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# From the



TSFA President Tom Wolfe, Sr.

It has been proven time and again that active participation adds value to your membership in TSFA! I firmly believe that membership in TSFA is essential to being a successful florist in Texas. As TSFA members, we have a competitive advantage over non-member florists for numerous reasons.

First and foremost is the education and certification through our Texas Master Florist (TMF) program. This program is cutting edge with additional updates coming forward to ensure the best education and training possible. Having Texas Master Florist certification validates both you and your business as the professional to the consumer.

Our Texas Floral Showcase circuit allows us to reach out regionally to more florists across the state with an evening filled with rich floral design concepts and techniques. This is an accessible and inexpensive educational opportunity for both novice and experienced designers. Showcases also include a chance to learn more about the business side of the floral industry and the opportunity to meet those in your area.

The Texas Floral Expo, scheduled July 26-28 in Georgetown, is basically a homecoming for florists gathering to network and capture opportunities for education and hands-on training. The weekend is packed full of the absolute best presenters in a given topic not only from Texas, but world-wide. The Texas Floral Education underwriters support this event as well as the regional showcases held throughout the year displaying the latest products that are trending in the floral industry. These underwriters, offering the absolute best of products and services in the floral industry, contribute greatly to TSFA's success.

Lastly and, to me, the most important part of membership in TSFA, are the opportunities provided to network. TSFA provides the best possible chance to meet other florists and exchange ideas and discuss issues that are so important in the floral industry. The opportunities are endless. The friendships life-long.

These are only a few of the many examples that I see valued by TSFA members who are involved. We invite you to take full advantage of your membership!

Terus State Florists' ASSOCIATION

### The Value of TSFA Membership

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### THE OFFICIAL PUBLICATION OF THE TEXAS STA

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# The Value of TSFA Membership

### Cultivating Member Success and a Strong Floral Community for 104 Years!

Professional Development | Professional Certification | High School Certification | Education | Scholarships Competition | Promotion & Marketing | Volunteer | Involvement | Networking | Legislative | Recognition Insurance | Savings | Support | Sharing with One Another | Supporting One Another | Social

In 2017 - 2018 TSFA has reached 460 individuals with additional educational programs scheduled, through our established educational platforms offering a variety of opportunities for professional development for Texas florists.

The Texas Floral Showcase travelled Texas. The Texas Floral Forum was the highlighted floral event of the summer!

As we look to 2019, the strength of programming will continue to experience the absolute best! Click to Your Calendar and post today to attend a Texas Floral Showcase in your area! Then scroll to July 26-28 and post to attend the Texas Floral Expo 2019!!!

The TSFA Education Committee leads the way to significant updates and rewrites on the Professional Certified Florist Certification. The addition of new subjects adds to the relevance of the certification. This opportunity for Professional Certification will reach not only Texas florists but also those across the nation registered in this program.

The High School Level 1 Certification and Knowledge Based certification expansion to a Level 2 Certification continues to be strong. The Level 1 Certification Program embraced the interest of Texas High School youth with the TSFA Education Committee testing 5,919 students in 2017 and 2018.

131 were tested in Level 2 Certification.

The Texas School of Floral Design educates students in classes offered throughout the year.

Opportunities for professional development were experienced in other areas as collectively we work to sell more flowers! The success of our efforts led to additional possibilities with the Designer of the Year Competition held during the prestigious Houston Azalea Trail, with an additional 3,000 experiencing Texas educational offerings.

The success of our social media highlighted all that we accomplished and more, reaching over a half a million this year and over 5,9859 followers with these numbers still climbing today!

# TEXAS STATE FLORISTS' ASSOCIATION PROFESSIONAL DEVELOPMENT

A Lifetime of Learning



















# Texas Thanks Sharon McGukin



Sharon McGukin AIFD AAF PFCI travelled the state of Texas providing information of the upmost importance to face the challenges in business today. In typical "Sharon Style" the presentation was well researched and spot on. An understanding of all that surrounds us, as well as a glimpse into all that awaits, was shared in a way that was easily understood with the good news being that true opportunity awaits the savvy floral design professional.

The strength of the Texas Floral Showcase, presented regionally across our great state, was *Trending* in 2018! The information as well as the trend review, complete with design styles that substantiated the outlook, established a well laid out plan of action. Each design brought forward the need for an understanding of the principles and elements of design as well as an outreach in what is up and coming in trend research.

Looking forward we discovered, through the well researched presentation, that experience based retail will dominate the traditional marketplace. When the consumer has completed their online purchases and is ready to step away from the computer, they will most definitely seek experience-based retail. This continues to lead us forward with EXPERVENCE as the basis for the 2019 educational programming.

Texas would like to express our most sincere appreciation to Sharon McGukin for traveling Texas and sharing not only your most amazing design talent but also opening up the unlimited possibilities that we know to be true as substantiated by your research. The information shared will long make a difference to each and everyone who attended this program. Thank you Sharon for all you do to bring the best in education to this industry.



as we traveled across the state!

The best in programming this year is largely credited to a presenter who consistently brings a well researched presentation providing the absolute best in education.

Texas thanks Sharon McGukin AIFD AAF PFCI. This program written exclusively for Texas was freeding. The content provided knowledge for professional development to lead the way to expand business opportunities through knowledge of trends and an understanding of all that awaits the retail marketplace.

In addition to the overall support of the Texas Floral Education Underwriters, these companies have partnered with Texas to bring forward this educational programming.

CalFlowers | Design Master | Smithers-Oasis | Rio Roses Texas Floral Endowment | TSFA Past Presidents

Texas Thanks You for not only providing the product to make these ideas

for not only providing the product to make these ideas profitable to produce but also for the additional funding to bring these ideas to Longview, Fort Worth and Lubbock.

A special thank you to each local chair and to the design assistants and committee in each local area that contributed to the overall success of the event!

Thank you for giving so generously of your time and talent to elevate the event. Your dedication is reflected in the record attendance in each area! Texas Proud!

### Trending INTHREE REGIONS OFTEXAS

Texas Floral Showcase in the East Texas Region January 24, 2018 Longview Chair Patty Fair Texas Floral Showcase in the Metroplex Region April 11,2018 Fort Worth Chair Kelly Norvell AIFD TMF Texas Floral Showcase in the West Texas Region October 3, 2018 Lubbock Chair Kassie Baker

# Florals from the Forum

Florals from the Forum will be a feature moving forward where design notes and success stories are shared from skills fine-tuned at the Forum!



Photography Credit | Mara Williams Photography



































# EXPERTENCE Texas Floral Education at it's Finest

### 2019 Texas Floral Event Chairs and Cities!









### **Texas Floral Expo**

July 26-28 Sheraton Georgetown Chair Cheryl Vaughan TMFA



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

Texas Floral Showcase in the West Texas Region January 23, 2019 | El Paso Zoo Chair Marisa Guerrero AIFD

Texas Floral Showcase in the Gulf Coast Region June 5, 2019 | Houston Racquet Club Chair Mary McCarthy AIFD TMFA

Texas Floral Showcase in the Rio Grande Valley Region Fall 2019 | Rio Grande Valley Chair Abel Gonzalez - Mencio TMF



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

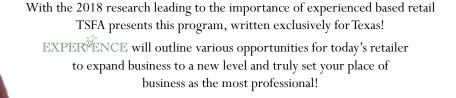
February 20, 2019 Texas State Capitol Chair Coby Neal AIFD PFCI



**Florescence** 

April 16-17, 2019 The Museum of Fine Arts | Houston Chair Susan Weatherford

# EXPERIENCE THE FIRST TEXAS FLORAL SHOWCASE IN 2019 WITH PRESENTER Jenny Thomasson



Jackie Lacey AAF AIFD CFD PFCI will provide marketing information that eases the development of these opportunities!

Jenny Thomasson AIFD PFCI EMC CFD is the Design Director & Principal, of Stems Florist in St. Louis, MO. She became a member of AIFD, the very prestigious group of international floral designers. In 2011, she was inducted into PFCI, Professional Floral Commentators 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.



Register by January 1st and Save \$19.50 as a TSFA member!

Texas Floral Showcase January 23, 3019 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 EXPERPENCE

Staying the night in El Paso?

Visit tsfa.org for complete information.



# The TSFA Education Committee leads the way to significant updates

and rewrites of the Professional Certified Florist Certification.

The addition of new subjects adds to the relevance of the certification.

This opportunity for Professional Certification will reach not only

Texas florists but also those across the nation registered in this program.



### **Texas Master Florist Certification**

In Texas, the Professional Certified Florist Program is referred to as the Texas Certified Florist Program. This program currently consists of six design and six management classes and workshops with updates and additional components in development. This certification will expand upon the completion of the rewrites. Upon successful completion of the classes an individual may test to become a Texas Master Florist.

The Texas Master Florist Certification was first awarded in 1981. In 2018 three TSFA members were acknowledged and awarded certification.

Nine of the Texas Certified Florist Courses are now available online for students registered in the Texas Certified Florist Program. The three hands-on courses must be taken in a classroom setting offered prior to the June, Texas Master Florist testing. All Texas Master Florist candidates passing the exam in June will receive their TMF credentials during the Stars of Texas Awards Luncheon scheduled d in July.

The 2018 Graduates are: Jessica Marek TMF Jessica Smith TMF Rebecca Sullivan TMF



### **Texas Master Florist Advanced Certification**

Texas Master Florist Advanced Certification is one of the most comprehensive educational programs offered in the floral industry. This unique opportunity is designed for members who have already obtained the prestigious Texas Master Florist designation. The Texas Master Florist Advanced Certification Program of professional excellence is presented through comprehensive hands on workshops and seminars.

The 2018 graduates are: Yolanda Amos TMFA Mary Ann DeBerry TMFA Jennifer Nelson TMFA Lana King TMFA Chelsea Mahoney TMFA

### TSFA recognizes these Texas High Schools and School Districts participating in Certification



Participating in Level 1 Floral Design Certification

Abernathy ISD Akins High School Alief High School Allen High School Alvarado High School Angelton High School Austin High School Azle High School Banquete High School Bay City High School Beckville High School Big Sandy High School Birdville Technology Bloomin Grove High School Brazosport High School Brazoswood High School Breckenridge High School Brewer High School Bridge City High School Bridgeland High School Bridgeport High School Brownsboro ISD Byron Martin ATC Byron Nelson High School Calallen High School Caney Creek High School Canton High School Canyon High School Carroll Senior High School Cedar Park High School Center ISD Central High School CH Yoe High School Chapel Hill High School Chavez High School Clear Creek High School Clements High School Cleveland High School Clifton CDS College Station High School Como-Pickton High School Cooper High School Cuero High School Cy-Fair High School Cypress Creek High School Cypress Falls High School Cypress Lakes High School Cypress Woods High School Dan Dipert Career Technical Dawson High School Decantur High School

Denton High School Desoto High School Donna North High School Dripping Springs High School Dulles High School East Central FFA East View High School Eaton High School Edinburg High School Edna High School El Campo High School Elgin High School Elkins High School Ellison High School Eustace High School Floresville High School Fort Bend ISD Friendswood High School Frost ISD Frost Technical Gatesville ISD Gatesville High School George West High School Gilmer High School Godley High School George Bush High School Gonzales High School Grapevine High School Hale Center High School Hallettsville High School Hardin High School Harmony ISD Hendrickson ISD Hendrickson High School Hightower High School Honeygrove High School Jacksonville High School James Bowie High School James Madison High School Jefferson High School Judson High School Kempner High School Kingwood Park High School Klein Cain High School Klein Collins High School Klein Forest High School Lake Travis High School Lanier High School Leander High School Lehman High School Lewisville High School Lonestar High School Longview High School Louise High School Lubbock Cooper High School Mabank High School Magnolia High School Magnoial West High School Manor High School Marble Falls High School Marcus High School Marion High School Martinsville ISD

Maud High School

McKinney North High School

McKinney Boyd High School McNeil High School Medina Valley High School Meridian High School Midway High School Millsap High School Mineloa ISD Mineral Wells High School Mount Pleasant ISD Muleshoe High School Naaman Forest High School North Hopkinds ISD Northwest High School O'Donnell High School Onalaska ISD Ore City High School Palo Duro High School Pasadena High School Pearland High School Perrrin High School Pflugerville High School Plainview High School Plano East High School Plano Senior High School Plano West High School Pleasanton High School Prosper High School Ray Braswell High School Rice High School Ridgepoint High School Rio Vista High School Robert Vela High School Rouse High School Royal High School Royce City High School Rusk High School Saltillo ISD Samuel Clemens High School San Marcos High School Schulenburg High School Seminole High School Shadow Creek High School Shepherd High School Shoemaker High School Skyline High School Somerset High School Southlake Carroll High School Southwest High School Splendora High School Stephen Austin High School Stoney Point High School Sulphur Springs High School Texas High School Tomball High School Tomball Memorial High School Travis High School Turner High School Van High School Vandegrift High School Veterans Memorial High School Vista Ridge High School VR Easton High School Whitehouse High School

Wichita Falls High School



Participating in Level 2 Floral Design Certification

Alief High School Angelton High School Banquete High School Big Sandy High School Birdville CTA Byron Nelson High School Central High School Clear Creak High School Como-Pinkton High School Decatur High School Eaton High School Frost Technical George West High School Gilmer High School Gonzales High School James Madison High School Klein Collins High School Kline Forest High School Louise High School Magnolia West High School McKinney Boyd High School Northwest High School Rouse High School Schulenburg High School Skyline High School Southlake Carroll High School





# Saucation

# The TSFA Education Committee led by the TSFA Education Committee

Co-Chairs and TSFA leadership working together to provide opportunities for the Texas State Florists' Association to provide the absolute best in industry education in the country.

### Visit tsfa.org for the class schedule and the opportunity to advance your floral design career.



Principles and Elements of Floral Design Teacher's Edition Curriculum continues to offer the high school floral design students the needed student projects, worksheets, thinking questions, and economical hands-on classroom design ideas and more to prepare those interested in a career in floral design the skills needed to be the very best entry level employee for today's floral business.



TSFA School of Floral Design teaches the fundamentals of design. Flowers, books, and tools are provided in the low tuition cost. Classes are kept small, providing personal instruction. Students take the designs home as a reminder of all accomplished through understanding the beginning techniques that may be used to advance a career in floral design.

The Flower Forrest | San Antonio

# The TSFA Education Committee oversees Professional Certification and High School Certification. These TSFA members give most generously of their time making a difference for so many through the established certification programs

Co-Chair Kassie Baker TMF	Teia Bennett TMF	Jennifer Nelson TMFA
House of Flowers   Lubbock	Blumen-Meisters   New Braunfels	Cypress Fairbanks ISD   Cypress
Co-Chair Bruce Easley AAF TMFA	Shawn Coyle TMF	Amy Neugebauer AIFD TMFA
Mabank	Dallas ISD Skyline Career Dev. Center   Dallas	The Blooming Idea   Spring
Co-Chair Debbie Gordy AAF AIFD TMFA	Mary Ann DeBerry TMF	Nicola Parker AIFD CFD TMFA
Compton's Florist   La Porte	The Florist Ltd.   Denton	Spring
Co-Chair Susan Piland TMF	Oralia Espinoza AIFD TMF	Kimberly Norman Prater TMFA
Susan Piland Floral Studio   Mesquite	Spring Garden Flower Shop   San Antonio	Gary's Floral Gallery   Abilene
Co-Chair Cheryl Vaughan TMFA	Ed Fimbel TMFA	Brandon Richards TMF
Creative Petal Designs   Lytle	Northlake	Brandon's Flowers   Pampa
Co-Chair Debbie Woltmann TMFA	Pam Fuller AAF TMFA	Julie Rogers AIFD CFDTMFA
Enchanted Florist   Brenham	Bloomer's Flower Shop   Harlingen	San Antonio
Co-Chair Debbie Wright AAFTMFA	Able Gonzalez-Mencio TMF	Courtney Rosenbalm TMF
Enchanted Florist   Pasadena	Acolyte   La Feria	Gilmer
Sandy J. Alford TMFA	Gayle Johnson AAF TMFA	Sheri Sandlin TMFA
Bloomstreet   Wimberley	Sugar Land	Baytown
Yolanda Amos TMF	Lupe Martinez TMF	Gina Waters AAFTMFA

Brandon's Flowers | Pampa

Jodi McShan AAFTMF

McShans Florist | Dallas

Houston

Pat Becker AIFD TMFA

PS Designs | Austin



# The Texas Floral Endowment congratulates the following 2018 Scholarship Recipients.

Allied Florists of Houston Scholarship honoring Lavon Bankhead AAF AIFD PFCITMFA Recipient | Nicola Parker

Allied Florists of Houston Scholarship honoring Sheri Montgomery White AAFTMFA Recipient | Melanie Hugele

Allied Florists of Houston Scholarship in memory of Wayne and Mabel Fisher Recipient | Kelly Scoggins

Floriology Institute Scholarship in memory of Mildred E. Riddle Recipient | Cheryl Vaughan

Freytag Family Education Scholarship Recipient | Tiffany Houck

FTD Boot Camp Scholarship Recipient | Susan Piland

Judy Rutledge AAFTMFA Education Scholarship Recipient | Able Gonzales-Mencio

Sheri Renee Montgomery White AAFTMFA Memorial Scholarship Recipient | Dawson Clark

SAFD Floral Design TMF | Career Change Recipient | Dawson Clark

SAFD Floral Career Recipient | Jesica Smith

Texas State Florists' Association Past Presidents' Scholarship Recipient | Melissa Franke

Texas Floral Forum Tuition Scholarship Recipient | Patricia Valverde

Tubby Adkisson AAFTMFA Educational Scholarship Recipient | Meg Grant

### Dawson Clark

What a thrill it was to receive scholarships in support of my career change! The application process caused reflection on the impact of numerous floral designers in my life with realization as to why this career change is so important to me. I am grateful to the Texas Floral Endowment and look forward to enrolling in the Texas Master Florist program!

### Melissa Franke

I am truly honored to receive the TSFA Past President's Scholarship. I look forward to enrolling in the Texas Certified Florist Program.

### Abel González-Mencio TMF

The benevolence of the Texas Floral Endowment Scholarships has afforded many an opportunity to bloom in their career choice. The Judy Rutledge Scholarship opened doors to continue my education. The pathway to achieve the Texas Master Florist designation provided confidence and expanded possibilities.

### Meg Grant CFD

Continuing one's floral education is a big plus for a floral designer. I've learned something in every floral class I have taken, newly enthused and stimulated.

### Nicola Parker AIFD CFD TMFA

I am so thankful to the Texas Floral Endowment for assistance through the years. The scholarships enabled me to advance my certifications especially during the time when I was a struggling single mother. The support opened doors to TMF, TMFA, CFD an AIFD, and now hopefully PFCI. Not bad for a girl who started as a delivery driver. I did it, and so can you! TSFA and the Endowment will help every step of the way.

### Susan Piland TMF

I was honored to attend the FTD Boot Camp in October. Creative design styles, taught by Pete Samek AIFD provided much needed tools to refuel my mind. The enthusiastic Ann Jordan AAF AIFD inspired me to return to my business with a renewed spirit! I am so thankful to the Texas Floral Endowment for awarding me this opportunity.

### Cheryl Vaughan TMFA

Texas Floral Endowment! Thank you! I am so excited to add a sympathy class to my area of study. Weddings and events have long been my focus but I now find myself being asked to create sympathy designs and want to sharpen those skills. I am very thankful for this opportunity to learn and be inspired!

To Contribute to the Texas Floral Endowment Visit http://tsfa.org/endowment\_contributions

### TEXAS HONORS OUTSTANDING INDIVIDUALS FOR

# Service to the Industry

Please refer to the September issue of TEXAS *in Bloom* for the complete recognition and presentation.



Cheryl Vaughan TMFA is awarded the Jim Orr Volunteer Spirit Award

Left to right Cheryl Vaughan and Debbie Woltmann

Susan Weatherford is Recognized for Lifetime Achievement TSFA Lifetime Achievement Award

Left to right
Dianna Nordman, Susan Weatherford and Lynn Lary McLean





FTD Education and Meetings Specialist Janet Justus is inducted into the Texas Hall of Fame

Left to right Janet Justus and Susan Weatherford











Photography Credit | Society of American Florists

### TSFA MEMBER WINS 50TH ANNUAL SYLVIA CUP DESIGN COMPETITION

When Rey Rodriguez AAF AIFD TMFA of The Gypsy Florist in Austin, Texas, stepped into the hotel ballroom for the Society of American Florists' 50th Annual Sylvia Cup Design Competition during SAF Palm Springs 2018, he wasn't nervous — he was ready.

"I look at every competition as a learning workshop," admitted Rodriguez, who worked quickly and thoughtfully throughout the two-hour competition,

pausing to reflect, adjust and tweak — making changes based on his own intuition and experience, and with a little help from the stream of floral industry members watching the show. "At one point, I knew what I wanted but didn't feel I was achieving it in the way I had hoped, and so I worked off of the reactions of the crowd."

In the end, his approach and steely nerves paid off in a big way when Rodriguez took home the coveted trophy and \$3,000 prize for his designs.

"I'm still in shock, still smiling from ear to ear," said Rodriguez. "I loved the experience, I love the show of support. I hope I'm able to educate other shop owners and designers about what SAF can do for them."

The Sylvia Cup is the country's longest running live floral design competition. It began in 1967 and is named for Sylvia Valencia, a prominent designer and long-time SAF supporter. This year's competition — the contest's 50th anniversary — paid homage to "The Wizard of Oz".

### TEXAS CONGRATULATES REY RODRIGUEZ!!

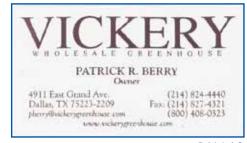






AUSTIN







MIAMI AUSTIN **DALLAS** 

**BLANCO** 

namallous

### Hurricane Harvey Florist Fund...a Year Later

In addition to the effects of the storm Hurricane Harvey dropped 51.88 inches of rain, causing flooding throughout the Houston area. This is the highest rainfall total in any storm, in the history of the United States. It is approximately how much rain falls, on average, in Houston in an entire year. The AIFD Foundation, in concert with TSFA, established the Hurricane Harvey Florist Fund. A year later we reached out to two of the eleven that were assisted due to the generosity of many. Here are their stories.

### Elaine Nevarez | Elaine's Florist and Gift Baskets | Houston, Texas



The first day we walked into the shop after flood.

When did you realize that you had suffered such damage?

Since my shop had flooded with about six inches of water in 2015, we knew that we were going to flood. We just had no idea how much.

Describe how you felt when you first returned to the shop after Hurricane Harvey dumped 33 trillion gallons of water on Houston?

When I first walked into the shop, it was shocking. Everything in the front display area of the shop had fallen over, including our three door cooler. At first I had the attitude of "it's not that bad, we've been through this before", however as I continued walking through the shop it began to sink in that this was a lot worse than before.



The large black item is the top of the display cooler that fell over in the display area of the shop.

How many days had passed before you could even get to the shop?

The flood water entered the shop on Sunday morning. On Monday morning one of my employees was able to get to the shop. I was able to make it in on Tuesday morning in that my neighborhood was still flooded on Monday.

Did you also have damage at home? I was fortunate in that I did not receive any damage at home.

How did you feel when you learned that the AIFD Foundation in conjunction with TSFA might be able to offer some support?

When I heard that the AIFD Foundation in conjunction with TSFA might be able to offer some financial support, at first I was in disbelief and then I felt very proud and honored to be in an industry where others were so willing to help. I had no idea how much the financial support would be, however I knew that any amount would make a difference.

Did the support we provided help? We lost three computers, all furnishings, lots of inventory and one delivery van. At this point all has been replaced except for the van. We have two other delivery vans

that have kept us going. In addition to the physical items we lost, the loss of sales ,by far, has been the most damaging. Our sales decreased 30% for the remaining four months of the year and we were two days away from funding on a \$84k job when the flood happened. Obviously, that contract was cancelled. Upon receiving the donation, once again I was in disbelief. The amount far exceeded any expectation.

The funds were used to help pay for the replacement of our computers, desks, and shelving units that we had placed on credit cards, along with the repairs needed on our 4 coolers and phone system.

### How is business today?

Business today is going well, however I believe that it will take another year to totally recover from our losses. I have worked hard on rebuilding the company and when I compare last year's sales numbers before the flood to this years sales, we are slightly ahead.

### With heartfelt appreciation,

My drive to work took me through neighborhoods that had been flooded and since the flooding was so widespread, it took the city months to collect the mountains of debris that lined the streets and it was like driving through a war zone. By the time I would reach work, I was so thankful just to have a place to continue to work. The road to recovery has not been easy, however just knowing that others cared enough to help has kept my spirits high. I thank each and everyone that donated to this Fund. Your efforts have made a difference.



We went with concrete floors rather than tile or decorative flooring and we placed corrugated metal in the shop for more of an industrial look. Baker racks now display the gournet food product. We felt this decision best rather than returning to pressed particle board.

### Gail Terrill AIFD CFD | For All Occasions | Houston, Texas

When did you realize that you had suffered damage?

My mom had come over to my house, after I guess the 2nd day, because her street was getting very high water and she was worried that she would be flooded in and need to be rescued. My house was good at the time. Mom spent the night and the next day we noticed that the reservoir, right outside my house, was getting so high that the deer were escaping across the culvert. We thought the safest thing to do was to reserve a hotel room, while we still could, and so we immediately got out.

The next day my neighbors who stayed texted me that the water was rising close to my home. The following day they confirmed that my house had been flooded.



Describe how you felt when you first walked into to see the destruction?

My mom's neighbors and I decided to see how close we could get to evaluate the damage. We had to park and walk through a few neighborhoods to even get to our homes. We went by boat and canoe and waded through waters to rescue what we could and to assess the damage. It was surreal. I didn't know what to even try and salvage during this short visit. I knew most everything was lost. I think the saddest was the realization that all of my family photos were completely destroyed.

How many days had passed before you returned home?

Once my mom and I realized that we were in for a long haul we set out to lease a short term apartment. Apartments were signing 20 or more leases a day. We finally found an apartment that met my mom's needs and were there for 7 months. My mom's house was then ready. Mine had just started construction. FEMA provided me a temporary bathroom and kitchen so I could live in the house once the framing and floors were in and the sheet rock on the perimeter was in place.

Please share a brief explanation of damages. Everything below 4 feet had to be torn out. Plumbing, floors, cabinets, appliances, and fireplace surrounds. Everything.



Did you also have damage at the store?

There were no damages at my store but a few at the offsite warehouse which were covered by insurance because the damages were from roof leaks.

How did you feel when you learned that the AIFD Foundation in conjunction with TSFA might be able to offer some support?

I was so thankful. I did not have flood insurance. FEMA did help but the cost of rebuilding and replacing everything is a great deal more than provided. In addition to the rebuild I had to pay mortgage and rent on the apartment. The grant from the AIFD Foundation and TSFA was a life saver. I would not be in my house today if it wasn't for this support along with FEMA and Katy Christian Ministries.

Did the support we provided help?

The total cost to rebuild my house was over \$80,000.00. That was in addition to the special assistance offered from friends in the business. The help that the AIFD Foundation and TSFA provided was crucial in getting me back into my home.



**Texas Florists were** embraced with tremendous support. The AIFD Foundation, in concert with TSFA, awarded \$56,295.00 in grants. We recognize and express appreciation to these noted companies and the countless florists in Texas and throughout the nation who contributed towards this support.

















### Social Media Success in 2018

The success of our Social Media with a daily Facebook post, four Tweets a day, and with presence on Instagram and Pinterest Boards led to incredible consumer opportunities for Texas Floral Professionals as we all worked together to sell more flowers. There were posts that reached over 12,600 on an individual occurrence with total Followers and Fans of 5,985 and still climbing at the time of this publication.

### Florescence 2019

Florescence is one of the largest competitive national flower shows sanctioned by the Garden Club of America in the United States. Florescence is presented by River Oaks Garden Club, The Garden Club of Houston, and The Museum of Fine Arts, Houston. TSFA has been invited to provide judges for this most prestigious competition.

April 16-17, 2019
The Museum of Fine Arts
Houston, Texas
For complete information visit flohouston.org



# The State Fair of Texas is celebrating Texas Innovation

TSFA shares two presentations in the Go Texan Pavilion at the State Fair during the month long event!





Jodi McShan AAF TMF presents A Texas Twist on Floral Innovations
Date: Sunday, September 30th, 2018
Time: 4:00 – 6:00 PM

Texas has been known for thinking bigger, better, and outside the box for years. Flowers don't have to be any different! Jodi McShan with McShan Florist, Inc. presented new flower trends and highlighted Texas ingenuity. From traditional to modern to uniquely Texas, Jodi discussed and provided live demonstrations of how to transform the mundane to unique masterpieces.



Susan Piland TMFA presents *Innovation in Bloom* Date: Wednesday, October 17th, 2018 Time: 4:00 – 6:00 PM

The consumer enjoyed seeing flowers presented in a new way. While using some of our favorite, tried and true blooms those attending experienced innovative and high style designs.















### A Texas Twist on Floral Innovations Jodi McShan AAFTMF

It's that time of year in Texas — Big Tex and the State Fair of Texas! The theme of this year's fair was Celebrating Texas Innovation. A true State Fair would not be complete without highlighting all the state supports and provides, and agriculture is a major part! Go Texan invited TSFA to host design presentations to teach the public about flowers, trends, and to share all that is new in floral design.

On opening weekend, Jodi McShan took the stage and demonstrated a number of designs — from pave to explaining that it is acceptable to mix in traditional garden flowers with exotic selections. Most interesting, she presented a set of four rose designs, each very different from the other: the traditional rose arrangement, pave style, a more organic feel, and finally a true Texan style of roses.

Kids participated and helped direct the design as a couple of the creations were completed as a group with the audience voting on the shape, colors, and flowers. It made for a truly unique experience that allowed the audience to take ownership in the show and have the ability to say "I helped create that!"

# Innovation in Bloom Susan Piland TMF

At the time TEXAS *in Bloom* went to print, Susan had not yet presented but took the time to share her plans! TSFA wishes her the best and appreciates her sharing her time and her incredible talent!

This years State Fair of Texas theme is Celebrating Texas Innovation. I am thrilled to be presenting a program promoting our floral industry. Everyone loves flowers, so I'll be showing visitors that flowers are trending today. At the State Fair we must go all Texas, so an array of natural products will be used such as grapevine, branches, grasses and of course sunflowers and yellow roses. These will be used in groupings, pave and suspension designs. Even a four foot Texas long horn will have a beautiful flowing waterfall design. Flowers will be passed with "Shop Texas Local Florists" tags on each to promote Texas florists!!



The Texas State Florists' Association is annually required to print this Statement of Ownership.

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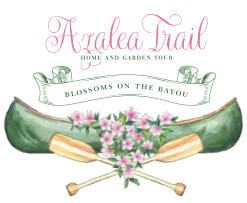
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Houston's Azalea Trail Home and Garden Tour highlights Texas' longest running and most prestigious design competition

# 2018 Texas Designer of the Year Competition





Houston's 83rd Annual Azalea Trail Home and Garden Tour highlighted Texas' longest running and most prestigious design competition as one of the stops on the 2018 Azalea Trail Blossoms on the Bayou. The competition took stage in the Lora Jean Kilroy Visitor and Education Center at Bayou Bend on Saturday, March 3rd.









Coby Neal AIFD PFCI

TSFA Announces

# 2019 Texas Designer of the Year Competition to be held on the ground floor of the

Rotunda of the Texas State Capitol

Saturday, February 20, 2019 **Texas State Capitol Austin, Texas** 

The Texas Designer of the Year Competition is the longest running and most prestigious competition in Texas with the winner representing Texas in the Society of American Florists Sylvia Cup.

> Complete information will be outlined in the December issue of TEXAS in Bloom!

# Legislative Action Day

TEXAS STATE CAPITOL | AUSTIN, TEXAS



The Texas State Florists' Association continues to maintain and develop relationships with the Texas Legislature and staff members. Join TSFA's Board of Directors and Legislative Committee on February 20th for the Designer of the Year Event in the Capitol's beautiful rotunda and support the association by delivering Texas Grown plants to the Texas Legislative offices.



# Making Texas Floral Education Possible

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# TSFA Calendar of Events







### JANUARY

### NOVEMBER

- Daylight Savings Time Ends
- TSFA Membership Committee Meeting TSFA Office | Cedar Park, Texas
- TSFA Board of Directors Meeting Cedar Park, Texas
- 12 Veterans Day
- 22 Thanksgiving Day

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

- New Year's Day

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

- 23 Texas Floral Showcase | El Paso, Texas Visit tsfa.org or call 512.834.0361 for additional information
- 21 MLK Day

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TSFA will launch a search for Texas design talent in January 2019! The search will reach across all social media platforms with the hope to discover all that Texas has to offer in floral design!! You never know where the next star awaits and we are going to do our best to add to the Stars of Texas!



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