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- * Florists must remain active for 90 days
- * BloomNet will give you \$250

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From the



TSFA President Tom Wolfe, Sr.

It has been a busy fall for all of us moving towards a successful fourth quarter! For me, it has been a time preparing all that is professionally needed for the season and looking ahead to 2019 to meet the expectations presented. It has also been a time of travel representing TSFA at several conferences. In September, I attended the Society of American Florists Convention in Palm Springs, CA. Texas designers Mary Ann DeBerry TMF and Rey Rodriguez AIFD competed for the Sylvia Cup. With nineteen competing from all over the nation, what a competition it proved to be with Texas' own Rey Rodriguez AIFD taking First Place! Congratulations Rey! From there we celebrated Jodi McShan's induction into the American Academy of Floriculture! Congratulations Jodi!

October was the month of the final showcase of the year. I travelled to Lubbock looking forward to meeting the florists in the West Texas Region. Hosted by Kassie Baker TMF and company, the evening was incredibly well done and I was Texas proud! Sharon McGukin AAF AIFD CFD PFCI was simply outstanding. Texas extends our deepest appreciation for all she shared in 2018 to contribute to the success of Texas florists!

Two days after the Showcase, I found myself on a plane to Cedar Rapids, Iowa, to attend the National Association of Floral Associations (NAFA) convention. I joined Gina Waters TMF and Dianna Nordman AAF at this most important conference. This was my second opportunity to participate in NAFA. TSFA is, without a doubt, respected among the state associations represented at this conference. Texas should be quite proud of our Executive Director. Dianna is truly a driving force at NAFA and contributes all possible, not only to the success of the meeting but also lending a helping hand to all in attendance with the hope to strengthen the state association process.

TSFA is immersed in committee meetings which led us to the Fall Board of Directors Meeting. There is a great deal on the agenda and we look to 2019 to be a stellar year for the organization! Our recently purchased building in Leander is under renovation with plans to move early 2019.

I wish you all a professionally successful December and personally the happiest of holidays! I look forward to the days ahead and a successful 2019!

4	EXPERTENCE
,	

MARKET CHECK LIST!

PARK HILL COLLECTION

TEXAS DESIGNER OF THE YEAR COMPETITION

SCHOLARSHIP OFFERINGS

10-11 MCSHAN'S FLORIST CELEBRATES 70 YEARS

TEXAS FLORAL SHOWCASE LUBBOCK

GOLD LEVEL TEXAS FLORAL **EDUCATION UNDERWRITER** TELEFLORA

#TEXASTALENTSEARCH 2019

SIMPLY SOCIAL THE BUSINESS OF FLOWERS

FLORALS FROM THE FORUM

PERENNIAL AWARD WINNER LYNN LARY MCLEAN

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

PO Box 859 | Leander, Texas 78646 | 512.834.0361 | FAX 512.834.2150 | 800.375.0361 | www.tsfa.org | E-mail txsfa@sbcglobal.net

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THE FIRST TEXAS FLORAL SHOWCASE IN 2019 WITH PRESENTER Jenny

With the 2018 research emphasizing the importance of experienced based retail, TSFA presents this program, written exclusively for Texas! EXPERFENCE will outline various opportunities for today's retailers to expand business and set themselves apart as professionals. Jackie Lacey AAF AIFD CFD PFCI will provide marketing information that contributes to the development of these opportunities!

Jenny Thomasson AIFD CFD PFCI EMC is the Design Director & Principal of Stems Florist in St. Louis, MO. She became a member of AIFD, American Institute of Floral Designers, a very prestigious group of international floral designers in 2011. She was inducted into PFCI, Professional Floral Communicators International, in 2015, and in 2016 she earned the designation of EMC, European Master Certificate.

Jenny has been honored to be part of decorating the White House for Christmas and being part of the AIFD Team at the Philadelphia Flower Show in 2016 and 2017. She presented a main stage program at the 2015 AIFD Symposium in Denver, led an Inspiration Session at 2018 AIFD Symposium in Washington, D.C., represented North America in "Fleur Amour 2016" and was a featured designer in "Fleur Amour 2018" in Belgium.

Her constant pursuit of education and dedication to the industry is ever growing and she enjoys pushing the boundaries of American floristry.

\$75.00 Registration includes Dinner | Design Presentation | Product Gallery Shopping

Take 25% off Showcase Registration as a TSFA Member Join TSFA Today and Save on your Showcase Registration! Visit tsfa.org to join TSFA and to register for this regional event!



Texas Floral Showcase January 23, 2019 El Paso Zoo | El Paso, Texas

6:00pm | Shop the Product Gallery and see all that is New!

7:00pm | Dinner and Time to Network

8:00pm | Jenny Thomasson to present EXPERFENCE

Staying the night in El Paso? Visit tsfa.org for complete information.



Making Texas Floral Education Possible

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BRONZE































ア Wolfe Wholesale Florfst

PREPARING FOR MARKET!

t's Almost Here!

Written by: Jodi McShan AAF TMF

Some days feel that we are recovering from Mother's Day and finishing up the summer when in reality we are in the midst of the holidays needing to prepare for market and 2019! Texas is lucky to be the home of the Dallas Market Center and have the January market so easily available. The sheer number of wholesalers in one space offers unlimited possibilities while at the same time being quite overwhelming if you do not arrive with a plan!

We have created a market checklist to help you plan ahead in order to have the best possible experience!!



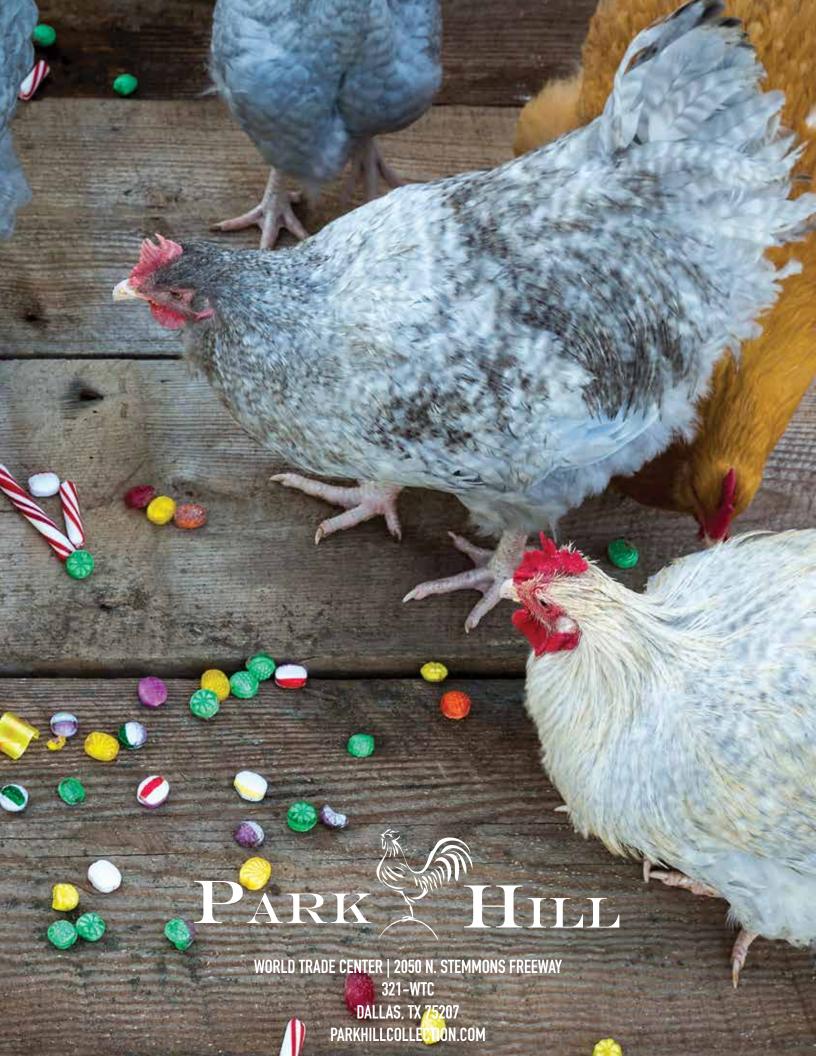
AHEAD OF TIME:		
	Take inventory of what you have in stock.	
	Plan out your upcoming designs and know what you need.	
	Review the list of vendors showing at market.	
	If there is a vendor that you do not recognize, review their website to see if it is of interest.	
	List the vendors you want to visit.	
	For the "must see" vendors on your list, call ahead and make appointments. It will keep you on track and ensure that you get your bases covered. It is best to schedule by location, if possible, to save some steps and maximize efficiency.	
	Plan time to seek new vendors and to simply look around.	

WHEN YOU GET THERE:

Stick to your plan!

- If multiple vendors have the same item, be aware of the cost and quality. Also, remember your relationships - if it costs ten cents more, but you are ordering significantly from that company, it may be worth it to save on freight and receive bulk discounts.
- ☐ Keep your budget at the forefront! Just because you think something will sell does not mean that you can break the bank. Things change, and a "cool" new product may not be the answer to triple sales overnight!
- Remember that market specials may be tempting, but analyze the risk of a new product and the cost if you wait to order.
- Maintain a folder of what you have ordered, estimated ship dates, and total cost. With each order, save the sales representative's card so you can follow up as needed.
- If you see items that are of interest but require further thought, take the sales person's card and snap a picture of the item and the SKU. You can always follow up later.

One MAJOR note that goes on the unofficial checklist!!! Have FUN! Meet up with other florists! Have face time with your vendor representatives. See new trends! Gather countless ideas for in-store merchandising! Be inspired with numerous opportunities to spark the creative!



2019 TEXAS DESIGNER OF THE YEAR



Categories 1 and 2 to be held on February 19, 2019 at the TSFA office in Leander, Texas.

The Texas Designer of the Year Competition is the longest running and most prestigious competition in Texas. The winner, named Texas Designer of the Year, will receive \$1,000.00 and the Silver Texas Cup. In addition, the winner will receive up to \$1,000.00 to represent Texas at the Sylvia Cup held during the SAF National Convention. These awards are funded by TSFA and the Texas Floral Endowment.

The first eight designers who are a TSFA member, Texas resident and hold one of the noted designations: TMF, CFD or AIFD or who has competed in an approved professional design competition, may complete the Entry Form to compete in the 2019 Texas Designer of the Year Competition.

Entry Deadline is Monday, February 4, 2019.

To enter this prestigious competition visit tsfa.org for complete information. Download the entry form and mail the completed form with the entry fee to:

Texas State Florists' Association PO Box 859, Leander, TX 78646

or email the form to txsfa@sbcglobal.net and contact the office at 512.834.0361 to make payment.

2019 Grants & Scholarships available Take the Time to Apply Today!



Application deadline is January 31, 2019.



TEXAS FLORAL ENDOWMENT



Allied Florists of Houston Scholarship honoring Lavon Bankhead AAF AIFD PFCITMFA

Allied Florists of Houston Scholarship honoring Sheri Montgomery White AAFTMFA

Allied Florists of Houston Scholarship in memory of Mabel and Wayne Fisher

Floriology Institute Scholarship in memory of Mildred E. Riddle Freytag Family Education Scholarship in memory of Ann Hobbs TMF FTD Bootcamp Scholarship

Judy Rutledge AAFTMFA Education Scholarship

Sheri Renee Montgomery White AAFTMFA Memorial Scholarship

Society for the Advancement of Floral Design TMF Career Change Scholarship

Society for the Advancement of Floral Design Floral Career Scholarship

Texas State Florists' Association Past Presidents' Scholarship Tubby Adkisson AAFTMFA Education Scholarship

It's Up to Gou!

Your nominations for TSFA Officers and Directors determine whom you'll vote for in July!

The Texas State Florists' Association Nominating Committee will meet in January 2019 and is now accepting recommendations for nomination of persons desiring to run for office at the 2019 Texas Floral Expo. Candidates will be nominated for the following offices: President, Second Vice President, Retail Director (one to be elected) and Grower Director.

You may use the form on this page or write a personal letter. The committee will appreciate your responding to this request to assist them in selecting a slate of officers for 2019-2020. Please refer to the TSFA Bylaws located at tsfa.org for candidate qualifications.

To: TSFA Nominating Committee P.O. Box 859, Leander, Texas 78646 Fax to 512.834.2150 or email: txsfa@sbcglobal.net

I would like to be considered for the following office:

I would like to nominate for the following offices:			
President			
Second Vice President			
Retail Director			
Grower Director			
Recommended by			
Your Name			
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DALLAS





Written by D'et Dixon

ecember 1, 2018 will be a proud milestone for the McShan family. As they look down from Bruce McShan's second-floor office into the atrium, it's the same vantage point once shared by the company's founders, Lee A. and Velma McShan. While the view is the same, the business is far removed from the fledgling florist that first opened its doors 70 years ago.

Today the McShan brand not only represents outstanding quality, but the florist is recognized as an industry leader in the development and implementation of new technology. "MAS is the most extensive change to our operations," notes Bruce McShan, "but we pride ourselves in maintaining personal contact and relationships with our customers."

Jodi McShan AAFTMF and Bruce McShan



Three generations in front of the store. From Left to Right: Bruce McShan, Jodi McShan at age 2, Founder Lee A. McShan

It now encompasses "See What You Send" where a photograph of each order is sent to the customer before it leaves for delivery. "Customers love this feature," adds Jodi McShan. "See What You Send' benefits our customers while providing a seamless internal tracking system of each order from the moment it is received, until the delivery arrives at the given destination."

Now into its third generation of operation, the legacy continues with 34-year-old Jodi McShan serving as Vice President of the family business. Jodi, like her grandfather and dad, is a lifetime member of TSFA and currently serves as Retail Director. The McShan's have served TSFA as board members, while Lee A. McShan was TSFA President in 1950, and Bruce's brother Michael L. McShan was serving as President the year of his untimely death in 1982.

Jodi recently earned AAF and TMF designations and is a contributing writer to TEXAS *in Bloom*. At the 2018 State Fair of Texas, Jodi truly enjoyed sharing her skills as a featured floral instructor presenting "A Texas Twist on Floral Innovations".

Jodi's ambition and can-do attitude led her to obtain three degrees and launch a legal career as well, having graduated from Vanderbilt, the San Diego School of Law and the University of London. She and her firm specialize in all areas of family law, where Jodi has received numerous awards including "Super Lawyers," "10 Best" from the American Institute of Family Law Attorneys, and National Advocates "Top 40 Under 40," where she serves as President.

Community service is central to the McShan family - from donations on the part of the business to personal involvement, with both Bruce and Jodi sitting on a number of community boards and working in local groups, including the North Texas Crime Commission, Dallas Summer Musicals, and Junior League of Dallas. Bruce is quick to add how proud he is of Jodi for all she has managed to accomplish at such a young age: "Knowing she will be here to carry on our traditions and service our community is incredibly gratifying and reassuring."

McShan Florist was founded with its roots firmly planted in the Golden Rule: *Do unto others as you would have them do unto you.* "No matter how the floral industry changes or how technologically advanced we become," explains Bruce, "our customer-first attitude will always guide us." That personalized dedication has been rewarded over and



Founders Velma and Lee A. McShan

over, including being named the Consumers' Choice Award floral winner in Dallas every year since its inception in 2005.

"At this 70-year milestone, loyalty like that means more than ever from our multi-generational customer base," explains Bruce. "Jodi and I are privileged to know we have played an integral role in sharing many of life's most meaningful moments with our customers, associates, family and friends."

This tradition of sending love is one the McShan family plans to always preserve, because it fully represents their Past, Present and Future.

Texas Floral Showcase Lubbock

Written By Kassie BakerTMF



From left to right Cassie Sanders TMF, TSFA Immediate Past President Debbie Woltmann TMFA, Presenter Sharon McGukin AAF AIFD CFD PFCI, Destry Pohlmeyer and Texas Floral Showcase Local Chair Kassie Baker TMF

The McKenzie-Merket Alumni Center provided an intimate setting for Sharon McGukin's final Showcase in 2018. We were freeding in Lubbock. Those in attendance ranged from high school students with an interest in floral design to seasoned florists who continue today to talk about how much they enjoyed the program and the opportunity to learn from such talent so close to home!

The evening included design demonstrations, tips on how to stand out from others, the latest in trend information both in design and in business, as well as the introduction of one of the newest products on the market Smithers-Oasis Midnight Floral Foam.

Oftentimes it is the most simple idea of all that stands out for me! We have used this trick almost daily since the presentation! A toothpick easily secures softer floral stems into floral foam!! Who would have known such a common household product would be such a big help! I thought it most important to share!!

The floral industry continues to evolve and change at every level. This is one of the many reasons that education is so important! Sharon talked about the importance of floral designers being able to modify their work to keep up with the ever changing trends, as well as being flexible to provide products and styles based on consumer demand. She highlighted various design styles to illustrate four trends of importance while outlining ways to meet the needs of varying generations. These trends featured the importance of Nature, a return to the Artisan, European influence, and Mystic measures.

We experienced new ways to use containers in stock, as well as ways to repurpose. Sharon emphasized ideas to welcome customers providing lasting impressions with a goal to ensure repeat business. One of the many ideas shared was to provide a coffee or tea bar for customers to enjoy while shopping. Another suggestion was to showcase loose stems near the register to increase flower sales!

It was my absolute pleasure to have the opportunity to work with Sharon in preparation for this showcase. She is a true inspiration with abundant knowledge. To offer this level of programming through TSFA provides an incredible difference in the businesses of all who attend. I look forward to TSFA's plans to increase regional programming in 2020 and the Texas Floral Expo and Showcases in 2019!

Texas Thanks You!

Local Chair Kassie Baker TMF

Education and Product Partners

These companies provided additional financial and product support to bring this showcase to this Region Cal Flowers | Design Master | Smithers-Oasis Rio Roses | Texas Floral Endowment | TSFA Past Presidents

Receiver of all products for this
Texas Floral Showcase
Lubbock Wholesale | Matt Dickinson

Product Partners for this Showcase

Silver Level Texas Floral Education Underwriters

Alexandra Farms | Farm Exports The Elite Flower | Vickery Wholesale Greenhouse

Bronze Level
Texas Floral Education Underwriters
Alpha Fern | Mayesh | Rosa Flora

Product Gallery

These underwriters were represented in the Product Gallery

Platinum Level BloomNet

Gold Level
Teleflora

Product Sponsors for this Showcase
Sun Valley

Table Floral Decor Jenni Lemons with Devault Floral

Design Assistants

Holly King | Destry Pohlmeyer | Debbie Woltmann TMFA

Program Support

Cassie Sanders
Students from Byron Martin Advanced Technology Center
Lubbock, Texas

Flower Sale Carley Abell | Jan Brush

Event Reach Out and Support!
TSFA Industry Communications Committee
Bradley Gaines for the support of the event

Jan Brush for the contacts she made resulting in increase attendance











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EXPERIENCE 2019

AN INTERVIEW WITH

What services does Teleflora provide that makes a difference to the overall floral industry.

Some of the many services that Teleflora provides is the DovePOS Point-of-Sale system, providing expert, affordable help in advertising, marketing, accounting, logistics and mapping.

We also provide our DOVEPLUS, which is the high speed Network to send and receive orders, efforist sites, 24 Hour Flowers - answering services, and Flowerbuyer.com which is the online flower auctions and the credit card program.

What are the primary services provided that set Teleflora apart from other similar companies in the industry?

Every single order that goes through our systems is created by hand and delivered by hand to the recipient. We never drop ship anything, which would eliminate business for our florists.

What does Teleflora provide that you feel is most important to Teleflora florists and ultimately to the floral industry?

Teleflora invests heavily in robust national consumer advertising campaigns and develops unique and effective marketing programs and products — all meant to help our florists acquire and retain new customers.

In addition, our best-in-class technologies, including our award-winning POS and web-hosting solutions are built to run business efficiently — connecting our florists with consumers and the largest network of florists.

What do you find is most important to share with today's retail florist?

Teaching our shops how to compete in the current marketplace is of most importance. We need to share information that will help make them more successful and profitable. Teleflora believes strongly in education and supports the industry by sponsoring Unit Educational Programs as well as hands on programs throughout the country sponsored by the Teleflora Design Academy. Our team of excellent Education Specialists includes design education along with business training, trends, information on Social Media and more at every program to help our florists grow.

What is Teleflora's role in assisting the retail florist's success?

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. We have industry-leading experience and knowledge, and are always available with the support that our members need — allowing each to stay focused on business.

Gold Level Texas Floral Education Underwriter



ich Salvaggio

In what way does Teleflora directly help Teleflora florists to address what is most important to their customers?

Teleflora sees our florists more as partners than as members. We work hard at making them be more and more successful all year long. Each year we send all of our shops multiple "Floral Guides" to help them build their businesses. We send them floral guides for Spring, all occasion, Sympathy, and Flower Gifting guide. The guides feature various codified products that are popular and can build business when used by shops.

What do you feel is the biggest challenge in our industry today?

I feel the biggest challenge in our industry today is trying to find the correct balance to being a good floral designer and a good business person at the same time. We all want to be great designers and sell beautiful designs, but do we pay enough attention to the cost of goods for each design as well as factoring in the labor?

What is Teleflora doing to meet that challenge? What is Teleflora doing to shape a successful future?

Teleflora is providing education to the entire country with Unit Programs and the Teleflora Design Academy hands on classes all across the United States.





It appears that our timing is perfect! With all the hype around the remake of "A Star is Born" Texas, too, hopes to launch a new Texas Star! Let the Texas Talent Search Contest begin!

Outlined below are the summarized points to get you started! We encourage you to visit tsfa.org for complete information including the rules of the contest that you will need to know in order to qualify and to shine! Your review of each and every detail is truly a must!

For each of three rounds you will film and upload a video, one to three minutes in length, describing a floral design created by you illustrating the noted subject of the particular round of the contest.

You will upload the video to the Texas State Florists' Association Facebook page.

You must include the hashtag #TexasTalentSearch2019 in your submission post.

Three individuals will judge each round on five criteria weighted equally.

Innovation • Creativity • Interpretation of Subject • Explanation of Design • Verbal Presentation

There are three rounds with three winners, florist choice reactions, and at the close of the competition an overall winner!

Chound 1

Design is All about Color!

Video submissions

January 25, 2019 – February 24, 2019 **Judging**

February 25, 2019 - March 10, 2019

Winner Announced

March 20, 2019

In December of each year Pantone Color Institute announces the Color of the Year! Pantone is known worldwide as the standard language for color communication from designer to manufacturer to retailer to customer, across a variety of industries. It is no wonder that design industries anxiously await the announcement of this color! Texas will certainly look to December for the 2019 announcement to launch this contest!

Round 2

Design is All about Trends!

Video submissions

March 21, 2019 – April 2, 2019 **Judging**

April 3, 2019 - April 14, 2019

Winner Announced

April 24, 2019

We are all drawn to certain design trends and influences! Take time to research what is noted as today's most recognized interior and floral trends. Select one current design trend that draws you in and offers an opportunity for you to share your best!

Round 3

Design is All about Style!

Video Submissions

April 25, 2019 - May 19, 2019

Judging

May 20, 2019 - June 2, 2019

Winner Announced

June 12, 2019

We all have a favorite style of design. Oftentimes our favorite of the moment is a reflection of our client's wishes or needs! The masterpiece must capture all that is of importance for that particular one order or extensive event! This time you are the client and the masterpiece is a reflection of you! This is your opportunity to showcase your style and shine!

Overall Winner

The overall winner will be announced June 26, 2019 based on the best cumulative score with the Florist Choice Reactions added to the overall scoring. The deadline for the likes and positive emotions is June 19, 2019.

Prizes

For each of the rounds one, two and three the individual prize winner will receive a 2019 Texas Floral Expo Registration, Texas State Florists' Association membership for one year and \$300.00. Total Value \$900.00

The Overall **#TexasTalentSearch2019 Winner** will be recognized at the Texas Floral Expo, featured in TEXAS *in Bloom* magazine and receive a Texas Floral Endowment Education Scholarship in the amount of \$500. Total Value \$500.00.

SIMPLY Social

MAKING THE MOST OUT OF VALENTINES DAY ON SOCIAL MEDIA



Blink and it will be Valentine's Day! It seems difficult to imagine but we all know it's the reality of our business. The key to making the most of Valentine's Day is to plan ahead. A survey by Price Waterhouse Cooper in 2017 reported 47% of individuals chose "social networks" or "visual social networks" as their main source of inspiration for Valentine's Day purchases, revealing the importance of developing a strategy for the season and starting early. A few ways to inspire consumers to think about you this Valentine's Day is to organize a Valentine's Day themed event and begin promoting on social media well in advance. Another way to stay top of mind is to create gorgeous visual posts and use appropriate Valentine's Day hashtags on Instagram. Lastly, think outside the "couple's box" and come up with a creative marketing idea to get the consumer thinking of friends or single individuals in addition to couples on the holiday to tap into an additional market. Start early! The earlier you begin creatively talking to your audience about the holiday, the larger your reach (people who see the posts) will be overall. With these ideas in place early, sticking to a marketing strategy through the season will be much easier to manage.

For more information, contact ashley@simplifiedsocialmedia.com

THE BUSINESS OF Flowers

Valentine's Vexations

It is already time to be dreaming of hearts and seeing red (in a loving way!). While there are many things that just happen - more orders, a few more roses, and more stress - we also face the issue of having new | temporary workers on site. More people on site means more liability. We cannot ignore safety standards just because we are busy - the fines are the same any day of the year.

OSHA (Occupational and Safety Health Administration)

At almost \$13,000.00 per willful violation, you cannot afford to get hit with a fine like that! Common violations seen in flowers shops are: open-toed shoes, standing water, first-aid kits, fire extinguishers, ladders, and injury forms. This applies to temporary employees too, and it is the same fine as if they were regular employees. Make sure that your employees and managers are aware and helping protect the company, you, and their fellow employees.



Jodi McShan AAFTMF

INSURANCE

With non-regular employees, you need to check with your insurance agent | company to ensure that you have proper insurance coverage for new drivers and others on your property. If you are renting vans, make sure you have additional coverage for these rented vans and temporary drivers. As with other holidays, you may see an increase in on-site set-ups, so make sure that you have coverage to cover any injuries, damage, negligence, or other incidents that may happen offsite.

While these are, by no means, the only issues to consider as the holiday approaches, these two categories are common pitfalls that florists overlook as things get busy. Taking the risk of not getting caught is not worth the price if you are!

Florals from the Forum

Experience Modern Works | Jenny Thomasson AIFD CFD PFCI EMC



Designed for a modern bride, organic and free, this transparent bouquet is made possible with a wire frame as support. The handmade frame, using eighteen gauge wire and Oasis Bind Wire in a natural tone, is bound together at the base to create a handle and then separates out like spokes on a wheel with each arm entirely wrapped. This creates the structure by which the Birch Branches and (my favorite) Ornithogalum are secured. Binding and the use of cold adhesive are used to secure the material.

An abundance of color is pure inspiration for this design. Freestanding support of an eighteen gauge wire handmade frame is attached to the vase using a spiderweb basing technique. In a future "how to" I can provide a step by step instruction to explain this better. Dried Millet is attached in a crossing pattern. A strong horizontal line of fresh material is applied using cold adhesive. Cymbidiums, Ranunculus, Callas and Hanging Amaranthus are chosen because of their textures and seasonal color.





BLOOMNET ANNOUNCES THIS YEAR'S Perennial Award Winner

Lynn Lary McLean AAF AIFD PFCI TMF

Lynn Lary McLean AAF AIFD PFCI TMF, continues to receive high honors. A year ago, she had a rose named in her honor by the Texas State Florists' Association and Rio Roses, and this year, she was recently named winner of the prestigious BloomNet Perennial Award.

The Perennial Award honors individuals who have demonstrated passion for growing the floral industry.

"To be awarded at this time parallels a message that I have shared over this past year with countless floral design professionals and business owners," she says. "There is a time in each of our lives that a collection of words reaches down and touches our soul. There is a quote that touched mine some time ago. I found in these words an explanation of sorts. Spoken by Oprah Winfrey, the quote simply read:

"Follow your passion."
It will lead you to your purpose."

"I found this simply stated and yet the message quite bold," Lynn says. "From a personal perspective the people of the floral industry have, for decades, meant a great deal to me. Perhaps long ago, the passion began with a few blossoms and a love of design, but over the years through the experiences, the relationships, the education, and the shared commitments of those most respected in this industry, we bonded and together were led to our purpose." Some of

those are still mentors today. Others are fond memories that will last a lifetime.

Prior to retiring, Lynn was the owner of Lary's Florist in Friendswood, Texas. She was introduced to the flower business in the fourth grade when her mother opened the shop.

After graduating college and returning to Texas, Lynn immersed herself in the family business. She later purchased the store.

"I found in my clients the best of the best. They provided unlimited possibilities," Lynn says. "They embraced my creativity and allowed me the privilege to celebrate life's moments in flowers. Flowers are such a part of everyday life in the expression of love, appreciation, in celebration and in expressions in times of laughter and tears and I found myself in the midst of it all."

Now Lynn is helping to lead the industry forward through her work with Texas State Florists' Association and the AIFD Foundation. Her advice to the next generation is filled with passion.

"Step out from behind the design table and seek opportunities that will lead to unlimited possibilities!" she says. "Expand your education! Attend a local industry meeting or design show! Get to know your wholesaler! Take time to visit with the representatives that visit your shop! Look to the AIFD Regional Chapter Events in your area! Get involved in your state association! Apply for a scholarship at aifdfoundation.org. Attend AIFD National Symposium or Society of American Florists' Convention when time and funds permit. Read all you can!

"In the words of Oprah, 'Follow your passion! It will lead you to your purpose!"

Written by Evan Grossman

TSFA Calendar of Events





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FFBRUARY



DECEMBER

- 3 Hanukkah
- Christmas
- 31 New Year's Eve

JANUARY

- 1 New Year's Day
- 11 13

TSFA School of Floral Design Classes Leander, Texas | Visit tsfa.org or call 512.834.0361 for more information

- 21 Martin Luther King, Jr. Day
- 23 Texas Floral Showcase El Paso Zoo | El Paso, Texas

2 Groundhog Day

- Valentine's Day
- 18 President's Day
- Texas Designer of the Year Competition Category 1 and 2
 - TSFA Headquarters | Leander, Texas
- 20 Texas Designer of the Year Competition Final Round

Texas Capitol Rotunda | Austin, Texas

22-24

Wedding Design Classes TSFA School of Floral Design Leander, Texas

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