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From the President



TSFA President Tom Wolfe, Sr.

The October issue of TEXAS in Bloom is always one of my personal favorites. The issue highlights the Texas designers featured during the Texas Floral Forum with articles and images to illustrate the incredible talent we have right here at home! We revisit the memories of the weekend shared at South Shore Harbour Resort and Conference Center as well as all that was learned. I would like to once again thank René Johnson and each and every TSFA volunteer for making the weekend such a success.

2019 is the year of the Expo!!! Mark your calendars now for the Texas Floral Expo to be held at the Sheraton Georgetown in Georgetown, Texas on July 26 -28, 2019. Just outside of Austin, the TSFA Board met at this property for the Spring Board Meeting in 2018 and were quite impressed with the facility. Texas Floral Expo Chair Cheryl Vaughan TMFA can hardly wait to share all that is planned!

Committee appointments and meeting dates are near completion. Thanks to all who have stepped up to contribute to another great year. The volunteer members of TSFA are most certainly the very foundation of the association. I have been reminded of the importance of participation in my visits with so many of you. Those who have participated in the association have discovered that through the relationships, through networking and through continuing education, the participation has opened opportunities and increased benefits! This is a message to be shared with all of TSFA as we look to increase participation and continue our success.

By the time you receive this issue, we will have been *trending* in Lubbock at our final Texas Floral Showcase of the year. TSFA was pleased to bring Sharon McGukin to West Texas! I would like to thank Kassie Baker TMF for chairing this success and for her constant support of the educational programming of TSFA.

As we say good-bye to a traditionally slow summer, I hope you join me in looking forward to the fall! The color changes of autumn, another school year, football and cooler temperatures always lift my spirits!! Wishing you the absolute best as you enter this busy season! I invite you to participate in TSFA!



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TEXAS FLORAL ENDOWMENT
FRIENDS LIGHT UP THE NIGHT

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Fabulous Fabian

THE TALENTS OF FABIAN SALCEDO

Written by Lynn Lary McLean AIFD

Those attending the Texas Floral Forum celebrated the talents of Fabian Salcedo during Tuttera's Keynote presentation. I recently had the absolute pleasure to visit with Fabian to learn a little bit more about his background, to capture his methodology and to peek into all that inspires his work.

Graduating from the University of Texas with a degree in Psychology did not open an office door but continued what had been started with flowers at show gatherings for the restaurant industry. In an attempt to advertise the restaurant where he was working, Fabian designed settings at trade shows with flowers. People soon started asking "Will you design a centerpiece for my party?", "I am getting married, will you design my wedding flowers?" "My daughter is having a baby. Please create something like this for her shower!"

A professional standard was of importance and so just as he had received a degree in what he thought to be his chosen field, he set out to experience floral design education and attended the Floral Design

Institute in Seattle. Upon returning to Texas it was truly fate that led him to his first real job in flowers. Day after day he would see The Flower Studio as he traveled back and forth from his home to work. He applied and thus began a most important chapter working with Coby Neal AIFD PFCI who would be the mentor to provide a foundation leading to a world of floral artistry. The Flower Studio encouraged involvement in TSFA. Salcedo was named Texas Designer of the Year in 2008 and has presented at two Texas Floral Forums and at the World Trade Center on TSFA's behalf.

Today Fabian owns F² Floral Design in Austin, providing any and all that is floral to a dedicated clientele. His design presence in Austin will soon expand upon opening a floral design boutique as Creative Director for Monarch Event Rentals, a well respected rental company in Austin. In addition, travels to China continue to offer opportunities to expand endless possibilities through his work at Caffco. "Making people happy and being able to create and to be creative means everything to me," shared Salcedo. "I cannot even imagine doing anything else."

We talked inspiration and I loved his response! "I find inspiration everywhere. Oftentimes an idea is sparked through color and texture."



Designed for a reception a modern approach to white and gold featured a bohemian style with an ethnic twist. The look offered a take on a Bride that might bring in a few items that were of importance. Items that inspire and spark ideas and assist a keen eye to create a setting that even one such as Tuttera commented that he would enjoy dining here everyday.



Photography Credit | Mara Williams Photography



When asked to design in pastels he was inspired by Indian culture and yet added a western twist bringing silver to the forefront rather than the expected gold and pastels rather than bold tones of color. This ceremony setting offered a new approach with countless opportunities for the savvy designer.

Salcedo's work oftentimes presents a gathering of product where an eclectic approach to found containers and vessels brings personality to the arrangement. "I like to mix it up! It is simply more curated that way!"

Another trick he uses is to design in levels. "Yes, it is all about discovery. I want my clients and their guests to enjoy the journey, to discover and find the treasures nestled in and scattered around."

Every design should be an experience

His favorite color palette of green and white offers unlimited possibilities with flowers, foliage and living plants. "Offering living plants as part of the design brings value in that my client can enjoy the design for a longer period of time. This well thought out approach provides a sensibility where a client feels that we are working to offer the optimum value." This level of confidence, word of mouth and referrals from event planners have paved the way for Salcedo's presence. Looking ahead he hopes to find his place in this industry and his niche to make a difference. "An Everyday Relationship with Flowers, not a super artistic style but flowers, simply beautiful flowers each and everyday."

TSFA is grateful to this floral artist for sharing his passion and his love for flowers during the Texas Floral Forum. We are thankful that his world opened in our direction. Thank you Fabian Salcedo. Truly Fabulous! There is no doubt!



In bold tones of pink and orange a sweetheart table featured center stage offered the unexpected. Salcedo was led to the colors hoping for contrast by adding the bold aqua to pop the look. "Always look to provide the unexpected!"

Dining with Tutera

Highlighting Texas Designers and the Passion of Floral Professionals

Written by: Dawson Clark

An exciting Saturday of interaction with David Tutera climaxed at the 2018 Texas Floral Forum, as the ballroom doors opened for *Dining with Tutera*.

The South Shore Harbor Hotel and Conference Center ballroom was decorated with beautifully executed, extravagant white florals, in the signature style of David Tutera. The work was completed by the talented team of Lary's Florist & Designs in Friendswood, Texas, led by Stacy Mendenhall-Parsons. Forum attendees quickly removed their cell phones and began capturing images of the stunning floral centerpieces and other décor, while remarking to one another at the beauty all were enjoying.

TSFA Event Coordinator Lynn Lary McLean AIFD welcomed the group with her personal observation about the uniqueness of the floral industry. "I was recently asked at AIFD National Symposium, what stood out to me about this industry," she said. "and I responded quite quickly that 'it is the people.' It is all about the people." She asked the

group to join her in recognizing the four Houston Wholesalers who received and delivered all the flowers and supplies that were used throughout the Forum. Those wholesalers were Greenleaf Wholesale Florist, Mayesh Wholesale Florist, Southern Floral Company, and Taylor Wholesale Florist. "We salute you not only for receiving and delivering all the product that was provided for the weekend, but also for filling in where additional florals and supplies were needed."

She also expressed gratitude to the many volunteers who arrived early for the Forum and assisted with the set up and all the critical details required for a successful event. "These volunteers arrived as early as Tuesday of this week because they have 'drank the Kool Aid' that TSFA serves and they love this Association," she said. The members and guests cheered and thanked Ed Fimbel TMFA, Samantha Boyle, Susan Piland TMF, Yolanda Amos TMFA, Gina Waters AAF TMFA, Debbie Woltmann TMFA and Destry Pohlmeier.

McLean asked everyone to express appreciation to Stacy Mendenhall-Parsons and her team at Lary's Florist and Designs for the stunning floral designs that set the atmosphere for this signature event with





David Tuter. Maria Barrows and Jackie Preston-Thomas represented the entire Lary's team and received gratitude from the group. McLean also expressed thanks to Scott Graham who provided piano music during the cocktail hour and throughout dinner event.

Texas talent highlighted the evening with several stunning wedding bouquets informally modeled. Excitement filled the room from beginning to end. McLean asked "Join me in thanking these incredible designers Sandy Alford TMFA, Kassie Baker TMF, Sheri Jentsch AIFD TMF, Susan Piland TMF, Marilyn Schuenemann AIFD. Kaywin Kubesch AIFD CFD TMFA, Kimberly Vaughan, Samantha Hadaway, Courtney Rosenbalm, Jennifer Nelson TMFA and Taressa Dominguez informally modeled the bouquets throughout the evening. Their lively and personal interaction with each table in the room allowed each person to truly experience and study the beautiful bouquets.

McLean shared that this signature event was made possible with the support of the companies who donated the flowers throughout the ballroom and we applaud these companies to include CalFlowers, Rio Roses, Alexandra Farms, Choice Farms, Esprit Miami, Southern Floral Company, Zoom ! Roses, DWF Wholesale Florists, Rosa Flora, Smithers-Oasis, Taylor Wholesale Florist and Floral Supply Syndicate.

"When we established this concept of floral education in TSFA, there was one who was the very first to step up," McLean said. "Mark Nance and BloomNet have provided Platinum support as an Underwriter for TSFA education from the beginning of the new approach to education in Texas. In addition to this most generous underwriting, BloomNet brought David Tuter to Texas!" BloomNet President Mark Nance was invited to stand and be recognized by McLean and all of TSFA.

And with that word of gratitude, the attention of the room turned to special guest David Tuter. "We're in for a treat tonight," McLean shared. "We initially envisioned our time together this evening to be just a relaxed time of great food and conversation with one another

and with David Tuter. However, when I spoke with David this week, I was happy to learn that he wished to share a few words with us during this time."

The room erupted with applause as Tuter approached the podium to share one last round of inspirational thoughts with TSFA. He began by thanking Lynn Lary McLean for her passion, confidence and commitment to education in the floral design industry, sharing that his interactions with her throughout the planning process had reminded him of why he does what he does.

"Watching all of you over the last day, watching how eager you are to learn," he said, "has been such a joy. The excitement you have in your industry and your career is a beautiful thing. It's like a bright light. All I ask is that you take this light you've seen in this gathering, and carry it amongst yourselves as you leave this place and that you shine in your personal and professional lives. Flowers make people smile, and each of us can use flowers and this joy we've found to share it around and make others smile."

McLean closed the remarks for the evening by sharing a favorite quote from Oprah Winfrey, which she says sums up the spirit ever-present in TSFA activities and in the lives of the members.

*"Follow your Passion.
It will lead you to
your Purpose."*



Weddings at the Villa

A Floral Wedding Show

Presented By: *Gregor Lersch*

Tuesday, October 23rd, 2018

5:30pm - 7pm Book Signing

7pm - 9pm Presentation

Hot hors d'oeuvres served during book signing.

*The Heights Villa, 3600 Michaux Street
Houston, Texas 77009*

Weddings at the Villa, a floral wedding show will be presented during the fall of this year by Gregor Lersch, floral artist, author and teacher who inspires his students to see floral design from the artist's eye. Gregor is often referred to as "The Master" of all Master Florists as he is one of the few designers looked to internationally for bringing new trends and design evolution to the global floral industry. His concept of combining all styles of floral design with a sense of place and the personality of the artist in floristic expression is recognized throughout the world as unique.

Gregor has traveled the world teaching and sharing the beauty of skilled floral artistry in over 32 countries. He has been awarded 7 high profile Gold Medals, 30 additional Gold Medals and 22 Silver Medals. He speaks 6 languages fluently and is the author of more than 30 floral design books. The attendance fee for *Weddings at the Villa* is \$75. Since seating will be limited, pre-registration is recommended for guaranteed seating and standing room will not be available during this presentation.

Hotel Accommodations: "Courtyard Marriott Houston Brookhollow" located at: 2504 N. Loop West, Houston Tx 77092. Rates are: Friday-Saturday \$89, Sunday-Thursday \$99. Call direct (713) 688-7711 and state you are with "Houston School of Flowers" to receive special rates.

For additional information, contact Pat Hermes (713) 681-2400 – info@houstonschoolofflowers.com.

✂-----

REGISTRATION FORM

Mail form and attendance fee of \$75 payable to:

Houston School of Flowers, 4340-D Directors Row, Houston, Texas 77092.

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Address _____

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INFLUENCES

René Johnson of Lush Flowers Houston designed the influences featured during *Time with Tintera*. Here she shares a little about each style presented so well during the Texas Floral Forum!

Photography Credit | Mara Williams Photography



Rustic. The focus points to the softness of color in tones of blush, peach and white. The selection of foliages and the emphasis on a concrete poured faux wood vase lends the gathered arrangement a rustic element.

Botanical. For the past few decades bold flowers added to modern fashion brought forward a most popular style. Florals and fruits extend from the focal accented with king protea to provide quite the impact.



Provincial Garden. French provincial garden style is one of my absolute favorites. A variety of color and texture carries the eye throughout the entire arrangement. The interest leads you taking time to enjoy each found element and point of interest. The goblet styled container adds to the richness of the design.



Industrial. The rooted plants and succulents combined in contrast with soft florals leant this stylized design to an industrial concept seen through the symbolization of a smokestack of horse tail bamboo and possibly with consideration of the metal platform.



Classic. This arrangement is classically designed in all white florals and no foliage. Trending now are celebrations with foliage quite the focus and yet there are several classic styled Brides that return to this look. Perhaps maidenhair fern or Italian Ruscus would have added to the aesthetics of this design while still providing a traditional look.

Modern. A combination of seasonal elements provides a representation of modernistic design, perfect for home or office each and everyday.

**2018 Texas Designer of the Year Coby Neal AIFD PFCI
wowed the Stars of Texas Event with world class designs!**



Thank you Coby Neal for sharing
your amazing talent with Texas floral
professionals and for continuing the
education through the Q&A!



Where does your inspiration most often come from when you design an event?

The design influence was based on the overall theme highlighting FTDWorld Cup 2019. We, at The Flower Studio, are very used to working with themed events and find each to be a great challenge. Themed events are often the opportunity to jump out of the box and really be creative. The fact that FTDWorld Cup 2019 will attract the top designers from around the world encouraged us to study the many designs that will be created at the competition and we went from there.



What was your overall inspiration for this luncheon?

We wanted to show creativity in our centerpieces by constructing each arrangement to be somewhat different. Simultaneously, we utilized all of the same components in every arrangement to unify the overall appearance.

How do you go about selecting specific flowers for artistic designs such as these?

We wanted to showcase flowers and foliages that might not appear in most designer's shops. We attempted to present them in unusual and inspiring ways. We chose the Gloriosa Lily, orange and gold mini Callas, steel grass, orange spray roses, Cumbia Roses and purple Phalaenopsis. The layering effects were done with the use of Pittosporum and Galax Leaves.

The variety of designs created such interest. Do you often do this? It appeared as if every table was different and yet all worked through the containers, armatures and color to create a cohesive presentation. Your thoughts and comments please.

In event and wedding work we find that most clients are highly influenced by what they see on Pinterest and the internet. These clients are reluctant to try new and exciting designs that would reflect their individual personality and bring a 'wow' factor to their event. We find that at this time in event planning there is very little individuality when it comes to a bride choosing a different style of design, flowers and color. We see this with the constant repetitiveness of brides choosing blush, white flowers and lots of foliage. Part of this is due to event planners and clients relying heavily on the internet to provide them with concepts and ideas. To some extent the florist is rapidly losing any contact with the client, thus making them invisible as a professional, creative and competent entity. The same goes for large event companies that have and use their own in-house florist. Quite often a sales team has very limited floral knowledge as to what flowers are available at what season, what flowers that can handle the heat of hot Texas evenings and definitely void of the mechanics and supplies that make a floral design work. The heavy greenery garland look has become a crutch for many sales teams and event companies. The freedom in our designs make them all different and quite whimsical. I consider an event to be a success when the majority of the guests spend the evening raving about flowers and design.

Do you usually select the linens to compliment the florals or do you plan the florals to compliment the linens?

In this scenario the linens were chosen prior to the concept and the floral design. The linen choice was as unique and creative as the arrangements, but definitely allowed the designs to breathe freely.

How did you secure the foam into the glass square?

First we covered a rectangular area with adhesive tape. Then, we cut a piece of polystyrene the size of that rectangular shape and hot glued it to the taped surface. Finally, the Mitsumata branches were hot-glued in the polystyrene for security.

What is the source of the container?

We acquired the container from Accent Decor. It is referred to as a glass plate or bowl.

The covering of the base foam was quite clever. What was used to secure the individual leaves?

The covering of the base was covered with either Galax leaves or pittosporum leaves and these were individually layered with the use of cold glue. This was a bit time consuming!

How was the armature created? Before hand or as a part of the actual design?

The armature was created by crisscrossing the Mitsumata branches and wiring each in place. We then used a circular motion going through the entire armature with Accent Decor's decorative wire. For added texture we selected a wool yarn that was delicately wrapped around portions of the branches. All floral products were hydrated with the use of floral glass water tubes.

It appears that wire was used to secure placements in the design.

Various types of wire secured the flowers and the water tubes in place.

Anything else you might wish to share!!!

We had fun creating this project for the Texas Floral Forum sharing new ideas and possibilities for the many attendees.





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Six Texas Designers are featured during *Dining with Tutera*



Sandy Alford TMFA
Model: Kimberly Vaughan

Sometimes I wonder where the real inspiration comes from when I begin to create a bouquet. Is it color, the actual flower itself or perhaps the texture? Perhaps it is all of these things. One design decision leads to the next and before you know it the combination is quite beautiful.

This bouquet began when I saw a picture of Banksia placed in a bowl. The melon color and the uniqueness of the blossom drew me in. With an invitation to showcase a few bouquets those lovely Banksia were the first to come to mind. Periwinkle blue seemed the perfect color to combine with my new found flower crush so the ribbon was next in the selection process. I visualized ribbon hanging from the bouquet, and lots of it! As the options became



decisions, my designer's eye came alive and I knew I was almost there. All that was missing were the little touches that add my signature.

Adding blue larkspur and nigella felt ethnic and textural and I was loving it! Baby blue eucalyptus, mini Bromeliads and Tillandsia were safely tucked in for added treasures. The Banksia foliage reminded me of the ric-rac that my Mom used to sew on my clothes when I



was a child. The ribbon would complete the bouquet twisting, tucking and pinning multiple loops into the base.

So where does it all begin? Honestly, I think it begins with beauty whether from a color, a flower or a vision of a design that comes forward from all that we have learned and all we have to offer.



Kassie Baker TMF
Model: Kaywin Kubesch AIFD CFD TMFA

This bouquet is more traditional with wooden chips added for a rustic touch. The floral selection adds multiple textures to draw your eye into the arrangement while the slight cascade adds movement. The peonies and garden roses add fragrance to enjoy while the cocculus adds a fresh and vibrant appeal.



Perfect for a Texas Tech fan who has designed their wedding around their love of the University in all red and black! The bouquet of fresh fragrant flowers captures the Tech color scheme. The vibrant red anthuriums stand out against the darker colors in the bouquet. The bouquet could easily be carried with the cascade extending up the arm for a more unique style.



Kassie's favorite bouquet, pictured here, as well as how to's on each bouquet will be featured in a future issue of *TEXAS in Bloom* as we educate all year long sharing highlights from the Forum!





Sheri Jentsch AIFD TMF
Model: Jennifer Nelson TMFA

The how to's on each bouquet will be featured in a future issue of *TEXAS in Bloom* as we educate all year long sharing highlights from the Forum!



Tropical florals with manipulated foliage create this cascade bouquet. The trailing knotted grass provides a whimsical point of interest and perfectly compliments the elegant Callas.



A hand gathered, hand tied bouquet is clustered tightly in the focal expanding outward through the use of foliage to compliment the grace of white dendrobium orchids. The sheen of satin ribbon in a color tone offering depth to the overall appearance adds to this garden styled bouquet perfect for the romantic bride.



Maria Maxit
Model: Courtney Rosenbalm TMF

Garden style bouquets with fun elements break the mold of what we know as wedding flowers. To accomplish that we added anthuriums and blue berries to keep it fun and youthful. In addition to those textures we maintained the

garden style by adding garden roses, peonies, scabiosa, lisianthus, dahlias, hellebores and ranunculus.



A garden mix of red blooms creates impact and showcases a different color mix that softens the red tones. To help create this look I used analogous colors to bridge the gap from red to white. Fun textures were in season and of course we are going to use them. In this case one of our favorites, rice flower.



For the traditional bride we wanted to create a more timeless look that is inspired by the royals. Minimal texture with high impact blooms, we used peonies and touches of gunni eucalyptus to help break up all the white.



Susan Piland TMF
Model: Samantha Hadaway

The continual color palette of blush, burgundy and gold are predicted to still be strong through 2019. The hand tied bouquet of blush colored faith roses, velvety dusty miller, flowing lysimachia, and the deep tones of the agonis foliage are all intertwined with the tinted gold Australian sea star fern to create the romance of this design.



Jewel tones give this lush fall bouquet richness and depth. The whimsical but natural look is very popular with brides. Many of today's brides bring in pictures of inspiration similar to this bouquet with an array of large scale single flowers and foliage. When selling this look always plan on using the additional flowers you purchase in bunches throughout the bridal party florals, ceremony or reception. You can easily get caught with expensive blooms when only using one or two in the bridal bouquet.



Marilyn Schuenemann AIFD
Model: Taressa Dominguez



The bouquet for the woman who prefers a country feel and to illustrate the more natural in appearance features curly willow with lily grass to accent the beautiful peach garden roses accompanied with purple carnation, yellow gerbera daisies white Cremones and delicate pink spray roses.



For the woman who wants to make a statement of unconventional style the bouquet features pink Gerpoms, green mojito hydrangea, lavender disbuds, purple carnations, pink yarrow and ornamental kale, then accented with woven lily grass. How to's will be featured in future issues of *TEXAS in Bloom!*



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More Americans Enjoying, More Flowers, More Often!

CalFlowers works with TSFA to accomplish their mission in Texas!

An interview with CalFlowers Executive Director Michael LoBue



Frank Biddle, CEO of Francis Biddle International (a flower grower and importer) and Vice President of CalFlowers Board of Directors attended the Texas Floral Forum networking with Texas floral professionals throughout the weekend.

CAL FLOWERS™
California Association of
Flower Growers & Shippers

When was CalFlowers formed and what prompted the establishment?

The California Association of Flower Growers & Shippers (CalFlowers) was founded in 1941 by a small group of flower shipping companies to foster the success of the California floral industry within the United States. Today CalFlowers is the leading floral trade association in California serving growers and the entire supply chain in California and in 47 states across the nation.

What is the purpose of the Association?

While CalFlowers attracts and retains members based on the shipping discounts they receive, three of the shipping programs generate rebates to the Association to reinvest into the industry. Today CalFlowers supports a wide variety of programs from horticulture research, scholarships, legislative advocacy in California and Washington D.C., state floral association sponsorship, general floral promotions and more.

What services are provided that make the difference?

CalFlowers members receive deep discounts on FedEx® Express and Ground shipping, along with deep discounts on two ground carriers in the western states from Golden State Overnight and OnTrac. CalFlowers members also receive special rates to ship floral products from: Air Canada; Alaska Airlines Cargo, American Airlines Cargo, Delta Airlines Cargo, Hawaiian Air Cargo, Southwest Airlines Cargo and United Airlines Cargo.

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

Satisfying consumer demands for flowers – as it should be!

What is CalFlowers doing to meet that challenge?

CalFlowers is a business-to-business association, as are most of our members. But the one thing that we can impact that will make a difference for all aspects of the floral industry is to increase consumer demand for cut flowers. Providing the industry's best shipping programs is necessary, but not sufficient for overall success. Increasing demand is the key difference-maker!

What do you find to be most important to today's consumer?

Convenience and price-point for the purchase of flowers.

In what way does CalFlowers directly help your customers to address what is most important?

The most aggressive shipping discounts in the industry.



We all talk of changes in the floral industry. What is CalFlowers doing to meet those changes? What is CalFlowers doing to shape a successful future?

CalFlowers recently commissioned a consumer marketing study to better understand why consumers buy flowers. There are plenty of excellent studies that have answered other, important questions about the market, but we couldn't find any that provided an understanding of the basic motivation to buy and enjoy flowers. This novel study will be completed before the end of the calendar year. At that time we'll determine how we can share what has been learned with the industry.

Please share the reasons that led to CalFlowers support of TSFA's education platform as a Gold Level Texas Floral Education Underwriter? We are thrilled to have you!!!

Supporting state floral associations addresses a weakness CalFlowers has. That weakness is that our members are growers and supply-chain up to where consumers buy, but mostly the backend of that supply chain. Our experience is with business-to-business planning and transactions. We reasoned that state floral associations are closer to consumers — or at least the members of state floral associations are closer to consumers. CalFlowers leadership also subscribes to the notion that associations are more successful when they collaborate and leverage their scarce resources than try to "own it all." TSFA has demonstrated such success as an organization and with its programs for its members, we felt we could not only provide sponsorship support, but learn at the same time. TSFA's education programs are the most impressive we have seen.

What role do you see State Floral Associations playing in the future of our industry?

Teaching everyone else about floral consumers and how to satisfy them.

Left to right: TSFA Past President Susan Weatherford of Southern Floral Company, floral students Bernardo Rumbo and Leilani Camacho, High School Teacher Johnny Hackett and Vice President of CalFlowers Board of Directors Frank Biddle



Photography Credit | Kris Ann Photography



Wedding Design Class

Instructed by

Gregor Lersch

Gregor Lersch, floral artist, author and teacher is often referred to as "The Master" of all Master Florists. He is one of the few designers looked to internationally for bringing new trends and design evolution to the global floral industry. His concept of combining all styles of floral design with a

sense of place and the personality of the artist in floristic expression is recognized throughout the world as unique.

Gregor has traveled the world teaching and sharing the beauty of skilled floral artistry in over 32 countries. He has been awarded 7 high profile Gold Medals, 30 additional Gold Medals and 22 Silver Medals. He speaks 6 languages fluently and is the author of more than 30 floral design books.

In this intensive two-day hands-on class, students will be inspired to see wedding concepts from the artist's eye as Gregor leads the workshop in designing bridal flowers including his "Signature Bouquet Styles" for the bride and her attendants. Romantic hair florals, innovative flower girl designs and personal wedding party flowers will also be featured. The tuition of \$570 is based on \$285 per day but due to the intricacy and structure of this class, one day enrollment could not be offered.

This two-day Wedding Design Class will be offered twice. It will be held on Saturday & Sunday, October 20th–21st from 10am-5pm. The class will be repeated on Thursday & Friday, October 25th–26th from 9am-4pm. Hotel Accommodations: "Courtyard Marriott Houston Brookhollow" Friday-Saturday \$89, Sunday-Thursday \$99. Call direct (713) 688-7711 and state you are with "Houston School of Flowers" for special rate. (Hotel located 3 blocks from school).

RSVP with a deposit of \$100 which will be deducted from total tuition due by October 15th. For additional information, contact Pat Hermes (713) 681-2400 – info@houstonschoolofflowers.com.

✂-----

REGISTRATION FORM

Mail form and \$100 deposit check payable to:

Houston School of Flowers, 4340-D Directors Row, Houston, Texas 77092.

_____ Saturday & Sunday, October 20th– 21st

_____ Thursday & Friday, October 25th – 26th

Name _____

Address _____

City _____

State _____ Zip Code _____

Telephone _____

Email _____

* CREDIT CARD for your deposit, please call Houston School of Flowers
with your credit card information: (713) 681-2400

Houston School of Flowers, 4340-D Directors Row, Houston TX 77092
Pikes Peak of Houston Building

TSFA Past President and Education Co Chair Bruce Easley TMFA shares his design talent during the TSFA Annual Meeting

Now he shares the How To!

Photography Credit | Mara Williams Photography



A collection of seashore inspired florals, natural weeds, sand and mosses create cool and calm landscape centerpieces for any event. After all, who doesn't love sitting on the beach enjoying all the ocean has to offer. Relaxation at its finest!

For this event, a large driftwood piece was used as the focal point and served as the vessel for the flowers which sat in front of a table podium.

Podium Design

- The driftwood had the perfect opening to place floral foam. Knowing this design would only require minimal flowers, the block of wet foam was cut lengthwise down the middle. Heavy plastic lined the inside of the driftwood with glue around the top edges to secure it.
- Natural cattails, roses, delphinium, scabiosa, papyrus, and succulents were clustered together to create the groupings.
- To compliment the arrangement, artificial coral, starfish, string of pearls, and assorted turquoise and green mosses completed the design.



Centerpiece Boxes

- 10" x 10" Natural wooden boxes were used with a liner inside and filled with wet floral foam.
- Natural pieces of driftwood were placed on a diagonal and raised slightly to keep the wood from disappearing into the arrangement.
- Flowers were placed in similar groupings to create impact within the arrangements.
- Green Trachelium and hypericum, succulents and assorted turquoise and green reindeer moss were placed to create depth and coverage of foam.
- Ghost plants added height and an illusion of underwater plant life. String of pearls also added an underwater plant-like visual.
- Turquoise starfish, seashells and blue iridescent gems completed the look.

The wooden boxes may be used as individual centerpieces or clustered together for a greater impact providing a glimpse inside the mystery of the design as to what treasure each may find.

Texas Floral Endowment Friends **LIGHT UP THE NIGHT**



Photography Credit | Kris Ann Photography

Members of the industry celebrated the summer and enjoyed a fabulous fireworks show as they embarked on the Celebration Cruise. Kicking off the Texas Floral Forum, friends of the Texas Floral Endowment journeyed into Clear Lake Bay for an evening of fellowship and lights.

The Texas Floral Endowment, a non-profit, 501 (c) (3) organization, supports the floral industry through education and scholarships. This cruise was a great way for the supporters to enjoy themselves while generously helping the work of the Endowment. A little dinner, drinks and dancing under the stars, and strobe lights of course!, led to a very delightful and fun evening. Topping this off was a spectacular over the water fireworks show presented by the City of Kemah.

A special thank you to everyone who came out to support the Texas Floral Endowment on this beautiful July evening.

Written by: Gayle Johnson AAFTMFA



A NEW CONCEPT **WOWS** TEXAS

A new concept in decorative walls wowed Texas at the recent Texas Floral Forum. Anyone who has opened a floral publication or scanned social media has witnessed the floral wall craze that has swept the industry! Now Texas' own Klepac Greenhouses provides a new concept that is alive and quite fresh! A wall designed of living plants successfully debuted at the Texas Floral Forum with much interest and comment! "It is new and provides quite the opportunity for a variety of placements, shared Klepac. We are quite pleased to see plants designed in such a way and to see the mobility of what has long been a stationary placement. The design options are limitless."

For additional information or to order contact
Jimmy Klepac | Klepac Greenhouses | 830.833.4574





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Our Business Is Blooming!

BLANCO

TSFA *Calendar of Events*

Photography Credit | Mara Williams Photography



OCTOBER

- 3 Texas Floral Showcase
McKenzie-Merket Alumni Center
Lubbock, TX
- 8 Columbus Day
- 16 Bosses Day
- 24 TSFA Investment Committee Meeting
TSFA Office | Cedar Park, Texas
- 25 TSFA Finance Committee Meeting
TSFA Office | Cedar Park, Texas
- 31 Halloween



NOVEMBER

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



DECEMBER

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

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