Katie and adds bluntly, “they don't like receiving flowers because ‘they are just going to die.’”

We recommend building a special page on your website where you provide care and handling information. In addition to being able to share this resource immediately with Millennials and other customers, it'll serve you well when potential customers search for floral care information on their mobile devices. They'll find this page and get to know you as an authority on floral care – and trust you to purchase flowers from your website.

Beyond the AFE's study, we asked Katie for her preference in flowers. “My favorite flower of all time is the Sunflower. I love them as a statement on their own or in arrangements. They are bright and beautiful. I have noticed that many people my age have incorporated Sunflowers into their weddings or engagement photos. Between the bright yellow color and their limited availability, Sunflowers seem pretty popular among millennials.”

Her response matches design trends which resonate with Millennials such as monochromatic and | or colorful designs.

“Monochromatic and mono-botanical are still strong trends with Millennials as are bright and vibrant colors,” says Floriology's lead design instructor Jackie Lacey AIFD CFD PFCI. “Color makes Millennials ‘feel happy’ so these types of designs could be solid offerings for self-purchase.”

Katie also revealed her preferences in roses, which confirms a trend in yet another AFE study, the recent 2016 Floral Purchase Tracking Study. The study was specific to point out young, married men as a fast-growing segment of floral online consumer. And young men primarily just purchase roses, which is good for Katie. “Roses are also one of my favorite flowers” she says. “I love red roses. They are obviously the go-to flower to give as a romantic gesture, but I also love yellow, pink, and purple roses.”

You can access both of the AFE studies at the Floral Marketing Research Fund website, [www.fmrfl.org](http://www.fmrfl.org). Please visit [www.floriologyinstitute.com](http://www.floriologyinstitute.com) for more trend analysis.

## FLORISTS ARE THE PREFERRED RETAIL OUTLET FOR *Millennials*

69%

IN PERSON, LOCAL FLORIST

63%

IN PERSON, GROCERY STORE | MASS  
MERCHANDISER

57%

IN PERSON, FARMERS MARKET

50%

IN PERSON, NURSERY | GARDEN  
CENTER

35%

LOCAL FLORIST WEBSITE

34%

ONLINE NATIONAL FLORAL WEBSITE  
(1-800 Flowers, FTD, etc)

30%

IN PERSON FLOWER VENDOR STREET  
CART

17%

ONLINE, Groupon OR LIVING SOCIAL  
COUPON

14%

IN PERSON CONVENIENCE STORE OR  
GAS STATION

2%

TOLL FREE TELEPHONE SERVICE

Source: 2016 American Floral Endowment

# Navigating the Spring Merchandising Waters

How to move from holiday to holiday while riding the waves of marketing change

Article written by: Jackie Lacey AIFD CFD PFCI

BloomNet Director of Education and Industry Relations | Floriology Instructor

The season of celebration is over and everyone is dealing with the remnants of the winter while looking forward to spring. Isn't it funny how the excitement builds for the holidays to finally arrive and then it is here, it's over and everyone starts to look for warmer weather and the rebirth of spring!

So, how do we quickly adapt to this change of seasons to navigate spring merchandising? In this ever changing market, how do we successfully move from one holiday to another causing a "wake" in our business rather than a negative response in our budget?

It takes planning, organization and more work today than ever before. Today's market is different because today's consumer and the way they purchase are different. The sooner we realize this, the better.

One of the first places we must start is to look at the way retail marketing has evolved. Every year online purchasing increases with social media as one of the leading factors. Today's generation has never known a time without cell phones and the instant gratification that accompanies this communication. Traditional advertising is less and less effective thus we simply must discover new ways to market.

We have a wide variety of holidays throughout the spring such as St. Patrick's Day, Easter and Mother's Day. There are minor holidays that also occur during this time but these are the main floral holidays...or perhaps use to be! None of these are anywhere near the floral holidays as in days past. This is a key factor in developing a merchandising strategy for spring.

## First, we need to create revenue generated holidays.



- >> Streamline your operation for efficiency while trying to increase profit and customer satisfaction.
- >> Make shopping seamless creating ways to order at the push of a button.
- >> Create various price points to appeal to every budget.
- >> Understand the connections between lifestyle and expenditure.

## Now look for a common thread to link each of these holidays together by theme.



- >> The demand for urban, clean and uncluttered design and styles.
- >> Adding to a color palette that can go bright, rich or subdued.
- >> A simplified style that works with any budget. Today's consumer while seeking inexpensive gift options wants the selection to look like a million and only cost a few when it comes to self purchase.

## Next is the planning.



- >> Organize your needs into styles for each holiday.
- >> Compare the color palette for each, researching what colors are strong in your market.
- >> Review what items may be purchased that will transcend each holiday, offering greater value to the consumer with a variety of creative ways to feature the products.

Our industry is ever-changing and we must change with it! We may no longer promote as we have in the past but instead look to social media in new and exciting ways, such as Facebook Live and producing educational video segments. We must continue to find new ways to engage creatively providing countless opportunities! With new ideas come new strategies and this always leads the way to needed change!



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JUNE 30 to JULY 4

# TEXAS

## Floral

2017 • SHOWCASE • 2018

Texas is *trending* in 2018  
April 11, 2018 | Fort Worth, Texas

Texas is *trending* and Sharon McGukin will be with us throughout the year as she travels to the three Texas Floral Showcase locations. This presentation will highlight the *trending* points that retail florists must learn, understand, and apply to stay in business. This well researched presentation written exclusively for Texas will take us to the top!



Sharon McGukin AIFD AAF PFCI inspires others to 'celebrate life with flowers'. She is nationally known for her floral expertise, southern charm, and energetic connection with audiences as an entertaining and informative speaker.

She began her career as a small town florist with floral adventures leading her around the world. She has consulted in Asia for the home

décor industry and presented flower demonstrations and tracked floral trends across the United States, Canada, and Europe. From decorating floats at the Rose Bowl Parade to designing flowers for the White House, this floral fashionista has lots of flower stories to share.

Within the floral industry, Sharon is quite involved. She is the Smithers Oasis Design Director and Floral Blogger. She is a Past President of the American Institute of Floral Designers. She is a member of Professional Floral Communicators International and recognized in the American Academy of Floriculture. She often contributes articles or design tips for industry and lifestyle magazines, national newspapers, and blogs.

Sharon and her husband, Tim, live in Carrollton, Georgia. They enjoy a busy life filled with grandbabies, grandpuppies, gardening, and large, noisy southern mealtime gatherings of family and friends.

Texas is delighted to welcome Sharon McGukin to travel Texas in 2018!

**Register Today at [tsfa.org](http://tsfa.org)  
or call 512.834.0361**

Design Presentation | Dinner | Product Gallery  
Registration \$65.00

6:00pm | Shop the Product Gallery and see all that is New!  
7:00pm | Dinner and Time to Network  
8:00pm | Sharon McGukin to present *trending*  
9:30pm | Purchase a Design from the Program to support Texas Continuing Education

Texas Floral Showcase  
April 11, 2018  
City Club  
Fort Worth, Texas

### Staying the night in Fort Worth?

Here are a few hotels near the City Club:

Courtyard by Marriott | 817.885.8700

Embassy Suites | 817.332.6900

Renaissance Worthington | 817.870.1000

## Texas Floral Showcase Education and Product Partners

These companies are going the extra mile to bring Sharon McGukin to Texas!

Cal Flowers | Design Master | Oasis Floral Products  
Rio Roses | Texas Floral Endowment  
TSFA Past Presidents

A Texas Thank You to Greenleaf!  
New Gold Level Texas Floral Education Underwriter!  
Greenleaf! will receive the floral products for the Spring Showcases!



# DAVID TUTERA™



is the Signature Personality for the  
**2018 Texas Floral Forum**

## **JULY 14<sup>TH</sup> IS THE DAY!!!**

From Time with Tutera to start the day to a Trending Main Stage Presentation followed by a Step and Repeat, with plenty of time for photographs with David, you will be entertained, educated, and amazed. An intimate evening with cocktails and dinner and wedding bouquets elegantly presented, will complete what we know will be a day long to be remembered.

Thank you David Tutera for scheduling Texas in 2018!!

This presentation is brought to you by Texas State Florists' Association and underwritten by

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World-Class Florists Worldwide Delivery



# INTERIOR TRENDS

# TRANSLATED





**R**unways to entryways, walls to floors, purses to pillows; florals and foliage are making a comeback in a big way in 2018! Flowers and plants are trending in every aspect of the fashion and interior worlds. Christopher White's Interior Trends Translated dives into color and pattern trends translating these concepts into floral designs for every day, expanding visions for in store merchandising, while connecting your social media platforms to engage customers full circle online and in your store.

New York based designer, craftsman, DIY guru and all around home lifestyle expert, Christopher White has proven himself as a creative force. His unique skillset has made him a go-to designer and talent for leaders in the advertising, commercial, publishing, and television industries. A third generation florist, his journey started in the family flower shop in Baytown, Texas where at a very early age his talent was recognized and encouraged by his family.

Christopher honed his design aesthetic at the Savannah College of Art and Design, receiving Bachelors of Fine Art degrees in both graphic design and photography. While in college he continued working in the retail floral industry where his designs graced two Presidential Inaugurations and in 2003 he moved to New York City to begin his creative endeavors in print, publishing, and television.

Along the way, Christopher worked in the style department at *Real Simple* Magazine which led to a vast portfolio of clients in the creative and editorial industries. His print work has graced the pages of *Bon Appétit*, *Family Circle*, *HGTV Magazine*, *O*, and *The Knot*, as well as for William Sonoma Home and Crate & Barrel to name just a few.

In 2011 he joined Sabrina Soto for a 5-season run as co-host on the HGTV show, "The High Low Project." Alongside Sabrina, Christopher showcased his vast skill set by fabricating home furnishings and accessories that perfectly suited the needs of the design as well as floral styling the spaces for each reveal.



Having worked throughout the past decade in so many facets of the floral and visual design industry, Christopher has become highly sought after because of his professionalism, visual design background, and keen eye for detail. Whether it is designing interiors, styling events, producing stories for publications, or sharing his DIY tips with TV audiences, Christopher's laid-back, charming southern personality transcends all media formats. His modern sensibility fused with an eclectic organic aesthetic allows him to create a unique style that has become his signature. Currently calling Brooklyn, NY his home base, Christopher continues to travel the country for his prop & set styling work, create custom home furnishings, and is constantly looking for the next big creative adventure. We are thrilled he will present center stage at the Texas Floral Forum in July.

#### Photo Credit

##### Top row:

- 1 Cushnie Et Ochs Spring/Summer 2018 Ready-To-Wear now on British Vogue
- 2 Photographer Annie Schlechter for House Beautiful
- 3 Ellie Cashman Design Dark Floral II Black Desaturated Wallpaper
- 4 interiorzine.com
- 5 Dolce & Gabbana SS 2018

##### Bottom row:

- 1 Photographer Lisa Cohen for Vogue Living
- 2 Pinterest
- 3 Photo: Indigital.tv Moschino Spring 2018
- 4 Pinterest
- 5 Pinterest

# Old World Florals for *Today*

In designs reminiscent of masterful still life paintings, Kiana Underwood will truly bring “nature into the vase” during the Texas Floral Forum in July. The owner of Tulipina, an internationally renowned floral design studio that specializes in creating bespoke experiences for high-end weddings and events, will grace the stage for the first time in Texas. This world class presentation will bring to view Underwood's use of unique color combinations as she reclaims the past creating old world florals in a style that transcends to the forefront today.







*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

## Texas Thanks Jenny Thomasson AIFD PFCI EMC

for her limitless creativity shared during the Texas Floral Expo! How fortunate we were to learn from this amazing designer. The highlights from her presentation are revisited this month and next reminding us of ways to elevate the design of plant material to a whole new level!



A wire claw base is the support for this entire bouquet. Cut pieces of cork are attached using hot glue. Garland of cut ringlets of wood are placed throughout and extending the line downward to finish the cascade. Dominating focal, cut bromeliads, contrasting colors and shapes, layers of depth and exciting movement.



Abstract, asymmetric and intriguing! One 8' piece of lumber, cut, attached to individual bases. Poles of rebar anchored horizontal and covered with sisal, lunaria pods, palm blooms, tillandsia.



Wet oasis helps to support the Phalaenopsis orchids within the concrete container, structure is provided by dried reed added in groupings, fresh lisianthus, Spanish moss and succulents dress the collar.



Wire feet, extended upwards and each holding an African violet wrapped in denim to pull the blue color from the wood bases upward. Cut reed, allium and craspedia all add interest while allowing this to be used for quite a long time as the items will stay and dry, only needing to care for the plants.



Curly willow armature, balanced on front and back. All floral material is attached using wire for heavier product and cold glue for light weight material. Heavier, deeper colors are represented in the center with the allium and pothos to visually anchor the design, allowing the lighter colors to play on the exterior.



Impelled into each other, the craspedia gives off gorgeous angles and a pop of contrasting color to the violets and containers. Great as a single unit but massed together is much more impactful. Light texture added by using the dried hanging amaranthus and also reinforces the color of the leaves.



# Simply Social



In our last issue, we focused on why it is important to use a content calendar. This month, I'd like to share with you a few ideas for content to use in your calendar.

First, it's important to brainstorm what kind of content fits your online persona (casual, serious, fun, professional), and if the content will reflect your online persona. Then, for weekly ideas, consider a weekly theme post like #WeddingWednesday, share industry specific articles that would interest your customer, educational posts or videos that teach your audience, success stories related to your product, behind-the-scenes or a sneak peek of what's to come in the future. Create posts for each category, Monday - Friday (you will reach significantly less people posting on weekends) and schedule your posts out as far in advance as you can.

Finally, do not rely on your content calendar completely. Content calendars are a great way to make social media management less time consuming but it is important to remain flexible. Check up on current trends or news stories to fill in. Look closely at your analytics and if something is not working, pull it and make adjustments. With these tips, I hope you can find a way to implement a calendar in your 2018 marketing goals to save time and build your online presence.

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

## In Memoriam



Martha Jane Mills Hoppe, age 84, passed away on March 10, 2017 in Carrollton, Texas. Martha was born on June 13, 1932 in Fort Worth, Texas and grew up in Fort Worth, graduated from Carter Riverside High School, attended University of Texas in Austin, met and married her first husband Blake Avery and after a divorce moved to San Antonio, Texas. In 1960 she moved back to Fort Worth where she met and married her husband Donald Hoppe and moved to Denton, Texas. In 1972, Martha and Don Hoppe bought Shaw Florist in Carrollton, Texas.

Martha was active with Texas State Florists' Association where she served as President in 1993. She was inducted into American Academy of Floriculture. Martha was preceded in death by her husband Don Hoppe. Martha is survived by her sons Gregg Hoppe and Lamar Avery, daughter in law Brenda Avery and grandson James Avery.

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# TSFA *Calendar of Events*

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- 14 Valentine's Day
- 20 President's Day



## MARCH

- 3 Texas Designer of the Year Competition  
Lora Jean Kilroy Visitor and Education  
Center at Bayou Bend  
Houston, Texas
- 17 St. Patrick's Day
- 23-25 TSFA School of Floral Design Classes  
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## APRIL

- 1 Easter
- 11 Texas Floral Showcase  
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