

JANUARY 2019

# TEXAS

*in Bloom*





  
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For more information on our Referral Program, visit [bloomnet.net/betterwithbloomnet](https://bloomnet.net/betterwithbloomnet)

## From the President



TSFA President Tom Wolfe, Sr.

In order to make the January edition of "TEXAS in Bloom" I have to write the President's Message in November. So, I want to tell you about what is going on at TSFA for the last part of fall and talk a little about the New Year. In November, we held our fall Board Meeting. I want you to know how impressed I am with this Board of Directors and thank the membership for voting this Board in this past July. It is an absolute honor to be a part of what I am going to call "a President's dream team." We have laid out a really good agenda for 2019 along with accomplishing goals such as securing prudent investments, education and the real estate in Leander, which we will be using as our headquarters.

By the time you read this issue we should be ready to move into our new headquarters. I am hoping to plan some type of event there this spring to give you a chance to see the building. Also, the Texas Master Florist Certification Program should be updated for TSFA to start marketing this spring. We are very fortunate to have contracted Jenny Thomasson AIFD to highlight various opportunities for retailers to expand to a new level as she presents our Showcases for this year. The first one will be in El Paso at the El Paso Zoo on January 23rd.

Lastly, I want to remind everyone to start planning to attend Texas Floral Expo this year from July 26-29 in Georgetown. These three days will be loaded with wonderful educational and networking opportunities. Please consider this a once-in-a-lifetime, must-attend weekend.

Happy New Year!!!

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### 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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TSFA, with the support of the Texas Floral Education  
Underwriters, launches a *Year of Education and Opportunities!*

EXPERIENCE

Texas Floral Showcases in El Paso, Houston and Corpus Christi

Texas Designer of the Year Competition with the Final Round in the Texas State Capitol Rotunda

Texas Talent Search Contest to discover and highlight Texas Talent

Texas Floral Expo returns in 2019 with a focus on hands-on education



July 26-28, 2019 | Sheraton Austin in Georgetown, Texas

*Texas Designers will Experience the best in Education during the Texas Floral Expo.  
Take time now to Save the Date and mark your calendar July 26-28 Georgetown!*

## TEXAS FLORAL EXPO HIGHLIGHTS

### PRODUCT GALLERY

The best of the best will present their product offerings in a gallery concept for an experience to remember. Lots of shopping time with activities throughout the Gallery to make it a Go To kind of place!

### PRODUCT GALLERY EXPERIENCES

Experiences will offer time to network and meet up to discuss the most important topics at hand!

### BUSINESS COURSE OF STUDY

The most requested topics will address the very core of what is needed to ensure the success of your business!

### DESIGN COURSE OF STUDY

A new approach to programming will offer in depth lectures with demonstration and increased hands-on experiences. The design subjects will unfold as you read the magazine cover to cover over these next few months.

### LUNCH & LEARN

Two opportunities to Lunch & Learn are included in Registration! One to highlight New Products & New Varieties with creative applications to make the most of these New Opportunities! Another outlines leadership styles and how to look within to further develop your skills!

### HANDS ON DESIGN EXPERIENCES

Nationally recognized and internationally famous designers travel to bring their best to Texas Hands On! For the first time selected Hands-on Design Experiences will be included as part of Registration.



*Making Texas Floral Education Possible*

PLATINUM



GOLD



SILVER



BRONZE



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

# EXPERIENCE

THE FIRST TEXAS FLORAL SHOWCASE IN 2019  
WITH PRESENTER *Jenny Thomasson*



With the 2018 research emphasizing the importance of experienced based retail, TSFA presents this program, written exclusively for Texas! **EXPERIENCE** will outline various opportunities for today's retailers to expand business and set themselves apart as professionals.

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.

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

AIFD President Elect Jackie Lacey AAF AIFD CFD PFCI joins Jenny Thomasson to provide marketing information that contributes to the development of these opportunities!

**\$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](http://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 **EXPERIENCE**

**Texas Floral Education and Product Partners**

**Design Master | GOTEXAN | Rio Roses | Smithers-Oasis**

## IS THE STOREFRONT MAKING A COMEBACK?!?!?

By Jodi McShan AAF TMF

We have heard in recent years about millennials and the importance of social media. Apparently, the Internet is not going away!! However, retail is seeing a new shift that may just be a positive thing for retail florists who have survived the surge of online shopping. Storefronts are trending. Yes, you read that right. Storefronts are trending!

Don't get us wrong – Amazon isn't failing and your website sales are continually rising, but the storefront has not become obsolete. More and more individuals are wanting to

see what they are getting, wanting to support local shop owners, and wanting to contribute to their local area. That being said, shoppers also want convenience – the one stop shop is still very appealing.

Instead of being the Walmart of whatever, flower shops can fashion their own niche and be a destination. Create the experience. This year we are quite pleased that Jenny Thomasson will present the Texas Floral Showcase dinner presentations around our great state where she will explain

# Invest in your Floral Education

## LEARN FROM A RENOWNED FLORAL ARTIST! VISIT THE ZOO?

Experience a floral design show in a setting like never before. Join the Texas State Florists' Association as we present a Texas Floral Showcase featuring Jenny Thomasson AIFD CFD PFCI EMC at the El Paso Zoo, January 23, 2019.

While unorthodox, the El Paso Zoo is a fitting location to discuss creating an experience for your customers while TSFA creates an exciting experience for you. The new event pavilion at the Zoo overlooks the zebra enclosure and will host our unforgettable evening event in glorious style.

During cocktails, while you mingle with your fellow florists, you will have opportunities to interact with some of the Zoo animals and their keepers. Dinner features a delicious feast of bacon wrapped pork tenderloin with all the trimmings. The catering team at the El Paso Zoo is top-notch and excited to bring the area florists together to see their venue.

To top it all off, Jenny Thomasson will present a program created exclusively for TSFA. Her high energy style of educating will open your eyes to the possibilities for the future of your floral design business, and new opportunities to capture a segment of the market.

AIFD President Elect Jackie Lacey AIFD will be with us to share a few tips making it just a little easier to complete all that is needed to successfully market the experience!



In El Paso, Miami Flowers is the wholesale house for beautiful flowers, a large collection of floral supplies, and friendly faces. Since 1989, Arturo and his team have worked to build a business that supports area florists while providing them the tools they need to succeed. Miami Flowers goes beyond just El Paso and serves the floral shops in Alamogordo and Ruidoso, New Mexico as well.

### MEET EL PASO LOCAL CHAIR



*Marisa Guerrero*  
AIFD CFD

As Vice President of Debbie's Bloomers and Floral Design and Shop Operations instructor at El Paso Community College, Marisa Guerrero AIFD CFD is a floral designer and educator known for enthusiasm and involvement in the floral industry. She sits on the board of numerous industry organizations and committees and is the editor of the AIFD national newsletter, *Focal Points*. Marisa runs a business, educates her peers, and helps to continue the goals of numerous organizations all while being a wife and mother.

this all far better than I ever could, but for now, let's focus a moment!

Consumers want to, at least appear to, have that personal touch; they just need it timely. A drive through flower shop, order online and pick up on the way home, or create your own, are all great options that florists are offering to meet this need. Storefronts are real – even clothing stores are seeing it! The sales may be growing online, but consumers want to see it, touch it, and smell it in person before clicking away.

The storefront alone may not be enough to keep your consumers though. As retail florists strive to keep up, there are a number of options available to stay relevant and provide greater services to consumers. I don't know how many times people have told me, "Oh, you must love to work here! It smells heavenly!" Quite frankly (and sadly), I can't smell it. BUT... how many people would come to your shop to work on their laptop, have a cup of coffee, have an art show, or a number of other events | opportunities? Florists often have a

considerable amount of unused space that could easily provide show space on our sales floors while providing greater opportunities to our customers and ourselves.

We are not trying to reinvent the wheel here. Florists must remain aware of the world around us and how we fit in. Starbucks doesn't sell coffee; it sells an experience, a persona, a lifestyle. Why shouldn't florists sell more than just flowers?

# 2019 TEXAS DESIGNER OF THE YEAR

## *Competition Final Round*

**February 20, 2019**

**Texas State Capitol Rotunda | Austin, Texas**

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. Previous winners may compete after a period of five years.

Entry Deadline is Monday, February 4, 2019.

To enter this prestigious competition visit [tsfa.org](http://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](mailto:txsfa@sbcglobal.net)  
and contact the office at 512.834.0361  
to make payment.

Competition Rules online at [tsfa.org](http://tsfa.org)

# *Architecture*



Front Row left to right: Ian Smyth, Coby Neal, Lorri Medina, Rick Baudoin  
Back row left to right: Roy Aguillon, Shayne Presley, Jason Brown, John Arzola, James Barron

# The Flower Studio

Written by: Ian Smyth

The Flower Studio's primary endeavor has always been enhancing people's lives with beautiful flowers and creative design. This has been our passion for the past 23 years where we were located Downtown on 6th Street. Now that we have relocated to 5100 Burnet Road, we still believe that by creating flower arrangements we have the opportunity to convey silent messages that human beings cannot vocalize to other people.

Owner Coby Neal's initial interest and love of flowers really developed at an early age. With his father, at one time, having been a forest ranger and his mother being an avid flower lover, he had the opportunity to experience first-hand how flowers and other vegetation bloomed and grew on the forest floor. He has spent the last 54 years being passionate about flowers, floral design and mentoring new budding floral designers in the business.

Coby has always found a deep sense of enjoyment and fulfillment by passing on his many years of experience to new and promising young floral designers. His passion and ability for creating wonderful statement designs is something he wants to share with anyone willing to learn. Over the years he has helped mold and direct countless young floral enthusiasts to achieve their dreams of becoming expert designers. He instills a sense of dedication and creativity in anyone willing to learn the intricacies of designing flowers. Even after all these years in the flower business, the fire Coby has for creating floral art has not been quelled.



Many florists in the Austin area have worked alongside Coby in one way or the other. He loves sharing elaborate concepts and overcoming demanding and difficult projects to create something magical. Beyond that, he enjoys it even more when his protégés construct an arrangement that he himself would be happy to take credit for. He believes that his skills and knowledge should be shared amongst younger generations to keep the desire for beautiful flowers alive.

Bringing florists and designers to an awareness of the aesthetic appreciation of the way plants and floral life grow on our earth is of vital importance to Coby. It is not unusual to be riding in a car and Coby is pointing out the beauty of clouds, trees, the changing of seasons and the geometric design of how crops grow. In addition to flowers, Coby instills a passion for fashion, jewelry, fine linens, refined fabrics and art. He goes beyond the concept of flowers to really bring the whole picture into the minds of the designers.

Coby Neal is thrilled to chair the 2019 Texas Designer of the Year Competition and looks forward to working with all who decide to step forward and be a part of this amazing opportunity!



# Winter Whites to Inspire

Pim van den Akker and Hitomi Gilliam, during the first Texas Floral Expo, inspired TSFA with inspiration and instruction in their presentations and Hands-on Design Experiences. Looking forward to July 2019 and the phenomenal education to be shared during Texas Floral Expo 2019 we take this moment to look back at the inspired designs and the products so brilliantly placed that stand the test of time. In this review of winter whites take a moment to study the detail, understand the creative use of texture, see the importance of the container and the combination of materials grasping the purpose of each product, the beauty of each floral, and the ingenuity behind each of these creations. Winter Whites take us throughout the winter season clearly leading the way into spring. Carry these inspired thoughts to your design table with encouragement and confidence to master these timeless artistic creations.



Design Credit | Hitomi Gilliam AIFD  
Photography Credit | Cody Ash Photography



Design Credit | Pim van den Akker  
Photography Credit | Cody Ash Photography



# SPRING CLEANING!

*It's Not Just For the House*

Written by: Jodi McShan AAF TMF

It's almost that time of year. New Year. New Beginnings. Spring Cleaning...and a couple of unnamed holidays that all florists "love to hate". For florists, it is more than spring cleaning. Florists have to plan, prepare, and be ready to take on Valentine's Day, Mother's Day, Administrative Assistant's Week, Easter, and so much more!

Since you already have your market checklist (TEXAS in Bloom December 2018 issue), you are ready to take on market in January. However there is much, much more preparation needed to ensure a smooth spring season. Take a moment to review the quick checklist that highlights the spring "honey-do's."

## JANUARY

- Complete year end inventory for taxes
- Attend market
- Attend TSFA Showcase in El Paso and learn from Jenny Thomasson AIFD CFD PFCI EMC
- Make any last-minute orders for Valentine's Day (since your pre-books were done in December)
- Review last year's notes to help make the upcoming holidays as seamless as possible
- Line-up your temporary help for the week of Valentine's Day
- Remind customers to order early (and encourage early delivery) to make a big impression
- Early in the month, ensure that you have all containers and hard goods delivered and set up for the big week

## FEBRUARY

- Survive the first two weeks. Yes, that sentence could be the entire checklist for February, but there's more.
- Clean up after the holiday
- Make reports on what went well and what needs improvement
- Clean up your coolers and inventory hard goods
- Check in with employees and get feedback on how to improve
- Touch base with customers reminding why they need their local florist

## MARCH

- Everyone is on spring break, and you are planning!
- Make sure that all vendors are paid from Valentine's and you are in good standing heading into the next round. April holidays are all at the end of the month this year making planning well even more important!
- Review last year and order for Administrative Assistant's Day
- Pre-book Mother's Day flower orders
- Ensure that staff gets a break and daily operations return to normal when possible
- Make sure you have hard goods ordered and shipped for April and May holidays. While it's further out for May, it makes your life easier than trying to accept hard goods while moving through the April holidays

OK... I agree...This is not technically a "spring" list, but it sounds much better than "First Quarter Madness!"

*Deep breath, and let's jump in!*

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

## FOUNDATION GRANTS & Scholarships *Now Online*

Application deadline is January 31, 2019.

[aifdfoundation.org](http://aifdfoundation.org)



## 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 *You!*

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](http://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](mailto: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 \_\_\_\_\_

Firm Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

# Honoring PRESIDENT GEORGE H.W. BUSH



College Station ISD Superintendent requested College Station High School floral design teacher Sheridan Clinkscales and her floral design students design a memorial wreath for the Barbara Bush Parent Center in memory of George H. W. Bush.

"I was very excited to come to work and design"! were Sheridan Clinkscales first comments as she shared the amazing honor of designing a memorial wreath to honor President George H. W. Bush.

The Barbara Bush Parent Center was established in January 1997 to meet a variety of needs for parents in the College Station Independent School District community. Activities at the center now focus on an Early Head Start program with activities for parents of children birth to three.

The wreath started with a base of grapevine. Clinkscales ordered flowers on Monday, received on Tuesday, and began designing on Wednesday. White hydrangea, red and white roses with lemon and leather leaf were the featured flowers and foliage completing the design.

As Clinkscales taught, throughout Wednesday, students in her advanced floral design class assisted with the design. The wreath was finished at 2:00 pm and weighed over 100 pounds. The wreath was installed, after school on Wednesday.

"In class, we talk about Sympathy Design and how important it is to comfort the living as we show respect to the deceased. Each floral design student was able to see the wreath as it demonstrated the importance of sympathy expression", shared Clinkscales. Clinkscales hosts TSFA's Level 1 and Level 2 Floral Design Certification testing at College Station High School and trains her students in floral design to become certified through the Texas State Florists' Association Certification program.

"It was an incredible opportunity for the students to honor President Bush." Clinkscales went on to say. Thousands cheered and waved, showing respect for President Bush along the route as funeral train No. 4141 for the 41st President, carried George H. W. Bush's remains to their final resting place, at the George H. W. Bush Presidential Library. Sheridan and her son were two of those showing their respect and witnessed the train as it came into College Station.



## Member Mondays

TSFA members are doing, why they enjoy TSFA, and more! TSFA Facebook continues to expand our reach with information about the industry. Know someone who should be featured? Self-nominations are allowed too!! Email TSFA at [txsfa@sbcglobal.net](mailto:txsfa@sbcglobal.net).

Yes, the rumors are true! If you have not yet seen a post, keep an eye out for our Member Mondays on Facebook. Learn about TSFA membership, what

## TSFA Membership Committee

Chair Jodi McShan AAFTMF  
McShan Florist | Dallas

Abel Gonzalez-Mencio TMF CFD  
La Feria

Vickie Slover  
Casa Flora Flower Shop | Longview

Kassie Baker TMF  
House of Flowers | Lubbock

Mary McCarthy AIFD TMFA  
The Blooming Idea | The Woodlands

Gina Waters AAFTMFA  
The Flower Forrest | San Antonio

# TEXAS *Talent* SEARCH

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](http://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!

## Round 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*

With the start of the new year and looking ahead to spring, it's a great time to think about new beginnings or maybe, trying something new when it comes to how you market your business on social media. Spring can be hectic with Easter, Administrative Professionals' Week and Mother's Day. As with anything in social media, the earlier you begin engaging your audience about spring events, the more people will see it and the more you will stay top-of-mind. Thinking of creative ways to engage your audience all season long gives you the opportunity to continue to mention the holidays you want your customers to be thinking about. This can be done by hosting a spring event featuring ideas for each of the spring holidays and promote this idea using Facebook and Instagram advertising. Advertising via these channels is an inexpensive way to reach a larger audience. Another way to continuously loop reminders for the season into your social media marketing is to come up with a theme for the spring season and use the recurring theme in your marketing as you continue to talk about spring holidays. Remember to use appropriate hashtags on Instagram to ensure people can find you when looking for ideas

for the holidays. Stay consistent and be creative. Think about changes you can make to your creative marketing that put a fresh spin on this season.

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



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## THE BUSINESS OF *Flowers*

### *Insuring the Business*

In August we look at the many reasons you need to create a business entity for your flower shop.

Here, we briefly explore how that entity helps you protect yourself. Director's and Officer's ... Errors and Omissions ... premises liability... worker's comp... vehicle... umbrella... there are so many types of insurance available, and you can end up swimming in a sea of letters! So what do you do? While it may seem simple in theory, florists need insurance. Aside from the "normal" ways you can be sued, there are more avenues in which you may be sued – from a wreck in one of your delivery vans to a leaky vase that ruined the antique table at a customer's house to an employee falling off a ladder. When we have so many risky situations occurring on a daily

basis, we need to ensure that we are insured! The best way to go about this is to find a trusted agent who can help you navigate the murky waters of insurance and help you understand what protections you need. Florists are unique, and a qualified agent understands the complexities. Be sure to find someone who makes you comfortable and with whom you work well. This relationship can help take a great amount of stress off of you and your staff. In short, find an agent and help that person understand your business so they can make life easier for you.

As always, please consult a local attorney and insurance agent who know your city, your business, and your customers! This is not legal advice and should not be taken as such.

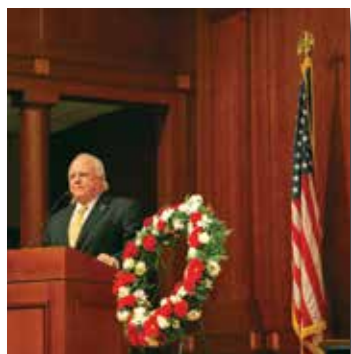


Jodi McShan AAFTMF

# Texas Agriculture Memorial Day Honors the Lives and Sacrifices Made By Farmers and Ranchers



On Monday, November 19, Agriculture Commissioner Sid Miller and the Texas Department of Agriculture hosted the 3rd Annual Texas Agriculture Memorial Day at the State Capitol in Austin. Texas Agriculture Memorial Day is a day to remember the lives and honor the sacrifices of Texas farmers and ranchers whose dedication to agriculture contributes so much to our heritage and our economy.



*"The floral arrangement was a true representation of the special place these folks had in our heart," said Commissioner Miller. "On behalf of the Texas Department of Agriculture and the families honored on Agriculture Memorial Day, I'd like to thank the Texas State Florists' Association for their generosity in donating such a beautiful wreath."*

~ Commissioner Miller

The event, in the Capitol Extension Auditorium, recognized men and women who lost their lives or were severely injured while engaging in agricultural-related pursuits, and those who passed away due to other causes but had an significant role in the agricultural community.

A memorial wreath was delivered to the steps of the Texas Capitol by state 4-H and FFA youth leaders. The Texas Department of Public Safety provided an honor guard to accompany the wreath as well as a lone bagpiper. Commissioner Sid Miller accepted the wreath on behalf of the families and delivered it to the event.

Texas Agriculture Memorial Day was organized by John Paul Dineen, III who lost his son to an agriculture-related accident.

Among the individuals recognized was a young man who was tragically electrocuted one day shy of his 21st birthday. There were six honored for their loss of life in an agriculture-related accident, two who were severely injured, and eight that dedicated their life to agriculture and have passed away.

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MIAMI

Written by: D'Et Dixon

McShan Florist in Dallas, Texas is rich in history, traditions and memories, so celebrating their 70th year in business on December 1st created the opportunity to mark yet another milestone for the history books in a unique way.

"It's hard to believe we've been here for seven decades," noted Bruce McShan. "It's a lifetime of challenges, success, failures and changes, but to us, nothing is more important than the people we serve, and our store family that makes it all happen."

And that's exactly why owners Bruce McShan and his daughter Jodi, wanted to create a special tribute for their 70th anniversary that would honor their extended store family.

Designer Irina Kraskin and Jodi McShan came up with an artistic idea: Irina envisioned "wooden trees, like a forest in the winter covered with photos of everyone and lots of snowflakes!" All agreed it was perfect, and a team dedicated to pulling all of the details together got to work. One of the trickier tasks was the job of organizing the photographs to be used, sized, copied and framed. "We mixed the sizes of photos for visual interest and to highlight the diversity within our history," said Jodi. "It turned out to be about 250 photos." Each photo was displayed in a beveled, white frame then hung on the trees and along the garlands on the front staircases.

Two weeks before Thanksgiving, it all came together. Twelve-inch snowflakes hanging from the glass entrance windows and from the atrium. Vintage clothes pins simply hot glued to the tree frames, held all photographs that were positioned randomly. Employee and family photos also graced both front staircases pinned into the artificial garlands positioned all the way up to the landing, where another wooden tree with photos on each completed the statement.

The decorations were an immediate hit with employees ... "OMG, look at Lowell!" "Sandra, you're so young!" "Classic Naisi." And of course: "Where's my picture?!" "Keep looking," Bruce always said, "that's the best part."

The decorations were also a hit for the 200+ guests who attended McShan Florist's annual event, "Photos with Santa" on the Saturday after Thanksgiving. "People seemed shocked at the shots of the store from 70 years ago," said Jodi, "but not our retirees!"



Many retirees in attendance at the December 1st anniversary luncheon were employed 39 years ago during construction of the business' existing structure. "I can still picture the original store and everything in it," said Janet Cole. "How can that be almost 40 years ago?"

The photography theme carried into the party with vintage photos featured in a historical timeline brochure as well as a multi-tiered celebratory cake. "Seeing those pictures was a first for some of our newcomers," said Bruce. "It was a real mix of the old and new."

The McShans plan to keep up that mix well into the future. Both Bruce and Jodi steadfastly agree that they feel privileged to walk the elite path of family-owned and operated businesses in Dallas, a path that has led them to lifelong friends within the floral industry and within the Dallas community. That's why it seems so appropriate that every order being delivered during the month of December was tagged with their heartfelt message: "Thank you Dallas, for 70 Years of Quality, Style and Service."

**TSFA MEMBERS** *Have something to share?* Email and let us know!

# TSFA *Calendar of Events*

Design Credit | Pim van den Akker  
Photography Credit | Cody Ash Photography



## JANUARY

- 1 New Year's Day
- 11 - 13  
TSFA School of Floral Design Classes  
Leander, Texas | Visit [tsfa.org](http://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



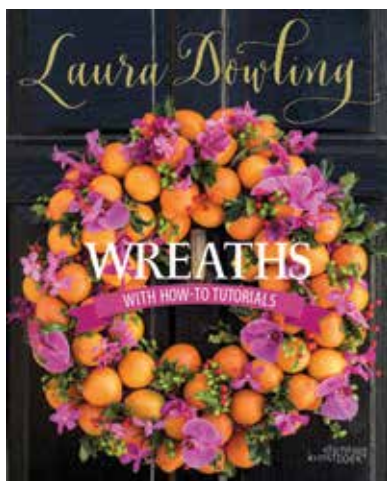
## FEBRUARY

- 2 Groundhog Day
- 14 Valentine's Day
- 18 President's Day
- 19 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



## MARCH

- 6 Ash Wednesday
- 10 Daylight Savings
- 17 St. Patrick's Day



**TSFA thanks** Laura Dowling for providing the image for the cover and congratulates her on her new book! The March issue of *TEXAS in Bloom* will highlight how to's for Spring!  
Available in book stores everywhere and on Amazon :  
<https://www.amazon.com/Wreaths-How-Tutorials-Laura-Dowling/dp/905856603X>

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# EXPER<sup>★</sup>IENCE

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**Thank you Texas Floral Education Underwriters!!!**



## EXPER<sup>★</sup>IENCE

### **Texas Floral Expo**

July 26-28 | Sheraton Austin | Georgetown | Chair Cheryl Vaughan TMFA

## EXPER<sup>★</sup>IENCE

### **Texas Floral Showcase in three Regions**

Texas Floral Showcase in the West Texas Region

January 23 | El Paso | Chair Marisa Guerrero AIFD

Texas Floral Showcase in the Gulf Coast Region

June 5 | Houston | Chair Mary McCarthy AIFD TMFA

Texas Floral Showcase in the Rio Grande Valley Region

September 28 | Corpus Christi | Chair Abel Gonzalez - Mencion TMF

## EXPER<sup>★</sup>IENCE

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

January 19 Categories 1 and 2 | TSFA Office

January 20 Final Round | Texas State Capitol Rotunda

Chair Coby Neal AIFD PFCI

## EXPER<sup>★</sup>IENCE

### **Florescence**

April 16-17 | The Museum of Fine Arts | Houston

Chair Susan Weatherford

## EXPER<sup>★</sup>IENCE

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