

SEPTEMBER 2018

TEXAS

in Bloom



We're *passionate* about
helping retail florists *thrive!*



Products

Discover exciting possibilities with serious profit potential

Technology

Optimize your success with ease

Programs & Services

Leverage new opportunities to further increase your bottom line

Education

Learn how to differentiate yourself in our upcoming classes

CONTACT US TODAY TO LEARN HOW YOU CAN JOIN OUR NETWORK!

Call: 1-800-BloomNet (1-800-256-6663) • Email: sales@bloomnet.net

Visit: www.bloomnet.net • [#betterwithbloomnet](https://twitter.com/betterwithbloomnet)



floriology
INSTITUTE



QUALITY EDUCATION: **A COMMUNITY COMMITMENT**

UPCOMING COURSE SCHEDULE

Oct 21-25, 2018 **Celebrating Life Everyday**

Jackie Lacey AIFD, CFD, PFCI

Jan 21-25, 2019 **Principles & Elements of Design**

Jackie Lacey AIFD, CFD, PFCI; Stacey Carlton AIFD, CFD

March 10-12, 2019 **Flowers to Wear**

Anthony Swick AIFD, CFD, PFCI

Plus, Don't Miss...

- **Floriology On The Road** - Check the Floriology website schedule for a city near you.
www.floriologyinstitute.com/on-the-road
- **Free Webinars** - Stay up to date on business, best accounting practices and social media.
www.floriologyinstitute.com/freewebsinars

ACT NOW! To sign up or for more information about the Floriology Institute
call: (904) 737-8500 x258 visit: www.floriologyinstitute.com/register



From the President



TSFA President Tom Wolfe, Sr.

What a great weekend shared during the Texas Floral Forum! The focus was all about *Trending* and with Lynn Lary McLean and Rene Johnson at the helm, it was among the best floral productions I have ever experienced in Texas.

Reflecting back, I would like to thank the UNDERWRITERS, the PARTNERS, the PRESENTERS and each and every VOLUNTEER who made this Forum possible. There is such DEDICATION and simply too many to name. I say THANKYOU to each of you for all you did to contribute to the success! Take time to relive

the weekend as you read through these pages filled with highlights and education from the Forum!

Looking forward I must say that we have a great year ahead of us. In 2018 we made a real estate investment and purchased a building in Leander. After some improvements, we look to move into our new headquarters later this year.

The 2018 Showcases have been so well received. TSFA will be in Lubbock on October 3rd at the McKenzie-Merket Alumni Center. Kassie Baker is the local chair, so expect a wonderful evening. This presentation will highlight the 2018 Texas Floral Showcase Presenter Sharon McGukin. I must say that the information is *Trending* and outlines what you need to know to make a difference in your business! Registration and Dinner is only \$65.00 and TSFA members receive a 30% discount. Take advantage of this savings and join us in Lubbock! I promise, this is a must see!

Committee assignments and scheduling meetings for the year fill my days. Our volunteers truly make TSFA the organization that it is. Take this moment to stop and call the office and get involved! We are always looking for talent and ideas!

To serve as President of this Association means a great deal to me. My family has been involved in TSFA since 1914. My great grandfather was one of the founding members when TSFA organized in Waco, Texas at the Roosevelt Hotel. Tom J. Wolfe, Sr. later served as TSFA President in 1917. He had two sons, Tom J. Wolfe, Jr., my great uncle and namesake who served as TSFA President in 1924 and son, George E. Wolfe, my grandfather, who served as President in 1935. Wolfe's was a retail florist at that time. Years later my father, George E. Wolfe Jr., established the wholesale business. At that time a wholesaler could serve on the TSFA Board, but not as an officer. When I became a life member in 1977 that was still the case. I was asked to serve on the by-laws committee. The association voted to change the bylaw to permit wholesalers and growers to hold office. Thank you for your support and the confidence placed in me. When I stop and think that it was just 101 years ago that my great grandfather served TSFA as President I am proud to be so fortunate to do the same.

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

P.O. Box 170760 | Austin, Texas 78717 | 512.834.0361 | FAX 512.834.2150 | 800.375.0361 | www.tsfa.org | E-mail txsfa@sbcglobal.net

TSFA BOARD

President Tom Wolfe, Sr.
Immediate Past President Debbie Woltmann TMFA
First Vice President Gina Water AAF TMFA
Second Vice President Cheryl Vaughan TMFA
Retail Directors
Charles Ingram | Jodi McShan AAF TMF | Amy Neugebauer AIFD TMFA
Wholesale Director Hein Verver
Grower Director Jack Weatherford

STAFF

Publisher and Managing Editor | Dianna Nordman AAF
Editor | Lynn Lary McLean AAF AIFD PFCI TMF
Director of Education and Membership | Taressa Dominguez
Administrative Assistant | Carole Sayegh
Production | Graphics by Kandi, Inc.
Cover Credit | Compliments of David Tintera
Contributing Writers | Sandy Alford TMFA, Yolanda Amos TMFA, Dawson Clark,
Gayle Johnson AAF TMFA, Lynn Lary McLean AIFD AAF PFCI TMF, Jodi McShan AAF TMF,
Jennifer Nelson TMF, Susan Weatherford, Tom Wolfe, Sr., Debbie Woltmann TMFA



- 4 TEXAS IS TRENDING
- 6 TEXAS INDUSTRY COMPANIES SUPPORT EDUCATION IN TEXAS
- 7 TEXAS FLORAL FORUM PRODUCTION TEAM
- 8-9 JENNY THOMASSON OPENS THE TEXAS FLORAL FORUM
- 10-11 TRENDING SOCIALLY WITH CHRISTOPHER WHITE
- 12-13 OLD WORLD FLORALS FOR TODAY WITH KIANA UNDERWOOD
- 14-15 SHINING BRIGHT IN TEXAS STARS OF TEXAS LUNCHEON
- 16-17 TEXAS HONORS LEADERSHIP & SERVICE TO THE INDUSTRY
- 18-19 TIME WITH TUTERA
- 20-21 2018 TEXAS FLORAL FORUM KEYNOTE
- 22-23 INTERIOR TRENDS TRANSLATED
- 24-25 NATURE AND CREATIVITY

TEXAS Floral

2017 • SHOWCASE • 2018

Texas is *trending*
as we travel across the state!

Plan now to attend a
Texas Floral Showcase in Lubbock!

trending
with
Sharon McGukin AIFD AAF PFCI

Texas Floral Showcase Education and Product Partners

These companies are going the extra mile
to bring Sharon McGukin to Texas!

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

Texas is
trending
in 2018



Sharon McGukin AIFD AAF PFCI inspires others to 'celebrate life with flowers'. She is nationally known for her floral expertise, southern charm, and energetic connection with audiences as an entertaining and informative speaker.

She began her career as a small town florist with floral adventures leading her around the world. She has consulted in Asia for the home décor industry and presented flower demonstrations and tracked floral trends across the United States, Canada, and Europe. From

decorating floats at the Rose Bowl Parade to designing flowers for the White House, this floral fashionista has lots of flower stories to share.

Within the floral industry, Sharon is quite involved. She is the Smithers Oasis Design Director and Floral Blogger. She is a Past President of the American Institute of Floral Designers. She is a member of Professional Floral Communicators International and recognized in the American Academy of Floriculture. She often contributes articles or design tips for industry and lifestyle magazines, national newspapers, and blogs.

Sharon and her husband, Tim, live in Carrollton, Georgia. They enjoy a busy life filled with grandbabies, grandpuppies, gardening, and large, noisy southern mealtime gatherings of family and friends.

Texas is delighted to welcome Sharon McGukin to travel Texas in 2018!

Register Today at tsfa.org or call 512.834.0361

Texas Floral Showcase

October 3, 2018

McKenzie-Merket Alumni Center
Lubbock, Texas

Staying the night in Lubbock?

TSFA has a special rate of \$89.00 at the Hampton Inn & Suites
Lubbock Southwest. Please call 1-806-797-9600
prior to September 7th to make your reservations.



Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



please visit tsfa.org for the most up-to-date list of underwriters and their links



These Industry Companies Support Education in Texas

Texas Floral Education and Product Partners Texas Floral Education Underwriters

PLATINUM LEVEL

BloomNet

GOLD LEVEL

CalFlowers

Rio Roses

Teleflora

SILVER LEVEL

FTD

BRONZE LEVEL

Accent Décor

Floral Greens Farmers of Florida

Smithers-Oasis

Texas Floral Product Sponsors

Gold Level

*Greenleaf!

Silver Level

Alexandra Farms

Choice Farms

Esprit Miami

FloraCraft

Farm Exports

Klepac Greenhouses, Inc.

*Southern Floral Company

Syndicate Sales

The Elite Flower

Vickery Wholesale Greenhouse

Zoom! Roses

Bronze Level

Alpha Fern Company

Design Master

DWF Wholesale Florist

L&G Wholesale

* Mayesh Wholesale Florist

Rosa Flora

Schusters of Texas

*Taylor Wholesale Florist

WGV International

Wolfe Wholesale Florist

* These Houston Area wholesalers received the Texas Floral Forum Flowers, Containers and Supplies!

Texas Floral Product Contributors

Amy's Orchids

Botanica

Glad-A-Way Gardens

Green Point Nurseries

Knud Nielsen Company

Lary's Designs

Lion Ribbon

Magic Tropicals

National Orchids

Orchid Life

Plantas y Flores

Resendiz Brothers

Sun Valley Group

The Blooming Idea

The Flower Studio

Weatherford Farms

Texas State Florists' Association Acknowledges the following companies that provided services

A Finer Event | afinerevent.com

Anewall | anewall.com

Christopher White | whiteslate.com

House of Hough | houseofhough.com

Mara Williams Photography | marawilliamsphotography.com

Monarch Event Rentals | monarcheventrentals.com

Pianist Scott Graham | scottgrahampiano.com

Premiere Events | premiereeventsonline.com

Stikwood | stikwood.com

Product Gallery Participants

Alexandra Farms

BloomNet

CalFlowers

Farm Exports

Floral Greens Farmers of Florida

Floral Supply Syndicate

Florist Federal Credit Union

FTD

Greenleaf!

Klepac Greenhouses, Inc.

Lion Ribbon Co.

Mayesh

Rio Roses

Society of American Florists

Southern Floral Company

Teleflora

Texas Department of Agriculture

Texas Thanks You!



Texas Floral Forum Production Team

Texas Floral Events Coordinator

Lynn Lary McLean AAF AIFD PFCITMF

Texas Floral Forum Chair

René Johnson | Houston

DESIGN PRESENTATIONS

Cheryl Vaughan TMFA | Lytle

HANDS-ON DESIGN EXPERIENCES

Susan Piland TMF | Mesquite

PROCUREMENT

Destry Pohlmeier | Brenham

ON-SITE PRODUCT COORDINATORS

Yolanda Amos TMF | Houston

Gina Waters AAF TMFA | San Antonio

WORK ROOM MANAGER

Ed Fimbel TMFA | Northlake

PRODUCT GALLERY GREETER

Tom Wolfe Sr. | Waco

MAIN STAGE INTRODUCTIONS

Jodi McShan AAF TMF | Dallas

PRESENTATION GIFTS & BOUQUETS

Vickie Slover | Longview

STEP & REPEAT

Jimmy Klepac | Blanco

LOBBY DECOR

Allied Florists of Houston

PRESIDENTIAL SUITE DECOR

TSFA Education Committee Chairs

TIME WITH TUTERA & SUITE DECOR

René Johnson | Houston

ANNUAL MEETING DECOR CHAIR

Bruce Easley AAF TMFA | Mabank

DINING WITH TUTERA DECOR

Stacy Mendenhall-Parsons | Friendswood

AWARDS LUNCHEON DECOR

Coby Neal AIFD PFCI | Austin

VIP FLOWERS

Mary McCarthy AIFD TMFA | The Woodlands

TSFA PAST PRESIDENTS' SALE

Debbie Gordy AAF AIFD TMFA | LaPorte

TEXAS FLORAL ENDOWMENT

CELEBRATION CRUISE

Gayle Johnson AAF TMFA | Sugar Land

Texas Floral Forum Design Assistants

David Tutera

René Johnson

Kiana Underwood

Sandy Alford TMFA

Susan Piland TMF

Marilyn Schuenemann AIFD

Pete Samek AIFD

Scott Hasty AIFD

Sheri Jentsch AIFD TMF

Christopher White

Kaywin Kubesch AIFD TMFA

Richard Trujillo AIFD

Scott Hasty AIFD

Jenny Thomasson AIFD PFCI EMC

Kassie Baker TMF

Kimberly Norman-Prater TMFA

Wedding Bouquet Designers

Sandy Alford TMFA

Kassie Baker TMF

Sheri Jentsch AIFD TMF

Maria Maxit

Susan Piland TMF

Marilyn Schuenemann AIFD

Wedding Bouquet Models

Taressa Dominguez

Samantha Hadaway

Kaywin Kubesch AIFD TMFA

Jennifer Nelson TMFA

Courtney Rosenbaum TMF

Kimberly Vaughan

*The Wedding Bouquet Designers and Models will be featured
in the October issue of TEXAS in Bloom.*



Jenny Thomasson AIFD PFCI EMC Opens the Texas Floral Forum

*Creativity can't be used up.
It just propels you to have more.*

Jenny Thomasson

These spoken words caused me to question, "Am I being as creative as I can be?" Do customers see my designs and think Wow! How unique! How did she do that?! It is true! I have so many flowers, plants, containers, supplies, colors and textures to work with, that the sky is truly the limit! There are unlimited possibilities! Each order provides an opportunity for untold creativity! Even so, I often feel myself getting bogged down with the daily grind and not taking time to apply the creative!! How about you?!

Jenny Thomasson, in the Texas Floral Forum session, *Modern Works*, challenged designers to look at everyday objects and -you got it- get creative!! Easily found items were repurposed into floral designs for stunning effects. Ms. Thomasson had a plethora of ideas and everyone quickly discovered that once you start looking at things in a creative way there really is no end to what you can do! The constraints of the original purpose has no place in this creative environment.

Everyday items like wire baskets, yarn, rebar, and 2x4s were all developed in unique ways to create floral designs that made you stop and take notice. Isn't this our goal as floral designers? Not only to arrange but to create. We want to cause customers to pause when they see our designs. Like gazing at a priceless piece of artwork, floral art can accomplish that same experience. Perhaps these unique designs will not be sold every day, but each causes customers to take a moment and stop to recognize our skills and talent as floral designers. So... in Jenny's words, "Give yourself permission to create!"

Written by: Jennifer Nelson TMFA

This multi layer, farm style decor made from everyday materials illustrates diversity in the idea of a "container".

4 foot cut piece of wood from the handy store is transformed into a container by means of a drill, screws and water tubes. First, holes are cut throughout the length of the board using the correct bit that matches the circumference of the chosen water tube. Next, screws are drilled into the board at the edges to create feet and then wrapped in Oasis Bind Wire for a finished appearance. To create the second level drop the water tubes into holes in a second board prepared in the same way. Any florals may be used with a focus on color and fun lines for a unique approach.



Garlands of mini pieces of drift wood are attached to a decorative ring that can be held on top and displayed beside the body. Floral material is added using cold adhesive. Kassie and Kimberly made me proud!! These ladies are truly amazing!



Wanting to explore the possibility of a round bouquet that has a very natural appearance with attention to line and transparency, a frame was handmade using 18 gauge stub wires and bound together using Oasis Bind Wire. Natural raffia is then wrapped around the frame with great attention to detail and cleanliness for a solid looking form. Additional raffia is wrapped around aluminum wires that appear to be dancing in and above the florals, playful lines that give the eye the ease to follow throughout the composition. Finally, soft feminine florals of blushing bride Proteas and garden Roses are tints and tones to compliment the raffia color while the tulips provide the pop of green for a fresh, crisp finish.

Created in a standard bouquet holder this design places focus on flowing material without the look of having any true flower shape. The elongated design is most appropriate for a tall, sleek gown in the forest. This bouquet was created by Design Assistants Kassie Baker TMF and Kimberly Norman-Prater TMFA during the demonstration. Thanks ladies!!



Lecture and Demonstration underwritten by
Texas Floral Education and Product Partner
Gold Level Founding Texas Floral Education Underwriter

teleflora®

TRENDING SOCIALLY

with Christopher White

*Socially in the Media that is!
This was All about Business!!*



In an ever-changing society, where through innovation and creativity we are continually advancing how we market our designs to customers, our ability to use social media to showcase our talent can be the difference between missing critical customer engagements and opening a whole new clientele and increasing revenue.

Christopher White, a distinguished New York-based designer, shared a wealth of knowledge on just how to leverage the power of social media to showcase our talent. *Trending Socially* offered an in-depth analysis of the relationship between floral design and an important business component. The design experience began using social media to organize our plans and categorize our floral designs to focus consumers on specific areas of our work.

The ability to use hashtags to drive consumers to these specific areas of our work was an important component of this experience. For someone like me, with a fundamental understanding of social media, this is where I began to sit up in my seat. I mean marketing is all about offering your audience a vibrant and attractive product to catch their attention while at the same time leaving them wanting to see more. Imagine creating a bouquet and being able to showcase that design for thousands of people to see, all with a simple hashtag of #bouquet.

Not only will this simple social media technique create an “ease of use” for potential clientele, but also, it gives you the possibility of reaching more people through your audience by each reposting your designs across numerous social media outlets. Oh, but the wealth of knowledge did not stop there. Christopher just kept the marketing advice coming!



He shared the importance of using our self-expression as the inspiration behind our brand. We need to create an ambiance that provides our audience a glimpse into our unique personality. To put it another way, how will you present your designs to stand out from all the rest? For instance, now that we have the techniques to better market our business with social media, it was time to now focus on how we will present the products we are marketing.



Christopher provided a project complete with tips to showcase our style. Multiple photo opportunities, each using different lighting techniques and a selection of background displays provided a variety of approaches. Surprisingly, the stick wood backgrounds in different colors complimented by different angles and lighting created some amazing effects with impressive results.

Christopher White shined new light on how social media, floral design, and business all work together to have a positive result on branding your product and ultimately increasing your bottom-line. With his quick and easy techniques, any floral designer can create amazing opportunities each and every day!

Written by: Yolanda Amos TMFA

Experience underwritten by
Texas Floral Education and Product Partners
Bronze Level Texas Floral Education Underwriters





Old World Florals for Today with Kiana Underwood

Written by: Sandy Alford

At the Texas Floral Forum in July, there was an excited hush of whispers outside the door of the Pier Room, at South Shore Harbour Resort. Designers waited with anticipation knowing that on the other side of that door, was a new, yet classic, design concept that would literally be at their finger tips, ready to be learned. A real for real, FLORAL ADVENTURE! I believe most designer's hearts can certainly pump a little faster when they see an incredible idea, and especially when they get to acquire hands-on learning and do it themselves. This moment was one of those moments.

Special guest, Kiana Underwood, presented *Old World Florals for Today*. Kiana is the owner and designer of Tulipina previously based in San Francisco and currently in New York. She presents workshops and weddings globally. A *Texas Thank You* to our friends at CalFlowers for underwriting this event.

Kiana, a confident, kind and gentle woman, began the class by exclaiming "Forget the Rules! Creativity is Natural and Nature is our Perfectly Imperfect Example." She is known for using the old world Japanese "frogs" that date back to the 14th century to create the styled floral designs.



Photography Credit | Kris Ann Photography

Kiana spoke as she began to design, laying out the details and history of these old world floral designs that follow along some of her favorite designers such as Constance Spry and the more current Ariella Chezar.

One of the prominent thoughts in Kiana's designs is that there is no formula. No "recipe" so to speak, because garden designs are exactly that. When you go to the garden on any given day, Underwood says, you may find one of this flower and two of that one. So from this study she uses whatever is available and uses a variety of flowers. The design is free and flowing, with each flower speaking for itself. "Nothing is really on the same plane so you can actually see all the flowers in this form of design. Each one making their own statement."

Since Kiana does not use a recipe she thinks that ordering what she enjoys and what her clients like helps her to not feel stunted in her creativity. Smaller vessels are also part of her Old World look so she encourages their use. Thus, beautiful Miyabi Roses, Parrots tulips, lovely vines and various other flowers were put to use by both Kiana and a room full of happy designers most excited to try out their new found knowledge .

As participants completed their masterful design, she encouraged each to capture the design in a photograph because "You, as the designer, know how best to see the design. The design will reflect on your business and the dream of where you want your business to be and we ALL need to have a dream! Go where no-one else goes. DoYOU and Keep DoingYOU until someone notices thatYOU ARE EXCEPTIONAL!"

The movement of the flowers
and how they are shaped
determines exactly how and
where they are placed.
Listen to the flowers.

Using the frog that has been secured with floral adhesive in a clean dry vessel, Underwood begins with the structure first. Greens are added then fruits and the heaviest flowers. These must be stable and create the asymmetric shape-like trees in nature, which is the key to all of her designs. She continues to layer the very mature and open flowers and states that, "The movement of the flowers and how they are shaped determines exactly how and where they are placed. Listen to the flowers."

Her favorites are the "droopy" flowers (such as that parrot tulip left out of water for a few hours - you know the one). How the flower is placed in the arrangement makes a difference and so she selects each flower and the placement carefully. She then places each in the grid made by the structural flowers and greens, as not every flower may secure within the prongs of the frog.



Experience underwritten by
Texas Floral Education and Product Partner
Gold Level Texas Floral Education Underwriter

CAL  FLOWERS™
California Association of
Flower Growers & Shippers

Shining Bright in Texas

STARS OF TEXAS LUNCHEON

Written by: Jodi McShan AAFTMF

Pete Samek AIFD took center stage during the Stars of Texas Luncheon and showed us just why he is truly a Star of Texas, even if he is from Chicago! As we enjoyed the luncheon, surrounded by the tropical beauty created by 2018 Texas Designer of the Year Coby Neal AIFD PFCI, Samek shared much to be gleamed from the floral art expertly staged.

Samek opened with the process of creative growth and went on to explain the several categories that the competitors may expect to experience during FTD World Cup 2019.

Beginning with three designs, all the same flowers, he illustrated the growth stages of a designer – copying, transforming, and then creating. Copying others is a good way to start, then one transforms old ideas through shaping and formation, and finally one develops those transformed ideas to new ideas, expanded through the creative process.

Samek continued presenting a few of the many possible categories that a FTD World Cup 2019 competitor may face. This world class competition expands floral art to the finest. The competition returns to the United States after a 34 year absence. FTD World Cup 2019 is scheduled March 1-3, 2019 during the Philadelphia Flower Show in Philadelphia. A Trip for Two to the FTD World Cup 2019, donated by FTD with proceeds contributed to the Texas Floral Endowment, was awarded to TSFA member Cheryl Vaughan TMFA! Thank you Silver Level Founding Texas Floral Education Underwriter FTD for bringing this world class presentation to Texas!

Floral art surrounded the luncheon through the combined efforts of both Pete Samek AIFD and Coby Neal AIFD PFCI. However, the Stars of Texas Luncheon was not just about flowers!

During the luncheon, we welcomed three TSFA members who achieved the title of Texas Master Florist and five TSFA members who were designated Texas Master Florist Advanced. Additionally thirteen well deserved TSFA members received scholarships from the Texas Floral Endowment enabling each to continue their professional floral education.



Photography Credit
Kris Ann Photography

Each year TSFA awards acknowledge achievement and dedication, and this year the awardees were honored at the Stars of Texas Luncheon. The TSFA Lifetime Achievement Award is awarded to one whose lifetime of achievement, dedication, and commitment to TSFA and the floral industry has shown brightly. This year's winner was well-deserved Susan Weatherford. The TSFA Hall of Fame was awarded to Janet Justus for her support of Texas education, both personally and through FTD. Cheryl Vaughn TMFA was named TSFA Volunteer of the Year and awarded the Jim Orr Volunteer Spirit Award for her never-ending positive attitude and willingness to lend a hand no matter what the job or time needed day or night.

The 2018-2019 TSFA Board of Directors was announced and recognized.

President Tom Wolfe, Sr.

First Vice President Gina Waters AAF TMF

Second Vice President Cheryl Vaughn TMFA

Retail Directors

Charles Ingrum | Jodi McShan AAF TMF | Amy Neugebauer AIFD TMFA

Wholesale Director Hein Verner

Grower Director Jack Weatherford

Throughout the luncheon the highlights and accomplishments of TSFA were acknowledged. These achievements, contributed to the leadership so expertly led by the TSFA Board of Directors, were acknowledged with appreciation shown to TSFA President Debbie Woltmann TMFA.

Thank you to each and everyone who volunteered and contributed to the success of this Texas Floral Forum. To Chair René Johnson of Lush Flowers in Houston, Texas we are grateful for the combined efforts showcased that contributed to the success! We await to experience the Texas Floral Expo in Georgetown in 2019 with great anticipation!



The brilliance of Coby Neal AIFD PFCI will be featured in the October issue of *TEXAS in Bloom*! Thank you Coby for surrounding us with exquisite luncheon florals!

TMF Graduates

Jessica Marek TMF

Jessica Smith TMF

Rebecca Sullivan TMF

TMFA Graduates

Yolanda Amos TMFA

Mary Ann DeBerry TMFA

Lana King TMFA

Chelsea Mahoney TMFA

Jennifer Nelson TMFA

Texas Floral Endowment Scholarship Recipients

Allied Florists of Houston

in memory of Lavon Bankhead

Nicola Parker AIFD TMFA

Allied Florists of Houston honoring

Sheri Montgomery White

Melanie Hugel

Allied Florists of Houston in memory of

Wayne and Mabel Fisher

Kelly Scoggins

Floriology Institute Scholarship

in memory of Mildred E. Riddle

Cheryl Vaughan TMFA

Freytag Family Education Scholarship

Tiffany Houck

FTD Boot Camp Scholarship

Susan Piland TMF

Judy Rutledge Education Scholarship

Abel Gonzalez-Mencio TMF

Sheri Renee Montgomery White

Memorial Scholarship

Dawson Clark

Society for the Advancement of

Floral Design Career Change

Dawson Clark

Society for the Advancement of

Floral Design Floral Career

Jessica Smith TMF

TSFA Past President's Scholarship

Melissa Franke

TSFA Texas Floral Forum

Tuition Scholarship

Patricia Valverde

Tubby Adkisson Educational Scholarship

Meg Grant

Texas Honors

Leadership and Service to the Industry

Cheryl Vaughan TMFA is awarded the Jim Orr Volunteer Spirit Award

The Jim Orr Volunteer Spirit Award is presented to a member who embodies all that TSFA member Jim Orr was and all he believed in. Jim Orr, a life member of our association, served on the TSFA board and numerous committees. Jim is remembered by many for his passion for the floral industry, his love of TSFA and his floral friends. Each year this award is given to a member who gives their all to the many projects of TSFA and to the members.

Cheryl Vaughn TMFA was chosen as this year's recipient of the Jim Orr Volunteer Spirit Award in recognition for her volunteerism and unselfish willingness to serve. Cheryl has served on the TSFA Education Committee for years, most recently as a Committee Co-Chair. She has traveled many miles across the state assisting with Level One Certification Testing. She has served on the TSFA Board of Directors as Retail Director. She has served as Expo and Forum Design Presentation Chair and Stage Manager. Her service will continue as 2nd Vice President of the Association. She soon begins her work as the 2019 Texas Floral Expo Chair.

Cheryl is so deserving of this recognition. This talented, accomplished floral designer has never met a stranger and is so welcoming to new members. She is always willing to help with any project presented and always with a smile. Her love for TSFA, the floral industry, and the friendships that she has made as a result are a few of the reasons why Jim himself would have chosen Cheryl Vaughan to receive this award. Congratulations Cheryl Vaughan!



Cheryl Vaughan and Debbie Woltmann

Written and presented by Debbie Woltmann TMFA

Janet Justus is inducted into the Texas Hall of Fame



Janet Justus and Susan Weatherford

Written and presented by Susan Weatherford

The history of TSFA is overflowing with dedicated and inspiring individuals, manufacturers, farms and companies in support of Texas with ambitious commitments. These advocates have a persistent drive and a solid focus to help ensure the success of the Texas State Florists' Association.

In the planning stages of the new approach towards floral education TSFA was incredibly fortunate. There were countless members, vendors, volunteers, and amazing underwriters who recognized the need for change. These companies and individuals not only recognized our industry's need for change, they took action and supported TSFA in this new approach.

The 2018 Hall of Fame Recipient supported the new programming as a Silver Level Texas Floral Education Underwriter, becoming one of the first to provide amazing support and quality of floral design programming. With continued support the company represented by the recipient is today a Silver Level Founding Texas Floral Education Underwriter. When these many developments took place Janet Justus was there for Texas and in support of these efforts.

With her understanding of the needed changes and the support of FTD, our innovative programming was elevated with an extraordinary Rose Parade Program and Trip to the Rose Parade! The support continued over the years with world class talent. Today we look forward to one of our own winning a Trip to FTD World Cup 2019. Thank you Janet Justus for all that you do for Texas and for this industry. It is with pleasure that we induct Janet Justus into the 2018 Texas Hall of Fame.

Susan Weatherford is Recognized for Lifetime Achievement TSFA Lifetime Achievement Award

In every association there are those who step forward to accept a role of leadership. In every association there are a few of those leaders who pave the way to new opportunities. From those, only a few provide inspiration, open doors, and gather the most needing to benefit from the established program of work. Today, we recognize one of the few.

not through the beauty of design or the knowledge of a new technique or an up and coming trend, but a way most important in that it is a way of connecting one to another.

The early years in business were not in the world of flowers but at a company where all learned would carry forward. During this same time a family was started and an opportunity was presented to join the family business just part time as an administrative coordinator. I guess the job was done well because only a few years later our recipient was promoted to sale manager and just a few years after that to Vice President. She soon became the go to person for several large clients and event planners.

Planning promotions and events for three branches throughout the state, our awardee still found the time to give of herself most generously. Even in the early days there was time for associations. Writing monthly marketing articles for WF&FSA was the place to begin. She served Allied Florists of Houston as Wholesale Director. She is a member and past Mentor of Wholesale Florists & Floral Suppliers of America. She is a member of International Floral Distributors.

She served TSFA as Wholesale Director and later as an officer of the Board serving as President of TSFA for two years. As a passionate believer in grass roots operations she is never shy of innovative ideas opening the doors to untold possibilities. It was under her Presidency that TSFA stepped forward with a new approach to education and it was the countless hours spent that led to the establishment of the Texas Floral Education Underwriters and the changes in the programming that we know to be of success today.

She most humbly takes action as a fierce and unstoppable trailblazer while most often extending the credit to others. She is to be admired and respected. So much of what she does today is quiet and behind the scenes. She is the one we go to when something needs to be done.

TSFA honors and recognizes the 2018 Achievement Award Recipient Susan Weatherford.

Written and presented by Lynn Lary McLean AIFD



Dianna Nordman, Susan Weatherford and Lynn Lary McLean

Our recipient moved to Texas as a young child. Educated and a graduate with honors with a degree in marketing, the skill set gained years ago is most evident today. However, the talents of this individual exceed far more than a degree.

A gatherer of sorts, of flowers and of people, our awardee has a way of reaching out and bringing you in. Our recipient has a way of inspiring



Top two Photographs by Mara Williams Photography
Bottom two Photographs by Kris Ann Photography

TIME WITH Tuttera

Experience underwritten by
Texas Floral Education and Product Partner
Platinum Level Founding Texas Floral Education Underwriter

bloomnet
World-Class Florists Worldwide Delivery

The exciting day began with two dozen Texas Forum attendees gathered in a sleek Penthouse Suite setting. There was a heightened tension in the room, as everyone waited nervously for their opportunity to enjoy an up close experience with legendary David Tuttera.

What happened next was repeated several times throughout the day. Tuttera immediately helped everyone feel at ease, and he casually engaged with every person in the room in a way that left everyone inspired.

The room was decorated by exquisite floral designs, completed by the ever so talented René Johnson of Lush Flowers in Houston, who also served as host for the gathering and chair of the Texas Floral Forum. Johnson coordinated the dialogue between Tuttera and all the eager attendees.

Each guest was given an opportunity to ask a question or share photos of their work to receive feedback from Tuttera, an artistic visionary, whose name has become synonymous with style, elegance, creativity and vision.

“I was star struck,” said Kimberly Norman-Prater TMFA of Gary’s Floral Gallery in Abilene. “I couldn’t get my words out! But he was just so relatable. It was refreshing to learn of his passion for our industry and of his concern for each of us. I was really nervous to show him photos of my floral work. But he was very complimentary of my work, which made me feel so good. And the thing I never expected was for him to coach me on how to shoot photos and crop my photos more effectively. It was so great!”

Again and again, as each attendee was given an opportunity to seek feedback from Tuttera, his personal connection and encouraging words left a meaningful and lasting impact.

The topics discussed ranged from floral design to store design, then to basic business practices such as dealing with venue and planner partners.

“One of the things that I’ve been sharing with talented folks like you wherever I have an opportunity to speak is that we need to remember that what we are selling is a commodity” said Tuttera. “Our floral design services can be acquired from many sources. We are immersed in floral and we know the ins and outs of it better than anyone else. The consumer often comes to us clueless about even basic things such as their budget and their color scheme. So it’s very important that we are ready to lead them through this process in a way that meets their needs while also being certain to make a profit for ourselves. Ask them what they want for their style and get to the reality of what is their budget. And be willing to say no when they want things that you cannot do profitably.”

Vickie Slover, from Casa Flora in Longview, asked Tuttera for his thoughts on how to best capitalize on an impending remodel to her family-owned shop. Tuttera responded to the question with excitement regarding the opportunity to reframe the space where Slover and her team serve their clientele.

“I always tell people that the cleaner and the less chaotic the visuals are, the easier it is for your customers to understand what you’re selling,” he said. “Allow your product to stand out like a piece of art. Take advantage of great lighting, as well” Slover shared that her experience with Tuttera fuels her excitement about her business. “He was so helpful,” she expressed. “I am motivated and inspired to get back to Longview and continue our great service to our customers.”

Richard Trujillo AIFD of The Botanical Mix in Dallas, asked Tuttera for his counsel on engaging with ethnic weddings, particularly Indian weddings since Tuttera is known for designing lavish Indian weddings. “Be brave!” said Tuttera. “Be willing to step out of your comfort zone to do ethnic weddings. Embrace it. It’s a beautiful thing.”

The encouragement was helpful to Trujillo. “I’ve always been intrigued by the opportunity to do Indian weddings,” Trujillo said. “I love the vibrant colors. But I’ve been reluctant due to the pressure to negotiate so tightly on pricing. David helped me have the courage to jump in.”

As the allotted time for the gathering came to a close, Tuttera playfully engaged with the group as selfies were taken and laughter filled the room. The tension had subsided completely and everyone felt inspired to be the best they could be.

Written by: Dawson Clark

TUTERA KEYNOTE HIGHLIGHTS THE IMPORTANCE *of Courage and Positivity for Success*

It's been said that David Tutera has a natural talent for transforming the ordinary to the extraordinary, and he certainly delivered many extraordinary moments for everyone gathered at the 2018 Texas Floral Forum in League City, Texas.

Tutera, made multiple appearances on Saturday of Forum weekend, and his keynote appearance shortly after lunch was a highlight for all. "I'm here today to share with you as much knowledge and insight as I can from my experiences to help propel your careers and your businesses forward," said Tutera.

"My story began when I was 13," he said. "My grandfather operated a successful floral business just outside of New York City. So I worked there and grew up in and around the floral business. But when I graduated from high school, I enrolled in college with an intent to go to law school" he shared. "I quickly learned, however, that college was not a good idea for me!"

So he returned home and, with the help of his family, he started his own little gift shop to use his creativity and passion to make beautiful things.

His career took a dramatic leap one day when a woman came into his shop and asked him to decorate for her son's Bar Mitzvah in a style similar to that he had created in his shop window.

"So I said yes," Tutera said. "Had I said no, who knows where I would be today. I always tell people in every opportunity where I speak that "yes" is a door that opens. And "no" is a wall that is closed and doesn't allow you to take a step forward."



Photography Credit | Mara Williams Photography

*“Yes is a door that opens and
No is a wall that is closed and
doesn't allow you to take a step forward.”*

Prior to this experience, Tutera did not sell florals in his shop. But this new client requested white florals for the celebration, so he turned to his very experienced grandfather for help. Over time, his business expanded greatly because he had the courage to step out and do new and challenging things. His grandfather helped him order the right product, in the right quantities, in order to be able to complete the job and make a profit.

He learned from his grandfather over a five year period how to run a business, and the business grew to include weddings and larger events, and eventually multiple locations. "The most important lesson I learned from my grandfather was to control my overhead," he said. "I learned to be careful not to expand my space, my staff, my overhead to the point that I could no longer be profitable."

Tutera shared about recovering from the challenges of neglecting the lessons learned from his grandfather. During one period, he let his business get out of control. However, with courage and positivity and the lessons learned, he recovered. "I made big mistakes," he said. "It's very important to always learn from the mistakes we make and move forward."

He shared other stories of failures, such as flowers freezing in the delivery van, or learning that flowers for a huge wedding had been set up in the wrong church because the crew went to the wrong address.

In both instances, he recovered because he stayed in control of his emotions and in control of the situation. "Problems are going to come your way," he said. "Mistakes are going to happen. Rest assured, you cannot control the situation unless you control the moment."

Tutera's vulnerability and honesty about his failures proved to be inspiring to TSFA attendees, including Melanie Kay Hugel of MK Events in Cypress. "His story is just so real," Hugel said. "He is a huge success in our industry, but he talked so openly about the times that he failed. And how he recovered. He is so genuine!"

Tutera also spoke regarding the challenges floral designers face in the competitive marketplace today. "It's harder and harder to make money in this business than ever before," he said. "And that's because there are so many people in the business. Many of whom are not as talented as you. And you have to be sure to charge a price to be compensated for your talent, while there are many with less talent who will do the work for less. And guess what," Tutera said, "they are going to get that work."

We get to make people Happy. Flowers make people happy. They make people smile. It's Magic! Embrace creativity. Celebrate life. Celebrate one another!



Texas' own Fabian Salcedo joined Tutera on stage. Salcedo's incredible talent & fabulous florals will be shared in future issues of *TEXAS in Bloom*!

Tutera went on to express his concerns that the modern bridal consumer is so oversaturated with information from multiple online sources that they often come with a range of concepts and ideas that is so broad and divergent that the event lacks a cohesiveness in design. "But that's where you come in as a skilled floral designer," he said. "That's where you need to teach those consumers to see the value they receive when they hire a skilled designer."

As the presentation wrapped up, Tutera summed up his heart and passion about the work he does. And he encouraged each Forum attendee to keep this point close to heart. Remember that as we do what we do, we get to make people happy. Flowers make people happy. They make people smile. It's magic! Embrace creativity. Celebrate life. Celebrate one another!

The room was all smiles as David Tutera was joined by Texas designer Fabian Salcedo who filled the stage with stunning floral decor. Tutera and Salcedo discussed the dramatic vignettes.

The stage was decorated in multiple groupings, each described by Salcedo in detail.

The first represented the fusion of an Indian wedding, with a mix of florals and metallics, but with a muted color palette rather than the bright vibrant colors typically found in Indian weddings.

Tutera was smitten with the elegance of the white and gold table setting provided on the stage by Salcedo. "This is how I want my dining table to be at my home," he said. "I've seen so many beautiful designs at this conference, but the detail on this table, the dimension of floral design and mixed media with serving pieces, metallic containers, foliage, and these wonderful white florals is just breathtaking!"

Salcedo shared that he was inspired to use a Boho vibe, while using Tutera's signature white color, mixed with baskets and other containers. He added that he loves to use living green plants because they are not discarded at the end of the event but instead provide a lasting memory.

The audience was captivated by several inventive bridal bouquets created by Salcedo using animal horns, florals and feathers. Tutera encouraged the group to remember that some wedding floral work may be a little "out there" for weddings, but can be used effectively for a photo shoot to gain attention and create conversation.

The demonstration of Salcedo's work culminated with his construction on stage of a vibrant display of tropicals designed as a sweetheart table. A gorgeous orange linen and a bargain shop \$10 blue jar was the basis for the setting, proving that stunning designs do not have to be extravagantly expensive.

The keynote ended with some discussion about current trends with Tutera asking the question of how wise floral designers respond when asked by customers about trends in our work. "Just tell them that you're not focused on following the trends," he said. "I'm a trendsetter, not a trend follower. And don't be offended when people copy your work. It's the best compliment one can receive."

Written by: Dawson Clark

Keynote underwritten by
Texas Floral Education and Product Partner
Platinum Level Founding Texas Floral Education Underwriter

bloomnet
World-Class Florists Worldwide Delivery

INTERIOR TRENDS TRANSLATED

The Good News! There are places for flowers in each and every trend!



Christopher White took the stage on Sunday happy to celebrate his Texas roots while bringing trending influence from around the world. From a family of florists, Christopher has seen the ebb and flow of trends. Displayed for all to see was from macramé to marble!

The five vignettes displayed the top five trends in interior design illustrating an artistic approach while providing opportunity to stay true to your style. The Good News! There are places for flowers in each and everyone! Attendees learned merchandising, including how to easily change displays without spending hours on a complete overhaul with easily created backdrops on a budget. An overarching trend seen throughout the weekend: reuse and appreciate natural beauty.

Christopher taught the audience about the use of matte colors in floral design and the use of floral on floral. While many do not consider flowers as “matte,” he demonstrated how the use of deeper colors and light can create that matte look for the arrangement. Dark, non-gloss containers helped bring the matte theme to the forefront of this display and showed how to use flowers to make a matte theme even more striking, even with a florals on floral backdrop!



Nature reigned supreme with a fig tree, air plants, and woven baskets. Plants are a huge trend right now, and Christopher showed us how to make these more than just a plant and really add style and most importantly value to the sale. Wood, woven baskets, and natural fibers helped keep the focus on the plant while bringing a hint of something exotic, yet natural. Christopher discussed the process of selection of basket or styled container and illustrated just how to accentuate the plant's natural curves and beauty with in the chosen placement.

Marble and macramé — we all know you were praying macramé would make a come back! In this vignette Christopher used wall hangings and macramé to

frame flowers and plants. When he started, it appeared bleak — adding in color, flowers, and new ideas, the macramé began to not look dated at all. It looked fresh and repurposed! From a sprouting coconut to oversized leaves, we learned that the use of this old trend made new can really be a good thing for florists in that flowers truly finished out this look.

In stark contrast to matte, metal was featured with matte. Texture and repetition took over this section to really show the beauty in the flowers, containers, and background. Brushed metals and monochromatic flowers accented the look to draw your eye to the structure. Christopher taught the audience about using dried flowers and dried leaves to create a different look and showed us how a painted dried leaf that may have spent just a few too many days in the cooler can take a unique container to a whole new level. Metallic colors do not have to be shiny to catch the eye, and the use of different textures in containers and metals draws interest.



What better way to feature plants than on a wall! Thanks to the help of Jimmy Klepac and his team this wall was the highlight of this trend! With the plants and nature, Christopher shared the opportunity of bringing the outside in with concrete urns, rocks, shells, and plants. He filled unique concrete vases and bowls to transform house plants and succulents into works of art. He topped it off with a bright bromeliad and incredible lilies to bring a touch of color to the concrete world. The audience learned that concrete does not have to be cold and hard. With the right design, concrete can be warm and natural looking even inside.

Christopher White offered us a whole new perspective – from sprouting coconuts to elephant ears on the wall, he taught attendees how to transform rooms and turn them from drab to daring with flowers, plants, containers, and talent. We cannot thank Christopher enough for returning to Texas to teach us about interior trends and help Texas florists think outside the four corners of the traditional room and embrace the bold trends of today.

Written by: Jodi McShan AAF TMF

Photography Credit | Mara Williams Photography

Presentation underwritten by
Texas Floral Education and Product Partners
Bronze Level Texas Floral Education Underwriters



SMITHERS-OASIS

Nature and Creativity

The Inspiration for Kiana Underwood's Business and Life

Written by: Dawson ClarkTMF

As a young girl, Kiana Underwood was blessed to be exposed to beautiful flowers and gardens. Her mother always had fresh floral arrangements in their home, and she spent time with her grandfather in his large gardens filled with beautiful flowers.

"I had been raised around flowers," Underwood shared with the audience gathered for the Sunday afternoon presentation at the 2018 Texas Floral Forum. "I never thought of flowers as a way to make a living. I just thought that flowers were a part of everyone's life because they were such a part of mine. I took flowers for granted," she said. "But once I got older, I returned to my roots and discovered that flowers and nature have shaped me and made me who I am today."

Underwood found herself at a crossroads when, although she loved being a stay-at-home mother with young children, she was longing for a fulfilling creative outlet. It was her husband who first encouraged her to consider using her love and her natural talent for designing with flowers to meet the creative need she was longing to fill.

"As I began to experiment with different styles of floral design, I discovered that by turning to nature and by letting my creativity take control, I could create things that only I could call my own," she said. "No one could take that away from me."

Inspired by the work and writings of Victorian Floral Designer Constance Spry, she began her quest to discover her own style; a style that has captured the attention of designers all around the globe.

"Constance Spry believed that one can create uncommon beauty by using surprisingly common materials," Underwood shared. "So, I carried the idea to enjoy doing what I loved and appreciated."

As a lifelong art lover, Underwood was inspired by the art of the Dutch Masters. She discovered the floral designs from the art of 300 years ago did not reflect many of the constraints of modern floral design especially in regards to form and color. "These historical artworks reflect floral designs where the placement of flowers is a little bit random, or what might

be considered today as 'out of sorts' and wild," she said. "Notice that the selection of flowers and the colors of the blossoms is unexpected, but it works and it's beautiful. "So for me, this was an inspiration," she said. "and I set out to make this my style."

Over the course of her journey she used many techniques to find her preferred method for achieving the old world style she loves and teaches. "My favorite tool for floral design is the kenzan, the Japanese Pin Frog. Although it was originally created by the Japanese culture in the 14th century to support their lovely Ikebana arrangements, I find that it works perfectly for this style because it allows me to place flowers anywhere I want and as many flowers as I want."

Underwood focuses her business on a small number of high-end weddings, typically destination weddings. She spoke briefly about her newly published book, *Color Me Floral*. As she spoke, Underwood created an old world arrangement while fielding questions from those gathered to learn.

Photography Credit | Kris Ann Photography



She provided guidance about selecting a vessel. Her favorites are pedestal vases because they allow the floral materials to drape over the edge.

"I also use fruits and vegetables in design because I feel that if these items occur in nature, then they belong giving the arrangement an element of surprise. It's a fun thing to do! I also use various textures because when I approach an arrangement, I think about someone simply going into nature and gathering items to be placed in a vessel and I think that is a lot of what people like in the work that I do."

To begin the design she suggests starting with the strongest items, the woody stems, to create a structure to support the remainder of the design and to be certain that the structural items are placed firmly into the pin frog. She says that everything else is built off of that structure.



Listen to your creativity and follow nature.



As she worked, Underwood stepped back periodically to be certain that the arrangement was balanced, while still being asymmetric, as it would be in nature. With the woody framework in place, she added fruits on the stem and an unexpected mix of flowers. "I often simply pick a random selection of flowers that I like," she said, "and even when some of the colors are unconventional, I find that it works."

Her arrangements have an abundant mix of flowers and other elements, yet she cautions about overdoing the fullness. "While abundance leads to beauty in this design style," she said, "you can definitely get too many components. So you really have to know when to stop. I stop when it looks good to me."

This awareness of such messages from her work follows closely on the key theme she wished to communicate through her time with TSFA.

In closing she shared "Listen to your creativity and follow nature." Clearly, Kiana Underwood is doing both.



Presentation underwritten by
Texas Floral Education and Product Partner
Gold Level Texas Floral Education Underwriter

CAL  FLOWERS™
California Association of
Flower Growers & Shippers



Dining with Tuttera will be featured in the October issue of *TEXAS in Bloom*.



FORUM EDUCATION CONTINUES!

The Texas Floral Forum Coverage will continue in the October issue of *TEXAS in Bloom*!

TEXAS in Bloom will continue to feature design images from the Forum throughout the year with additional information from the featured designers to expand your design skills and develop your business!

*Austin's Finest Flowers
& Best Service*

Freytag's Florist

1-800-252-9145
Fax 1-512-345-1336

Ken Freytag • TSFA Past President
www.freytagsflorist.com

AUSTIN

KLEPAC
Greenhouses, Inc.

Our Business Is Blooming!

Jimmy Klepac

Ph: (830) 833-4574
Cell: (830) 385-9683
P. O. Box 790
Blanco, Texas 78606
jimmy@klepacgreenhouses.com

BLANCO

VICKERY
WHOLESALE GREENHOUSE

PATRICK R. BERRY
Owner

4911 East Grand Ave.
Dallas, TX 75223-2209
pberry@vickerygreenhouse.com
www.vickerygreenhouse.com

(214) 824-4440
Fax: (214) 827-4321
(800) 408-0323

DALLAS

HEIGHTS Floral Shop, Inc.
Wallace Nobles

Est. 1935
401 WEST 20TH STREET
HOUSTON, TEXAS 77008

713.862.8811
800.723.3252
fax 713.864.2686
www.heightsfloralshop.com

FTD
Teleflora

HOUSTON

Rio
ROSES

1500 N.W. 95th AVENUE
DORAL, FLORIDA 33172

TOLL FREE 866-RIO-ROSE (746.7673)
FAX 305.594.0924
WWW.RIOROSES.COM
WWW.RIOROZON.COM

MIAMI

VICKERY
WHOLESALE GREENHOUSE

PATRICK R. BERRY
Owner

8314 Daffan Ln.
Austin, TX 78724
pberry@vickerygreenhouse.com
www.vickerygreenhouse.com

(512) 291-0400
Fax: (512) 291-0492
(800) 986-3580

AUSTIN

TSFA *Calendar of Events*

Photography Credit | Kris Ann Photography



SEPTEMBER

- 3 Labor Day
- 9 National Grandparent's Day
- 10 Rosh Hashana
- 15 Bespoke
Contemporary Wedding Design Class
TSFA School of Floral Design
register at tsfa.org or call
512.834.0361
- 21-23
Introductory Hands-On Floral
Design Class
TSFA School of Floral Design
register at tsfa.org or call
512.834.0361



OCTOBER

- 3 Texas Floral Showcase
McKenzie-Merket Alumni Center
Lubbock, TX
- 8 Columbus Day
- 16 Bosses Day
- 31 Halloween



NOVEMBER

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



TUBBS
of Flowers, Inc.

4517 S. STAPLES
CORPUS CHRISTI, TEXAS 78411

—

(361) 993-1978
1-800-288-1978
FAX (361) 993-9819

www.tubbsofflowers.com

CORPUS CHRISTI

Advertisers

Inside Cover BloomNet | 866.256.6663

- 26 Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
- 26 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 26 Klepac Greenhouses | 830.833.4574 | www.klepacgreenhouses.com
- 27 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 26 Rio Roses | 866.746.7673 | www.equiflor.com | www.riocorazon.com
- Back Cover** Teleflora | 800.421.2815 | www.myteleflora.com
- 27 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
- 26 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 26 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com

*Proud Winner of Consumers' Choice
"Best Florist" Award Every
Year Since 2006*



McShan Florist

214-324-2481 • 800- MCSHANS
www.mcshan.com • Since 1948

DALLAS

When it comes to every aspect of your flower business, we deliver.

- Our best-in-class technologies, including our award-winning POS and web-hosting solutions, are built to run your business efficiently – connecting you with consumers and the largest network of florists.
- We invest heavily in robust national consumer advertising campaigns and develop unique and effective marketing programs and products – all to help you acquire and retain new customers.
- We have industry-leading experience and knowledge, and are always available with the support you need – allowing you to stay focused on your business.
- With over 80 years of partnership with florists, we are 100% committed to ensuring that every single order in our network goes to a local florist.

teleflora[®]

myteleflora.com | 1.800.421.2815

