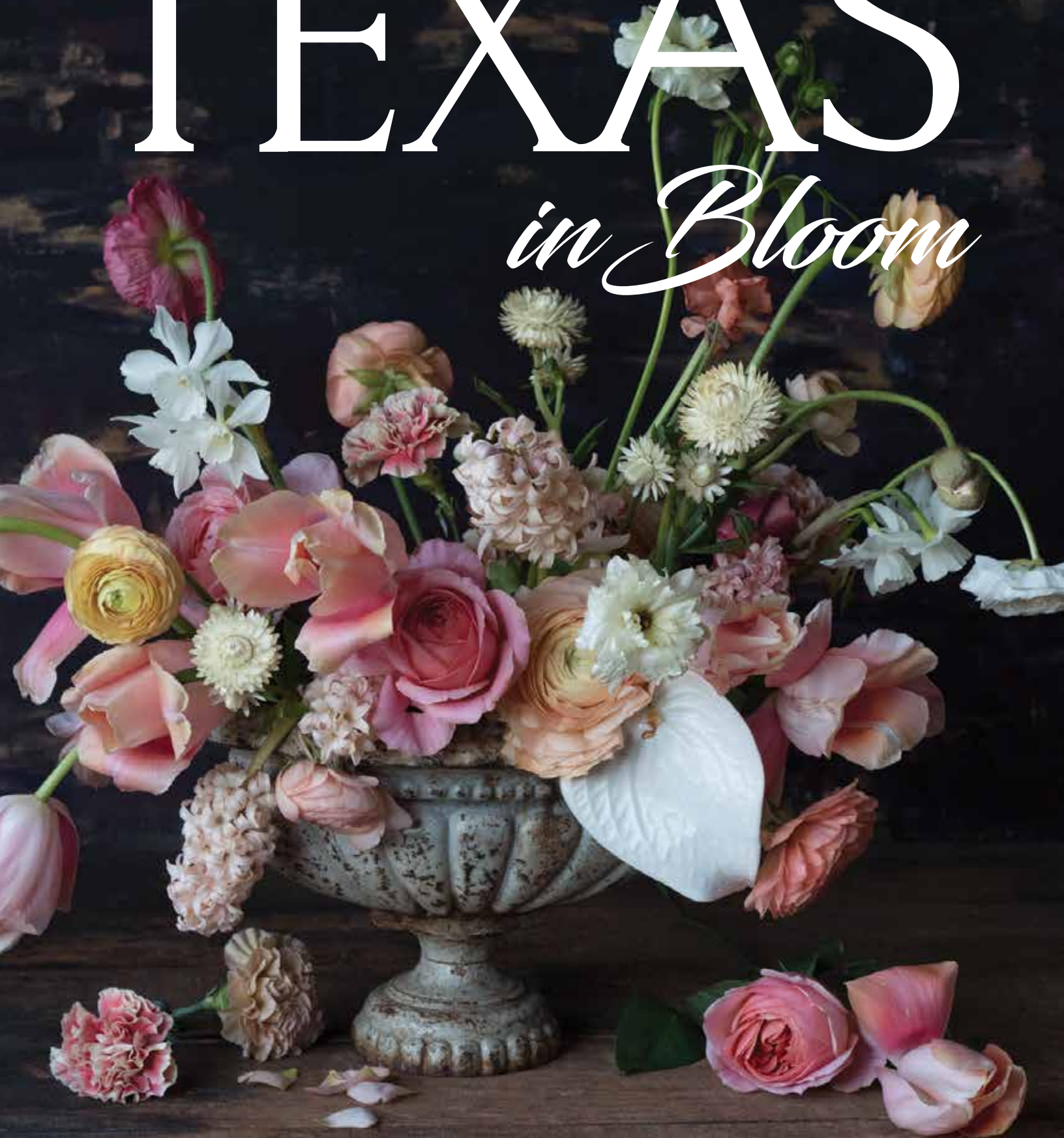


MARCH 2018

TEXAS

in Bloom





QUALITY EDUCATION: A COMMUNITY COMMITMENT



Renato Cruz Sogueco
Vice President of Digital
Strategy & Education



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



Donald Yim
AIFD, CFD, CPFD
Instructor



Sandy Schroeck
AIFD, CFD, PFCI
Instructor



Anthony Swick
AIFD, CFD, PFCI
Instructor



Lesley Bolden
AIFD, CFD
Instructor



Charlie Howard
Instructor



Stacey Carlton
AIFD, CFD
Instructor

Upcoming Course Schedule

Mar 18-20	Prom & More Anthony Swick AIFD, CFD, PFCI
Apr 8-10	Wedding Bliss Sandy Schroeck AIFD, CFD, PFCI
Apr 11-12	Special Events Jackie Lacey AIFD, CFD, PFCI
June 3-5	Certification & Competition Jackie Lacey AIFD, CFD, PFCI
Aug 12-14	Reinventing Everyday Design Donald Yim AIFD, CFD, CPFD
Oct 21-25	Celebrating Life Everyday Jackie Lacey AIFD, CFD, PFCI

Plus, Don't Miss Our
FREE WEBINARS

- **Convenient!** No need to leave the shop; saves time; learn with colleagues
- **Relevant to Floral Business** Topics developed specifically for florists
- **Knowledgeable Experts** Able to engage the audience through video, chat, interactive Q&A's and polling features

www.floriologyinstitute.com/freewebinars



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

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

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

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

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

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



Facebook.com/floriologyinstitute



@floriology_institute



@floriology

From the President



Debbie Woltmann TMFA

Spring! My favorite time of the year. Grass is greening, trees are budding with blossoms and leaves, flowers are starting to bloom, and sunshine. Lots of long awaited sunshine! Spring to me is a new beginning. A new outlook! Time to look forward to all holidays and events awaiting spring.

It is a busy, busy time filled with tremendous opportunity. Proms, Easter, Administrative Assistants' Week, dance recitals, Mothers Day, weddings, luncheons, teas and bridal showers to name only a few of the celebrated events of the season. So many opportunities for flowers to be enjoyed and so many opportunities for you to showcase

your creativity in design, your knowledge of care and handling, your quality flowers and your professionalism in service. Are you ready? Are you feeling energized?

If not, it's time to sign up for classes, shows and seminars. Be sure to include the next Texas Floral Showcase featuring Sharon McGukin, AIFD AAF PFCI. It will be in Fort Worth on April 11. Sharon will present Trending, a look at specific points that affect the future of our floral businesses. Her program in Longview was a tremendous success. Don't miss out on this outstanding presentation!! Many thanks to Patty Fair for chairing the first showcase of the year in Longview and to Vickie Slover and the staff at Casa Flora for the tremendous support of this event.

Are you feeling the need to take a hands-on class or two? Sign up for a weekend of classes April 23-25 at TSFA School of Floral Design in Cedar Park. Just outside of Austin, this offers an easy to get to opportunity!

I would also invite you to take a moment and discuss with another, the benefits of membership in TSFA. The association is built on individual memberships rather than a collective store membership so perhaps it is the designer working right next to you that would benefit the most! Take a moment and share the information with those who just might profit from the many offerings! The savings experienced at the educational events alone pays for membership. Looking forward to seeing you along the way! Happy Spring!

4-5 Texas Floral Showcase

6 Trending

8-9 MEMBER SPOTLIGHT

9 OPPORTUNITY AWAITS
THE SAVVY DESIGNER

10 PLANT POSSIBILITIES

11 SIMPLY SOCIAL
THE BUSINESS OF FLOWERS

12-13 EXPERIENCE EXPO
EDUCATION

14 TIME WITH TUTERA



15 COLOR ME FLORAL
KIANNA UNDERWOOD

16-17 THE HIGH LOW PROJECT

18 TSFA SHARES THE
IMPORTANCE OF
SHOPPING LOCAL WITH CBS

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

P.O. Box 170760 | Austin, Texas 78717 | 512.834.0361 | FAX 512.834.2150 | 800.375.0361 | www.tsfa.org | E-mail txsfa@sbcglobal.net

TSFA BOARD

President Debbie Woltmann TMFA
Immediate Past President Norman Northen TMFA
First Vice President Tom Wolfe Sr.
Second Vice President Gina Waters AAF TMFA
Retail Directors
Kassie Baker TMF | Amy Neugebauer AIFD TMFA | Cheryl Vaughan TMFA
Wholesale Director Jon Rommel
Grower Director Jack Weatherford

STAFF

Publisher and Managing Editor | Dianna Nordman AAF
Editor | Lynn Lary McLean AAF AIFD PFCI TMF
Director of Education and Membership | Taressa Dominguez
Administrative Assistant | Carole Sayegh
Production | Graphics by Kandi, Inc.
Cover Credit | Kianna Underwood
Cover Photography | Kianna Underwood
Contributing Writers | Ashley DeFranco, Lynn Lary McLean AIFD AAF PFCITMF, Jodi McShan TMF, Jenny Thomasson AIFD PFCI EMC, Gina Waters AAF TMFA, Christopher White

Texas is *Trending* in 2018

BE THE COUNTERTREND! DON'T BE AFRAID TO CHANGE!

Over 70 people gathered in Longview on January 24th to hear Sharon McGukin share about trends in both business and style. From looking at the buying habits of millennials to learning from our past, Sharon encouraged flower shops to help customers “celebrate life with flowers.” After all, it is what we do.

We have to look at the outside forces that affect floral trends – it’s more than just flowers or even fashion. Look to societal change, cultural reckoning, and social disruption – all of these lead to changes in how society expresses itself. We have to define the progress in our world and find out what our customers want (whether they know it or not) and give it to them. Did you know you wanted a phone that recognized your face and unlocked? Maybe not until Apple gave you that opportunity...

If we think the best days are ahead, they are. It’s all about attitude. Customers are not used to hearing no, and they sure don’t want to hear it from a florist. I mean, we sell them things that they can grow in their backyard (so they think...). With this mindset, we have to continue to keep in our customer’s mind what we can do and all that we can offer. Maybe her favorite flowers aren’t in season, but we can send a beautiful bouquet, hand-delivered to work that will make all of her co-workers jealous.

In today’s culture, flowers are no longer the “trend”; we are the “countertrend.” In a fast-paced world of everyone racing to see who can have the least human interaction and fastest response time, we are providing a service of sending emotions and celebration. We are reminding people to literally stop and smell the roses. Put down the phone and

enjoy life. In the midst of the third industrial revolution, we have 3-D printers and robotic bartenders. Experiences are impossible to replicate, and it’s what people crave.

This doesn’t mean we shouldn’t keep up with trends and change with the times, all while staying true to ourselves. We have to stay relevant. Millennials look for the experience, and we can provide that through experiential retailing. Make your business a “being place,” not just a “buying place.” Host hands-on events – from a kids’ birthday party to a bachelorette party... who doesn’t love flowers? Who would have thought people would pay \$5.00 for a cup of coffee to sit around with people they don’t know? Starbucks did. We can too. Consider a coffee bar, lounge chairs, free Wi-Fi, or something to draw customers in. If people are even just spending time in the shop, they will bring their friends – the more, the merrier. The more people, the more they can spend!

Today’s customer does most of his | her shopping online. Those same expectations move with the customer when shopping offline. This can be great for us and also painful. Same-day delivery? We can handle that. Exact replica of the picture I saw? Sometimes more difficult. This goes back to managing our customer’s expectations and educating the customer. We must realize the expectations the customers bring with them when they walk into the shop.

Connect your customer to your space. Have a space that matches your Pinterest vignette. Organize charity events. Host in-store artists and events. Make yourself relevant to your customer’s lifestyle; this can mean more than just flowers. Let your customer feel at home and like your shop is a place that truly “gets them.”



Finally, don’t be afraid of who you are. Marketing is as important as Making. Tell a story to your customer and make the experience personal. This is what sets us apart. We are not an assembly line of car parts. We make personal bouquets for customers to celebrate life’s events around the world.

How can you do it? Delete what isn’t working. Evaluate your current marketing plan and don’t be afraid to cut the things that are no longer working for your business – even if you’ve always done it that way. Develop your yearly calendar – stay flexible but have some guidance in how you want your marketing and planning to run for the year. Know yourself. Know your customer. Don’t be afraid to change.

by Jodi McShan TMF

A Glimpse into the *Trending* Design Influences



Artisan

- Folk Art Reinvented
- Hand-crafted
- Handmade

Mediterranean

- Freeform
- Textural
- Earthy
- Luxurious



Mystical

- Spiritual
- Softening Society's Hard Edges
- Playful



Natural

- Reconnecting to Nature
- Wellness
- Organic

A Texas Sized Thank You

Texas Floral Showcase Education and Product Partners

Gold Level

CalFlowers
Rio Roses

Silver Level

Texas Floral Endowment
TSFA Past Presidents

Bronze Level

Design Master
Oasis Floral Products

Receiver of all products

Gold Level

Greenleaf! Wholesale Florist

Product Sponsors

Silver Level

Alexandra Farms
Vickery Wholesale Greenhouse

Bronze Level

Accent Decor
Alpha Fern
DWF Wholesale Florist
Mayesh
Wholesale Glass Vases International | WGV

Product Contributors

CamFlor
Rezendiz Brothers

Local Chair

Patty Fair

To serve as local Chair requires an abundance of support

Owner of Casa Flora Vickie Slover

Dinner Centerpieces

Casa Flora

Product Gallery Greeter

MaryAnn Simpson

Design Assistants

Megan Taylor
Sherry Witcher

Flower Sale Assistants

Karen Pritchett
Kendriel Presley
Nicki James

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
 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!



Making Texas Floral Education Possible

PLATINUM



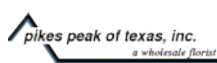
GOLD



SILVER



BRONZE



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

Meet Gina Waters AAF TMFA The Flower Forrest | San Antonio, Texas Texas State Florists' Association 2nd Vice President



Growing Up: I grew up in a military family, the youngest of three with two older brothers. My father being an Air Force Pilot, we lived in ten different locations until I was thirteen years old. When Dad retired, we moved to San Antonio where he joined USAA. I grew up taking dance lessons, playing the piano, the flute, having fun with cross-stitch, and sewing. At age twelve, I danced in Atlantic City during the Miss America Pageant. To this day, I still love to dance!

Family: I raised three sons in San Antonio; one is married and a graduate of Texas A & M, one is a senior at Columbia University and one is a senior in high school at San Antonio Christian School. My sons are my world. I am very lucky to still have both of my parents close by and treasure the time I have with them.

Education: I have an associates degree in Dental Hygiene and worked in that field for eight years. After I married, my Mother and I attended continuing education classes in floral design for fun and as something we could do together. Little did we know that this mother-daughter time would set the path that would lead us into the flower business. Striving to learn

all possible about the business we discovered Texas State Florists' Association and enrolled in the Texas Master Florist Program. It was there that we developed the confidence to open a shop which I have now owned for over 30 years.

Industry: I am very proud to be TMFA and to have received the recognized designation AAF. I have learned so much from the experiences and would not be where I am today without each and everyone that has helped me along the way. The education and involvement in these organizations have advanced my skills to reflect my best. Inspiration comes from attending design programs, reading trade magazines, and being hands-on in my shop everyday. Spending time with other shop owners, floral designers, and wholesalers is the absolute best way to stay atop of trends and the pulse of the industry. This is a profession that continues to change and challenge us daily. To meet the challenge we must stay involved.

Leadership: I was so honored when I was asked to submit my name for Retail Director years ago; excited about an involvement and sharing my time in an association that taught me so much. TSFA has so much to offer in every aspect of the floral industry and I encourage everyone to find the time to be involved for the betterment of all. To serve now as your 2nd Vice President presents untold opportunities to continue to build upon what is important to us all.



Design: Becoming a florist, learning to design, using my God given talent and working with the beautiful flowers that He gives us everyday is an accomplishment for me. Every sunrise paints a portrait of colors, shades and shapes that reflect in design. Using the incredible products in the hope to bring a smile,

offer encouragement, and give joy to the recipient makes my day! I love designing flowers!! It is one of my passions!



Passion: I can't say that I have just one passion, I am a Mother first and foremost and love spending time with my sons. I raised them to be self sufficient, honest and loving, caring adults with one down and two to go! I look at things very black and white, right and wrong. My two Grandmothers were very influential in my development. One being very strong and raising my Mom as a single parent, owning her own business and the other a strong Christian who took me to my first wedding exposing me to Jesus, teaching me to cross-stitch, knit and crochet. Her influence is reflected in me in that I have always loved making things with my hands.

Favorites: My favorite movie is the *Sound of Music*. My favorite book is one that my Dad wrote about his life. My greatest indulgence has to be chocolate, with a close second of movie popcorn with butter!

Looking Forward: There are two places that I have not been that I would like to go, the first being Washington State to see the beautiful countryside, lakes, rivers and mosses. The second place I would love to visit is Italy. I have just never been and since I was a little girl I have been curious to see this boot shaped country with gondolas. Perhaps these opportunities will open but I must say that I am quite content surrounded by the beauty of flowers each and every day and the smiles and joy that I know these designs bring to others through their beauty!

OPPORTUNITY AWAITS *the Savvy Designer*

Oftentimes opportunity presents itself to a savvy designer that is willing to think outside the box! To gather ideas we went to members of the TSFA Board of Directors who shared ideas that have worked quite well and encourage you to give each a quick look and apply your own spin!

HAPPY HOUR

Kassie Baker TMF

Monday-Friday, 4:30-5:30, the pre-made arrangements in the display cooler are half price during this magic hour for cash and carry. Some customers only come in for Happy Hour! Others come for this and order a specialty design for later delivery!

PROMOTE WITH FLOWERS

Kassie Baker TMF

We promote with flowers around town by placing a design in a local doctor's office with cards and signage. We found that we reached not only the doctor & staff but also patients coming into the office. We rotated to varying offices to maximize the opportunity! This spring we are stepping out to apartment complexes to see what impact this may have!

IN THE NEWS!

Kassie Baker TMF

An invitation to be on camera for the Lubbock Lifestyle program once a month has brought tremendous attention and return.

REACH OUT WITH YOUR MARKETING

Gina Waters AAFTMFA

A few years ago I interviewed one who was experienced in sales and marketing. I had never hired someone like this but opened my mind to the idea and was ever so glad I did. What a difference to have a person on staff with this skill set to brain storm business development and reach out beyond our doors to expand the business!

IT'S TV TIME!

Norman Northen TMFA

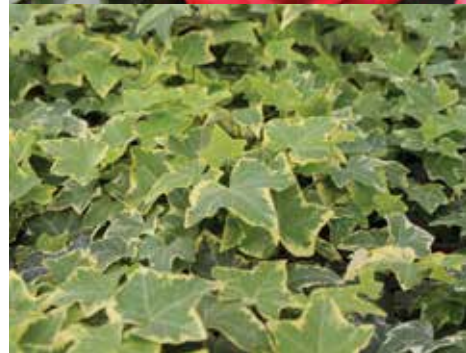
The local television station approached us to provide a holiday tree at the station. For payment the station offered the value in TV advertising in trade! Talk about opportunity! The best news is we can use the TV time when we need to boost our sales!



Plant Possibilities

There are as many possibilities today to design with plants as there are plants, so get ready to have a little fun! Numerous trend reports all point to the same. Consumers want value. They want to be surrounded by all that makes them feel alive and healthy. With Ultra Violet being the Pantone Color of the Year, this alone should cause violets to take the lead if marketed correctly. With a trend of stepping outside rather than remaining indoors, as well as the transformation and expansion of outdoor living spaces, there seems to be countless opportunities for expanding plant sales. The Millennial is reconnecting with nature, wants long lasting product, and is price conscious. All qualifiers lead to plants!! As we look deeper into today's trends hand crafted and hand made is what it's all about! With buzz words like organic and healthy, and sustaining, and farm to table...plants simply fit right in!!! So start thinking gardens of all varieties. Blooming varieties in decorative containers designed for a variety of interior styles. Foliage plants return inside once again with an updated look bringing a freshness to today's home. Plants are seen as a design element to be featured with fresh florals. Succulents remain center stage. In the recent Texas Floral Showcase, presenter Sharon McGukin emphasized the importance of creating experiences to build your business. What better way than to offer a class to your clients to create a garden, learn a little care and handling, serve a cup of herbal tea with a treat or two touched with a flower. Be the expert and open the world of plant possibilities!!

Images courtesy of Jimmy Klepac.
Klepac Greenhouses. Blanco, Texas



Simply Social

WAYS TO MARKET BLOOMING & FOLIAGE PLANTS AS HOME DECOR

Spotting trends and educating your audience about trends are great ways to provide value for your customer; and providing value for your customer is one of the best ways to engage your social media audience. With the trends of indoors vs nature, the transformation and expansion of outdoor living spaces and Ultra Violet being named Pantone color of the year, there are countless opportunities for expanding plants sales and providing value to your audience through education. The best way to do this on social media is digital storytelling. Digital storytelling allows your business to express its brand personality while connecting with your audience. A few examples of using digital storytelling to get your audience thinking about plants in home would be: telling a story that expresses why bringing nature indoors is beneficial - how will it make your customer feel? How will it impact their life? Or, tell a story about a customer who benefitted from expanding their outdoor living space and using plants to set the tone of the space. People crave things that make them feel alive and healthy and educating your audience about plants in home decor is a way to do this for people while also expanding your sales.

For more information, contact
ashley@simplifiedsocialmedia.com



MERCHANDISING *Magic*

The days of only offering a few plants out front with each displayed in a basket with a bow are done. The time has come to capture the opportunities that await you! Here are a few simple suggestions to apply the magic of merchandising to your display area creating an experience for your customer and a place that they want to visit time and time again!

SOMETHING FOR THE HOME

Foliage Plants have returned home after being absent for a few decades so create a special place to share that story. You don't have to have a lot of space. A piece of furniture. A table with a linen and a chair to the side. A chest with a lamp and an accessory or two. Create the setting. Select a container that fits the style. Select a foliage plant that fills the container. Repeat!

STEPPING OUTSIDE

Offer selections that would accent a dining table or cocktail table for the outdoor living space. Feature pedestaled containers. Display container options close by on a book case or shelving to keep the look natural. Branches. Mosses. Textural Interest. All for sale. All Natural.

GARDENING INDOORS

The European Garden returns in a variety of ways. An assortment of Bloomers with perhaps an herb or two. Foliage plants and florals either in fresh flora or blooming live. Succulents. All ideas offer a fresh approach to container gardening for inside today's home. Offer a selection of products that complement. Care and Handling products, watering accessories, a candle or two. Options for various interior styles increase possibilities.

LIVING WALLS

Create a Living Wall of plants. One that customers can enjoy and carry the idea into their own space. Feature related products and containers close by. Design a sitting area with garden books for sale or magazines to peruse. Serve tea. Have a conversation. Create a sanctuary. A retreat. A place to return.

Experience Expo Education

Last month we shared the incredible plant stylings of Jenny Thomasson AIFD PFCI EMC. The designs that unfold on these pages are filled with inspiration. Be encouraged. Be inspired. Take the time to study the details. Expand the possibilities. Create.

Trans-seasonal possibilities!

Lichen branches and dried palm frans are all attached to the base while the plants, in this case bromeliads, are nested within.



Kokedama 'Moss Balls' and container gardening are and will continue to be quite a craze. Fern, Phalaenopsis, Sansevieria, Spathiphyllum, along with succulents, roses and interesting wood elements make this the scene for a coffee table, entrance or party.

Well over 8' tall, this structure still has a grace about it. Fluid lines provided by the lichen branches and followed with the material. Three varieties of Orchids and dried rose petals are the only materials used here. All attached with wire or hog rings to ensure security.



The most common plant pulled into a composition of dried pods, stems, Moss and paired with an amazing container.



Our Time with TUTERA starts now!

Over the next four months we will share Time with Tuter beginning in this issue with the early years and a glimpse as to just how David Tuter's career started. You are going to see that just like with you and me someone believed in him and he then persevered with confidence, skill, and gathered knowledge each step of the way.

It was his grandfather who first saw in David an incredible sense of artistry which would prove to contribute to the foundation of his business today. His grandfather took time in a thoughtful and meticulous way to share his passion of flowers and most important the business of flowers. He understood sales. He understood purchasing. He knew how to order and balance the nature of perishables and when something sold out he did not reorder and extend hours but returned home and celebrated the sales. He was dedicated to family and through the experiences of retail shared with David the struggles, the successes, the holidays, and the every day.

At 19 years old with the encouragement of his grandfather and one client David Tuter opened an event planning business with singing telegrams, balloons and small gifts. He sought possibilities with interest in New York knowing there were fabulous people there which offered fabulous potential with just the right chance! There were no fresh flowers in the beginning but then one day an opportunity presented itself! He was asked to decorate a Bar Mitzvah! A wedding followed! Thus a need for a cooler of flowers! The long awaited day had come! His passion for flowers took center stage!

These humble well taught beginnings led to unlimited possibilities which we will continue to share in April! David's willingness to share these early days inspires each of us to hold close our first steps and know that though our paths take a variety of directions, the possibilities are endless when walked with confidence, perseverance, passion and someone to believe in you along the way! Texas is thrilled that David Tuter will join us in July for the Texas Floral Forum!

Kiana Underwood

Texas celebrates her first book! Available at Amazon.com



Learn the secrets to designing show-stopping monochromatic arrangements in this spectacular guide from floral artist Kiana Underwood. Underwood shares her techniques for creating dazzling single-color displays using inspired ingredients, dramatic textures, and vibrant colors. Organized by season, the book includes how-tos for 40 arrangements—including a lush green display for spring, an astonishing black bouquet for summer, a striking magenta design for fall, and an unexpected, oh-so-pretty pink arrangement for winter. Featuring hundreds of eye-catching images and easy-to-follow tips throughout—such as suggestions for substituting flowers and options for both the beginner and advanced designer—this book is as useful as it is gorgeous. The ultimate resource, *Color Me Floral* has an extraordinary arrangement to enhance every occasion.

This is an image from the Autumn chapter of *Color Me Floral*, featuring dahlias in all shapes, shades, and sizes. Kianna will present at the Texas Floral Forum in July and be available to autograph *Color Me Floral*!



The High Low Project

Christopher White will present at the Texas Floral Forum in July!
In a recent interview the designer extraordinaire shared his television experiences on The High Low Project!



What was the premise of the show?

The basic premise of the show was that Interior Designer Sabrina Soto would design for each homeowner the room makeover of their dreams. Once revealed and loved, Sabrina would disclose the price of the room showcased with top of the line designer furnishings, art and accessories. The homeowner would then outline their budget and Sabrina would agree to recreate the makeover using similar furnishings staying within the stated budget. From that point on, Sabrina and I would get to work recreating high end design on a budget! This involved me bringing my craftsman touch and making custom furniture, accessories and home decor pieces from scratch or repurposing found pieces to recreate the high end look for less.

How did you get the gig?

I was actually working at the families' flower shop in Baytown, Texas when I got a call out of the blue from Lindsey in HGTV'S program development office. She introduced herself and said she had seen some of my work on a design inspiration blog she followed. Lindsey explained they were

casting for a new show that was in development and thought my style and skill set would make a great fit for the working concept. I thought it would be a great new and exciting opportunity and immediately agreed to come in for a casting. Having never been on TV or in front of the camera I was needless to say extremely nervous. I talked to many people and with their advice I went into my initial casting with the mindset I had nothing to lose. The first casting was a very informal sit down with the cameras rolling in a producers apartment. To the best of my recollection I was asked different questions regarding style, design, how I approach projects, work with clients etc. I left thinking I did a great job because I felt like I was myself and did not let my nerves get the best of me. However I was so busy trying to be myself I did not remember much of what was asked.

A few months passed and I got a call back for a second casting. I was told this would be a compatibility test with an existing HGTV personality but I was not told who it was ahead of time. By this point in the process the show concept was being finalized and they were deciding hosts and co hosts and what the talents roles would be in the show. Unknown to me at this time they had narrowed it down to seven finalists from the first round of casting. When I walked in and met Sabrina for the first time we hit it off immediately. She asked me questions about what I did,



how I worked, etc. and that was the beginning of it all. We exchanged #'s and the next day I got a call from Sabrina. We went and had drinks before she left town. Sabrina told me that out of all the people she tested with that we connected the best. It was at that point I knew I would be a part of the show. When the final call came asking me to be part of The High Low Project as the design assist / DIY guru I accepted without hesitation!

When it was all said and done I taped over 50 episodes in about 2 years.

Your favorite memories.

I would say most of my favorite memories were definitely made in the moments off camera. There was so much work that went on off camera and fun crew shenanigans, there was never a dull moment. We all became like a second family. With all the late night projects and several all nighter filming days we could not help but be close and have a blast. I would compare it to the camaraderie hectic vibe in the days just before Mother's Day, Valentine's Day or before a big wedding or event in the flower shop when everyone is putting in the late hours and chipping in to get everything done for the big day. A season for us was like 12 Valentines back to back in groups of 3 with 1 week of downtime in between.

What you loved about it!

I loved the entire TV experience. The schedule was beyond grueling both on and off camera as we shot each episode from start to finish in 1 week. however, the gratitude and love we received from each family made it all worth while. The entire team behind the scenes were so much fun to work with. I made so many great friendships that I cherish to this day. One thing that many people did not know I did on The High Low project was all the floral styling. Because of my floral background Sabrina delegated all the floral and plant styling to me for each makeover. Though it was never talked about on the show and was technically not a part of the final design budget I was able to get creative with touches of flowers and plants to really make each room shine.

The inspiration that led to a project!

Each season would begin with the production company casting around twelve families...one for each episode. Once casting was complete Sabrina and the design team would begin working on the designs for each room. In each case the high end room design was the main inspiration for the projects that I would spearhead for each episode. I would work with Sabrina and our design team during this process to identify each of the main DIY projects for each episode that would save us the most money and have the biggest before and after wow factors.

Texas will welcome Christopher to the stage in July with great anticipation for an amazing experience when he presents *Interior Trends Translated*.



TSFA shares the Importance of Shopping Local with CBS



TSFA President Debbie Woltmann shares the experience! Mid January I received a phone call from TSFA Executive Director Dianna Nordman requesting that I dress up for the Education Committee workday as she had made an appointment with a CBS-Austin news reporter to interview me. She knows my usual work attire is jeans and hair in a ponytail and for television, my appearance certainly needed to be more professional to represent all of you! The topic was shopping for Valentine flowers and how to choose a local florist.

Then the nerves set in! I hoped I would choose the right words to convey our message. Remember to smile. Don't appear nervous. Don't fidget. And my biggest obstacle for those of you who know me - don't talk with my hands!

During the next week I researched, read and practiced my thoughts so I appeared informed and natural. I wanted to be absolutely certain that the consumer would learn how to select a local florist over a call center! - questions they should ask, fees they could expect from a local florist versus a call center, be aware if they simply answer "flower shop" when you call, slow down and read the fine print. As you well know there are a lot of "florists" listed in a search for any town flower shops, many of which are not located in the town. The Deceptive Listing Bill passed in Texas prohibits deceptive floral listings on the internet however some remain. Many are honest on their "about us" page, however their declaration about their location is so clouded most consumers don't

realize the florist is not truly a local shop. I wanted the consumer to know how to sort through the many listings and I knew I would have only a minute or two to do so!

I soon learned that no worries were necessary. Melanie Torre and her cameraman were so kind and easy going. They explained the process. I felt completely at ease in front of the camera. We talked a lot about flowers, real florists, call centers, dollars being diverted from our Texas florists - enough information for a very long news report. In addition, Melanie had visited with and taped footage with TSFA Legislative Chair Chad Freytag from Freytag's Florist. She had more than enough footage to do a great story and she understood the importance of the message.

The news story ran on February 7 at 10 pm. Great timing for Valentine flower shoppers. In addition the station posted the report on their webpage. Thank you Melanie Torre and CBS Austin!

For more information and to see the interview visit TSFA's Facebook page and click on the Consumer Alert post.

TSFA's mission is Cultivating Member Success and a Strong Floral Community and this segment on CBS Austin is a shining example of how TSFA is always working to add value to your membership.



Jimmy Klepac

Ph: (830) 833-4574
Cell: (830) 385-9683
P. O. Box 790
Blanco, Texas 78606
jimmy@klepacgreenhouses.com

BLANCO

VICKERY
WHOLESALE GREENHOUSE

PATRICK R. BERRY
Owner

6314 Daffan Ln. (512) 291-0400
Austin, TX 78724 Fax: (512) 291-0492
pberry@vickerygreenhouse.com (800) 986-3580
www.vickerygreenhouse.com

AUSTIN

VICKERY
WHOLESALE GREENHOUSE

PATRICK R. BERRY
Owner

4911 East Grand Ave. (214) 824-4440
Dallas, TX 75223-2209 Fax: (214) 827-4321
pberry@vickerygreenhouse.com (800) 408-0323
www.vickerygreenhouse.com

DALLAS



1500 N.W. 95TH AVENUE
DORAL, FLORIDA 33172
TOLL FREE 866-RIO-ROSE (746.7673)
FAX 305.594.0924
WWW.RIOROSES.COM
WWW.RIOCORAZON.COM

MIAMI



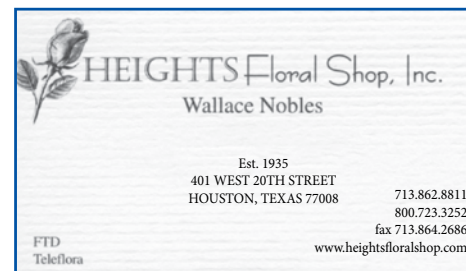
Austin's Finest Flowers
& Best Service

Freytag's Florist

1-800-252-9145
Fax 1-512-345-1336

Ken Freytag • TSFA Past President
www.freytagsflorist.com

AUSTIN



Wallace Nobles

Est. 1935
401 WEST 20TH STREET 713.862.8811
HOUSTON, TEXAS 77008 800.723.3252
FTD fax 713.864.2686
Teleflora www.heightsfloralshop.com

HOUSTON

TSFA *Calendar of Events*

Photo credit | Cody Ash Photography



MARCH

APRIL

MAY

- 3 Texas Designer of the Year Competition
Lora Jean Kilroy Visitor and Education
Center at Bayou Bend
Houston, Texas
- 7 TSFA Investment Committee Meeting
TSFA Office | Cedar Park, Texas
- 8 Texas Floral Endowment
Annual Meeting
TSFA Office | Cedar Park, Texas
- 17 St. Patrick's Day
- 21 TSFA Finance Committee Meeting
TSFA Office | Cedar Park, Texas
- 23-25 TSFA School of Floral Design Classes
Cedar Park, Texas | to register call
512.834.0361 or visit tsfa.org

- 1 Easter
- 11 Texas Floral Showcase
City Club | Fort Worth, Texas
For more information telephone the
TSFA office, 512.834.0361 or to
register visit tsfa.org
- 25 Administrative Professionals Day

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



CORPUS CHRISTI

Advertisers

Inside Cover BloomNet | 866.256.6663

- 18 Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
- 18 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 18 Klepac Greenhouses | 830.833.4574 | www.klepacgreenhouses.com
- 19 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 18 Rio Roses | 866.746.7673 | www.equiflor.com | www.riocorazon.com

Back Cover Teleflora | 800.421.2815 | www.myteleflora.com

- 19 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
- 18 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 18 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com

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

We've got all the right tools to grow your flower business.

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

teleflora®

myteleflora.com | 1.800.421.2815

