

OCTOBER 2021

# TEXAS

*in Bloom*







*Making Texas Floral Education Possible*

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California Association of  
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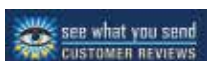
**Wolfe Wholesale Florist**



**BRONZE**



**Flower\*Clique**



**SMITHERS-OASIS**



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

## FROM THE *President*



TSFA President  
Cheryl Vaughan TMFA

School has begun and fall is in the air! I am looking forward to some cooler temperatures and the changing of the seasons, which always gives new life to creativity. The fresh fall flowers and the exquisite dried materials, that are trending, reflect these changes and give way to new ideas.

We are so excited to hold our second Texas Master Florist class this month. I know that each participant has worked hard to reach this point and I wish you the very best in the hands-on classes! To complete the curriculum needed to test for your Texas Master Florist is an achievement in itself.

TSFA education instructors are busy, this fall, with our basic floral program and teacher certification classes. With the success of the Level I and Level II High School Certification Programs, more high school students want to be certified, which requires well-trained high school teachers to teach these students all about floristry. The teacher certification provides teachers the education needed to help ensure that these students are taught according to industry standards. Successful certifications help prepare these students to enter the world of floristry!

With the upcoming events at the shop where I work, I have faced a few challenges and know that many of you have expressed some of the same. It has always been important to order fresh materials and supplies early, but I am finding this even more critical in this post pandemic world. Product seems to be tight and in some cases more difficult to secure. It is most important that we remember to give our wholesalers ample time to find the products that we need. Our wholesalers are doing their best to keep up with the ever increasing demand. So, let's do our best to help in all ways possible, working together for overall success!

Fall also brings changes to TSFA. We have new board members to welcome along with new committee members. Thank you to each of you for your commitment and belief in TSFA by participating. Meetings have already begun with exciting fresh ideas and anticipation for next year. There are many opportunities to serve in this association, and I hope each of you will find your niche. Please reach out to the office or me and let us know how you would like to be involved in this amazing association! I hope to see each of you soon!

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

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## VIDEO RELEASE DATES

### CONTRAST • OCTOBER 8

"emphasis by means of difference  
strength through opposition"

### RHYTHM • OCTOBER 22

"visual movement through a design, usually  
achieved through repetition or gradation"

### HARMONY • NOVEMBER 5

"compatibility; a pleasing or congruent  
arrangement of parts"

### UNITY • NOVEMBER 19

"oneness of purpose, thought, style and spirit"

### LIVE Q&A • DECEMBER 3

LIVE Q&A with Tim Farrell AAF AIFD PFCI

# Virtual Learning

## AT ITS FINEST

## TSFA On Demand

This 15 part series was launched at TSFA on Demand in March offering instruction on each of the Elements and Principles of Design. The best part about TSFA on Demand is that the instruction is provided to TSFA members at no charge 24-7, in the comfort of your home, PLUS...TSFA members may share these online classes as part of your in-store training sessions! If you have not yet watched, schedule time to do so and pick up on the remaining Principles yet to be released!

## TEXAS THANKS YOU!

Thank you to the **American Floral Endowment** for the grant of **\$2,500** in support of the Elements & Principles of Design Videos presented by Tim Farrell AAF AIFD PFCI.



The AFE Career Center is an industry-wide employment platform that connects floral businesses with eager job seekers. Since its launch in 2020, the Career Center has provided an intuitive space where employers can find an ideal candidate pool - offering convenient functionality to attract, screen, and manage applicants. Filling a position is easy with well over 1000 job views/direct clicks every month!

Job seekers can find numerous opportunities to advance their career with 1,917 (and counting!) LIVE jobs ready for application. The Career Center's opportunities range from internships to leadership positions and welcome applicants at all stages of their careers. Streamline the search process with job alerts, search features, resume management, and numerous career resources.

From floral designers to growers, marketing, or logistics... no matter what your needs are, the AFE Career Center is where you will find the employment solutions you're looking for. Upload your job or resume!

### BENEFITS FOR EMPLOYERS AND JOB SEEKERS ALIKE:

#### EMPLOYERS:

- Upload your open position in minutes
- Search our diverse resume database for ideal candidates
- Leverage our mobile-responsive site to reach job seekers
- Cut through the clutter of the giant job boards to reach your target candidate pool

#### JOB SEEKERS:

- Find exciting new opportunities
- Connect with employers who have the position you are looking for
- Utilize career development resources
- Search for the perfect job & receive automatic job notifications



For more information: [afe@endowment.org](mailto:afe@endowment.org)



Jodi McShan AAF AIFD PFCI TMF

# THE BUSINESS OF *Flowers*

## CONTRACTS FOR SERVICES

When you have any type of business you work with contracts for services. This can be anything from your electric contract to contracts with customers for services you provide. When you negotiate and/or draft these contracts, you should have an attorney review so that you know what you are signing and do not find yourself involved in something that turns out to be a bad deal for you. If you decide to not have an attorney look at each consideration, noted are some major points that may be of help to you!

### RENEWALS

The biggest issue that many people find is the automatic contract renewal. Some renew month-to-month after your contract expires. Others may renew for the same time as your original contract. This could mean you are stuck with your phone company that you hate for an additional 5 years because you failed to notify them that you did not want to renew! After you know what the term of your contract is, take the time to note this date on your calendar. Note both the time that your contract renews/expires AND the deadline by which you would have to give notice to terminate the contract and not trigger the automatic renewal.

### PRICE CHANGES

In general, whomever writes the contract has the most terms on his side. This may show up in instances where the provider can increase the price by X dollars or Y percent each year based on the market or based on the cost to the provider. Again, you may agree to this, but be aware it exists. Five percent may not seem like much, but if your trash disposal is going up 5% every year for 5 years, it can add up quickly.

### USAGE

This can come up with the contract allowing for a certain amount of usage and the price skyrockets. Before you sign, know your usage! It may be minutes on your phone, data on the internet, network speeds, or amount of trash you need dumped. Know what your current needs are and recognize the price changes when you are in need of more. Is it \$10 more for the trash to be dumped on extra days during Valentine's

or is it \$500? No matter your budget or needs, be aware of these costs so that you are not caught off-guard later.

### YOUR RESPONSIBILITY

The company who comes to replace your mats may replace the mats, but are you responsible for gathering them up each week? When reviewing the agreement, know what your obligations are and what happens if you do not meet that obligation. In the mat example, are you charged more for the company to locate and pick up the mats or are you just charged for mat replacement? What is the charge if no mats are replaced? Understanding what everyone's responsibility is in the contract makes for an easier relationship.

### TERMINATION

You need to understand what triggers the contract to end. This can be your action or failure to act or the provider's communication or lack thereof. Sometimes a provider will take action that should lead to termination, but if you are not aware, you may be paying for services that you are not getting. Understand the obligations and how a contract can terminate before the end of the agreed time.

### LEGAL

As with any legal document, consult with an attorney, and note that this article is NOT legal advice. These are just some of the many things you must take into consideration when reviewing or developing a contract. If you do not have a full understanding of what you are signing, please do not sign. You do not want to be in the situation of binding yourself to a company or agreement that you cannot fulfill or that negatively impacts you and your business.

### TSFA MEMBERSHIP

A dues statement is sent to you in December of each year so that you may easily renew your TSFA Membership! Upon receipt, please go online, call the office, or mail in your dues payment to secure your TSFA membership! Please note that detail on your calendar! TSFA thanks you for your continued support!



# FAST FORWARD MARKETING

## IN A POST-PANDEMIC WORLD with Sharon McGukin

Written by Jodi McShan AAF AIFD PFCI TMF



Photography Credit | Kris Ann Photography

*Saturday morning opened with an informative presentation by Sharon McGukin AAF AIFD PFCI.*

*While many of us are figuring out how to run a business post-COVID, marketing might not have been on the top of our minds. Sharon brought it to the forefront and helped us all explore ideas and ways to market in our ever-changing society.*

### TODAY'S CUSTOMER EXPECTS THE 3 C'S: CHOICE, CONTROL, AND CONVENIENCE.

What does this translate into for us? Options, different sizes, flower varieties, price points, and delivery options. This is great news for florists as these are things we have done for years! The pandemic definitely helped showcase our strengths.

### TODAY'S CUSTOMER SPENT THE LAST YEAR ORDERING MORE ONLINE, WORKING FROM HOME, AND HAVING MORE OPTIONS AT THEIR FINGERTIPS.

They shop expecting creativity, prompt responses, one-click shopping, same day delivery, no delivery fees, custom products, and expanded digital services. Some of this is old hat for us, but others contradict in the

eyes of many florists. We have the customers who complain that "it's not like the picture" but then they want a "custom" arrangement. It comes down to every customer being unique with different needs. Our job is to figure out the priorities, educate the customer and then exceed their expectations.

### MEET EXPECTATIONS TO SATISFY. EXCEED EXPECTATIONS TO IMPRESS.

Customers do not want to be just another number. They can go to Amazon or countless web stores to simply be another number. Retail florists have the ability to enhance the customer experience and educate the customer. We have all heard that "the customer is always right." While many of us operate with this thought in mind, to secure long term relationships, we owe it to our customer to educate. The customer who wants single stems of hydrangea for her wedding aisle, outside all day and still be pretty for her July dusk wedding, needs to know that hydrangeas are not going to survive the heat! While this may be her dream, it is our job to help her set realistic expectations, understand the process, so we may exceed her expectations.

In our new world today, we will see some lasting changes: online customer service, remote working, supply chain reinventions, subcontractors and many more.

As florists, we can utilize this information to better understand our customers and what they need. They may no longer need the small succulent garden to adorn the corner of their office desk. They



Photography Credit | Cody Ash Photography

may now need a tall plant or permanent botanicals to grace the backdrop of their Zoom camera. Know your customers needs in order to provide what is needed.

### CHANGES IN THE WAY CUSTOMERS SHOP.

We are also seeing a change in the way customers shop. With a pent up demand, the public is shopping retail but in a different way. We are seeing more mindful spending. Customers are spending more in order to create a balanced lifestyle. Lucky for us, we can fall into both the wants and the needs. Plants and flowers improve mood and health, but they can also “make” a party or finish a table. Customers are looking for that balanced, focused product. They want something that is handmade, artisan crafted, locally grown, sustainably sourced, and all of those buzz words we hear constantly today!



Photography Credit | Cody Ash Photography

### EVALUATING OUR PRODUCTS AND SERVICES

Now is the time that we need to evaluate our product lines and services. Do we need to create a work from home section? Do customers want to see incentives for membership to delivery services? Are returning customers expecting thank you's for supporting you during COVID?

Remember, we are in a service industry, and great service is all about feelings. We must invest in the power of connection – connecting with our customers to strengthen the relationship. Take the time to train your team, update your website, reinvent your storefront and really connect with your customers. This specialized service is what our post-pandemic customers crave

and what they search out. Florists are uniquely positioned to meet many of the goals of these consumers, we just need to make sure they know what we can do!

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Session underwritten by BloomNet  
Texas Floral Education Partner  
Founding Platinum Level Texas Floral Education Underwriter





Photography Credit | Cody Ash Photography

Grouping materials, with impact of color, adds emphasis to the design. The carnation, so often a flower that designers prefer not to feature, is perfection as it demands attention at the base. Complementing the carnations are roses, pincushion protea, hydrangea and a selection of foliage, providing the lilies a well established base for each to appear as if each is growing. Curly willow and Ghost Wood add an asymmetrical line to the design. The container selection and use of Smithers-Oasis foam enables this creative application.

# THE CREATIVITY OF FLORAL DESIGN IS HIGHLIGHTED DURING THE TEXAS FLORAL EXPO

Texas' own Ken Senter AIFD brings Inspiration to the Texas Floral Expo through Creative Flair! Take a look at these impressive designs! More to come in future issues!

Written by Lynn Lary McLean AAF AIFD PFCI TMF



Photography Credit | Kris Ann Photography



Simplicity at its best, this design features a single *Strelitzia reginae*, commonly known as the Bird of Paradise. The floral is from a bold structural plant represented in the bold statement of the selected container. The vertical line is established with a *Strelitzia reginae* leaf decoratively cut out for added interest. Lily grass and just the perfect vine bring rhythmic value to the focal area of the design.







This design is all about the color and yet when you stop for a moment, a variety of creative applications invite you to stay for awhile! The Variegated Hala, also known as *Pandanus verchii*, folded and inserted to stay in place, expands visual presence and adds visual value. This is an example of just how the knowledge of techniques bring floral artistry to the simplest of materials. Green anthurium top dress green hydrangea bringing visual weight to the base of the design. The selections could have stopped here but it is the addition of the swirled Allium Ophiosco that adds yet another creative element. Pay close attention to the yellow tips of this material, repetitive of the color seen in the variegation of the flax. We would be remiss to not mention the use of texture. An understanding of texture separates the true professional from the novice. The sleek and shiny anthuriums repeat the beauty of the sleek and shiny container, carefully selected to establish this most important detail and add to the creative flair of this arrangement.

There always has to be a WOW in any presentation and this design certainly is just that! Let's take a look at "WHY" for when we understand the "WHY" and are privy to the "HOW", we can bring all we need to know into our wheelhouse! The strength of the line is supported with one half of a banana leaf. Had a complete leaf been used, the results would have not been the same! The half leaf allows the eye to move through the design rather than stop with no place to go! The strength of the upright *heliconia caribaea*, enhanced with *Nandina domestica* and encased with the circular movement of very mature *Wisteria Vine*, is supported brilliantly with the half leaf. Then we move to the forefront and see the creative flair of the bent and secured flax again, a reminder that once you have mastered a technique, the opportunities are limitless. As our eye moves to the focal we see the yellow pincushion celebrated with red anthurium and foliage expanding to each side in support.



Photography Credit | Cody Ash Photography

A single placement of Kiwi vine adds visual value to this design. The importance of adding visual value is perhaps a program that would stand all on its own! The artistry of this design is accomplished through only four material selections. The finish and pattern of the vertical vase establishes the rhythm at the very base of the design. The permanent botanical aeonium brings color to create a focal area of strength with a single placement. With only one half of a Monstera leaf, more strength is established in the line of this design than we oftentimes see in multiple placements. The overall style is certain to leave them talking!



A strong vertical line grasps attention and brings the eye to the focal area of the design. The manipulated foliage then carries the eye through the design with complete enjoyment of each and every detail! Creative flair is further seen in the Rhythm created from the addition of the curly willow circling the stems of ginger. The repetition of two enhances the floral impact and focal area. Each placement has purpose, completing the finished design.



SMITHERS-OASIS

Session underwritten by Smithers-Oasis  
Texas Floral Education Partner  
Founding Bronze Level Texas Floral Education Underwriter



# RETAIL IS MOST DEFINITELY ALL ABOUT THE DETAILS

AS JOYCE MASON-MONHEIM  
BRILLIANTLY SHARES DURING  
THE TEXAS FLORAL EXPO

Written by Debbie Woltmann TMFA

Morning attendees at the Texas Floral Expo on Saturday were treated to an excellent stage presentation on merchandising to entice customer reaction.

Joyce Mason - Monheim AAF AIFD PFCI AZMF from Tucson, Arizona, presented a lecture and demonstration that she referred to as "Retail is all about the Details" and it certainly is!

I was incredibly fortunate to be one of her Design Assistants during the Texas Floral Expo. We unpacked amazing vases, baskets, dried products, columns, tables and decorative whatnots from her sponsor, Accent Decor, on Thursday. Joyce organized the product into three vignettes that could be created with such versatility as either a window display or in store display. The product selections were organic, wood or concrete, textural, neutral colored with some metallic finishes. Many were handcrafted and quite unique.

On Friday our work continued with plants and fresh flowers added to bring her vision to life. I truly understood how my customers feel when they visit the store one day and see all at a beginning stage and then return to find all complete and are in awe! We continue to see that many people, as the pandemic continues, are staying home because their work continues to be done from home or simply because they prefer to stay in. Thus, many are taking the time to create a nest of comfort. Pleasing furnishings along with the sense of freshness that plants add to the air quality and fresh flowers bring to the beauty of our surroundings do a lot to sooth our souls. We have known this for quite sometime! I am glad that the rest of the world, especially our customers, are figuring this out!

Inspired ideas transform our shops using the elements and principles of design. Each selection highlights current trends with organic materials, cozy comfort, long lasting plants to include succulents and air plants, accents of dried flowers and grasses with our absolute favorite fresh flowers! Each style brings the best in design to our customer's homes!

Symbology was the titled display set to create an array of beautifully merchandised product. This vision was all about patterns and textures with an influx of grasses. The use of natural tones with a handcrafted, unique collection invoked an ancient cultural influence. Pampas grass, willow eucalyptus, cacti and manzanita branches, with an unexpected touch of anthuriums, completed this look.



Design Lecture & Demonstration underwritten by Accent Decor  
Texas Floral Education Partner  
Founding Bronze Level Texas Floral Education Underwriter





Sanctuary is best described as embracing our homes as a place of comfort with a mix of plants and soft colored florals amongst woods, organic textures, plaster colored containers and large wooden columns. Repeated shapes in the display were of dried flowers, crafted metal wire flowers and succulents. The elements and principles of design play an in-depth role when creating merchandised displays. The applications is ever bit as important as when we design an arrangement, just on a grander scale!

Femme Fatale was my personal favorite! Pops of color, tropical, whimsical filled with details, lots of green, shades of pink, aqua and pale gold brought this vision to life! Joyce created large leaf props, painted in pastel colors to add to the Accent Decor collection of neutral concrete pillars, huge planter pots and ceramic bells. Numerous palms, heliconia, leaves, air plants and succulents were the finishing touches for this look.





The basket filled with dried treasures is adorned with a hook to suspend the mossed birdhouse. The fragrance of the lavender adds an element of interest and surprise!

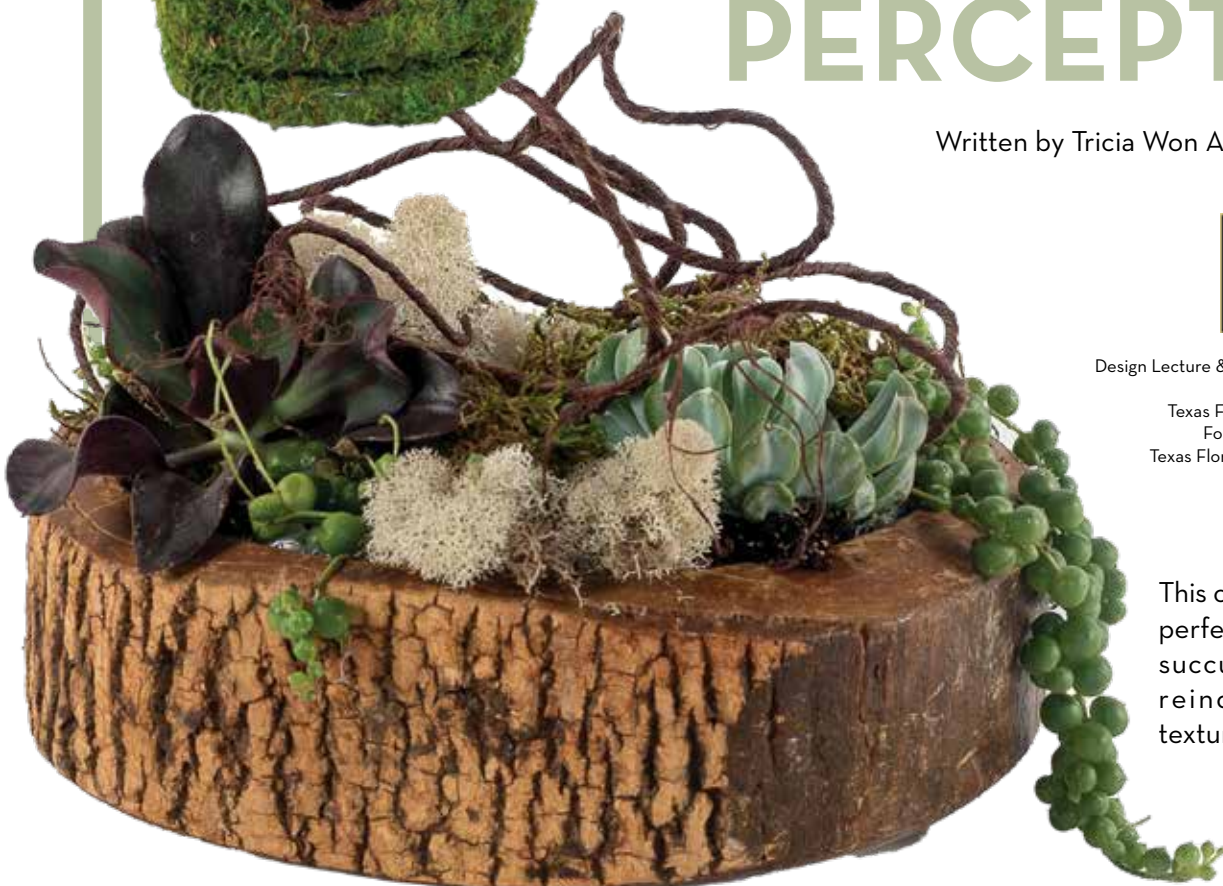
## ANN JORDAN AAF AIFD MMFD *EMPHASIZES* **THE IMPACT OF PERCEPTION**

Written by Tricia Won AIFD



Design Lecture & Demonstration underwritten by  
FTD

Texas Floral Education Partner  
Founding Silver Level  
Texas Floral Education Underwriter



This clever container offers the perfect base for a selection of succulents highlighted with reindeer moss for added texture.



Ann Jordan AAF AIFD MMFD wowed our TSFA audience with her main stage program titled "The Impact of Perception."

She took us through a branding exercise, creating her "new" small town floral shop in Maine.

- She reviewed the demographics of her small town.
- She shared her vision and goals for her shop.
- She discussed her customer base.
- She talked about her vision for her customer's shopping experience.
- She discussed her esthetic and professional wants and the needs for her shop.
- She looked to maintain a vintage feel and yet provide a fun experience!

We continued the shop's visual branding journey through her displays of several uniquely designed vignettes. Each were created to exceed her customer's expectations!

Her presentation was the perfect ending to an incredible weekend. Bravo!



Photography Credit | Cody Ash Photography

A whimsical addition to product offerings brings variety to the display. The plant adds interest and brings the garden experience in to you!



This container selection is right on trend! The mossed additions bring texture to the plant selection. The movement of the vine brings rhythm.



With so many of our customers staying home, like never before, it is a good idea to bring back the European garden! There is nothing like a butterfly to enhance!



## TEXAS FLORAL ENDOWMENT ANNOUNCES A NEW SCHOLARSHIP HONORING JANE AND MARK KNOX

Jane and Mark Knox have been an inspiration to this industry for decades. Jane served on the TSFA Credit Union Board, on the TSFA Board as a Retail Director and chaired numerous committees. Mark Knox TMF was a member of the founding TSFA Education Committee that developed the Texas Master Florist Certification Program, served on the TSFA Insurance Trust, numerous TSFA Committees and as TSFA President.

Jack Cross TMF recently shared "I have long been honored to say that I am one of those inspired by their willingness to educate and train a young person. My first job after college, in the floral industry was working at Mark Knox Flowers in Odessa. This experience, along with their passion for the floral industry, placed me on the path to eventually owning what came to be Arthur Pfeil Florist in San Antonio."

Jane and Mark exemplified that giving back to the industry they so loved was of great importance to the future success of this industry. In this spirit, Denise and Jack Cross have

established the Cross Family Education Scholarship Honoring Jane and Mark Knox TMF through the Texas Floral Endowment. The scholarship will provide funding, up to \$500, for several first time attendees to attend a variety of Texas Floral Events including the WTNM Annual Convention. Denise and Jack shared the establishment of this scholarship with Mr. Knox during the recent WTNM Convention. This scholarship will provide a full registration, up to \$500 per recipient, to experience the kind of education that Jane and Mark passionately endorsed their entire career.

Visit [tsfa.org](http://tsfa.org) to apply for the Texas Floral Endowment scholarship honoring Jane and Mark Knox. Click Texas Floral Endowment Drop Down to the application or telephone the TSFA office for assistance at 512.528.0806. While you are there, take a look at the numerous offerings!



DENTON



AUSTIN



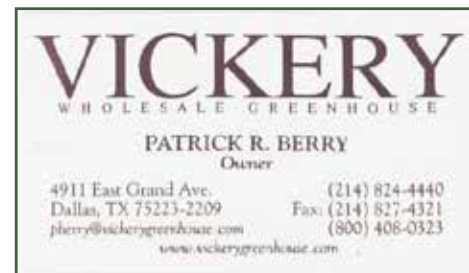
AUSTIN



MIAMI



HOUSTON



DALLAS



# TSFA Calendar of Events

Floral Images courtesy of Green Point Nurseries. These Incredible products are available through your Texas Wholesaler. Green Point Nurseries graciously contributed the tropical product for Ken Senter's presentation during the Texas Floral Expo.



## OCTOBER

- 1-3 Texas Master Florist  
Hands-on Classes  
TSFA School of Floral Design  
Leander, Texas  
Visit [tsfa.org](https://tsfa.org) to register
- 7 TSFA Education Committee Meeting  
Zoom Video Conferencing  
9:30 am - 1:30 pm
- 8 TSFA on Demand Release Date  
CONTRAST at [tsfa.org](https://tsfa.org)\*  
Part 12 of 15 Part Series
- 19 TSFA Teacher Level 1  
Hands-on Training and Certification  
Teacher Level 1 Floral Design Certification  
TSFA School of Floral Design  
Leander, Texas  
Visit [tsfa.org](https://tsfa.org) to register
- 20 TSFA Level 2  
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Teacher Level 2 Floral Design Certification  
TSFA School of Floral Design  
Leander, Texas  
Visit [tsfa.org](https://tsfa.org) to register
- 22 TSFA on Demand Release Date  
RHYTHM at [tsfa.org](https://tsfa.org)\*  
Part 13 of 15 Part Series
- 25 TSFA Teacher Level 1  
Hands-on Training and Certification  
Teacher Level 1 Floral Design Certification  
Region 17 | Lubbock, Texas  
Visit [tsfa.org](https://tsfa.org) to register
- 26 TSFA Finance Committee Meeting  
TSFA Office | Leander, TX
- 26 TSFA Level 2  
Hands-on Training and Certification  
Teacher Level 2 Floral Design Certification  
Region 17 | Lubbock, Texas  
Visit [tsfa.org](https://tsfa.org) to register
- 31 Halloween

## NOVEMBER

- 2 TSFA Teacher Level 1  
Hands-on Training and Certification  
Teacher Level 1 Floral Design Certification  
Region 6 | Huntsville, Texas  
Visit [tsfa.org](https://tsfa.org) to register
- 3 TSFA Teacher Level 2  
Hands-on Training and Certification  
Teacher Level 2 Floral Design Certification  
Region 6 | Huntsville, Texas  
Visit [tsfa.org](https://tsfa.org) to register
- 5 TSFA on Demand Release Date  
HARMONY at [tsfa.org](https://tsfa.org)\*  
Part 14 of 15 Part Series
- 14 TSFA Board Meeting  
TSFA Office | Leander, Texas
- 19 TSFA on Demand Release Date  
UNITY at [tsfa.org](https://tsfa.org)\*  
Part 15 of 15 Part Series
- 25 Thanksgiving
- 26 Hanukkah

## DECEMBER

- 3 TSFA on Demand Release Date  
Q&A with Tim Farrell at [tsfa.org](https://tsfa.org)\*
- 25 Christmas Day
- 31 New Years Eve

\*Your [tsfa.org](https://tsfa.org) member login to view the TSFA on Demand series is your first initial and last name at <https://tsfa.org/members>

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# School of FLORAL DESIGN

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

## *Principles of Floral Design*

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

## *Wedding Design*

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

## *Sympathy Design*

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

## *Floral Management*

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

## *Care & Handling of Cut Flowers, Foliage & Flowering Plants*

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



  @txflorist

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

**FIND OUT MORE ABOUT TEXAS FLORAL EDUCATION**

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