

THE BLOOMIN', TEXAN

December 2013



THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION



QUALITY EDUCATION: A COMMUNITY COMMITMENT

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Jackie Lacey, AIFD, PFCI,CFD
- March 2-4, 2014 **Modern Twist on Everyday Designs**
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- April 13-17, 2014 **Wedding Bliss and Party & Events**
Jackie Lacey, AIFD, PFCI,CFD
- June 1-5, 2014 **Competition and Certification & Portfolio**
Jackie Lacey, AIFD, PFCI,CFD



Jackie Lacey



Donald Yim



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Hear what florists have to say about **Floriology Institute**

“ Kudos to BloomNet for partnering with Jackie Lacey to develop these courses to educate our floristry peers. There are other institutes out there but this was the most comprehensive by far. This course will be life changing for me. I had the skills, now I have the knowledge and confidence to move forward. There are no words to describe the feeling when someone as advanced as Jackie Lacey gives you his stamp of approval.

- Sheri Jentsch, Blumen Meister Flower Market - New Braunfels, TX

This has been the best learning experience for me! I am walking away today with more confidence in my floral design.

- Christopher Branham, CFD, Christopher's Creations - Middlesboro, KY

Can't say enough great things. The quality of everything from the instructor, Donald to group dinners is terrific. Thank you so much for the opportunity to come!

- Laura Kellogg, Laura's Garden - Chattanooga - TN

ACT NOW! To sign up or for more information about the Floriology Institute, contact us at

www.mybloomnet.net/floriologyinstitute.html or call 1-800-BloomNet (1-800-256-6663)

THE BLOOMIN' TEXAN

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THE BLOOMIN' TEXAN

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LETTER FROM THE PRESIDENT

Pam Fuller AAF TMFA, TSFA President

Holidays are a glorious time, all about memories, old and new. It is time to "Deck the Halls" in holiday decorations. We will all be so busy that we'll be meeting ourselves, coming and going.

Our first High School Junior Cup Competition was Saturday, October 19th, at the State Fair in Dallas. How exciting to see those five students compete on stage in front of a live audience. They were cheered on by their enthusiastic teachers. Junelyn Gamao from James Madison High School, San Antonio won First Place and Haley Smith from Northwest High School, Justin won Second Place. (See article on pages 4-5). We are looking forward to an even bigger and better Junior Cup Competition next year. What a wonderful way to let our high school students shine.

The Board of Directors met on November 10th. It is so nice to have such an energetic board. We came up with lots of exciting plans for the coming year. The TSFA board believes that "Leadership is an action, not a position" and our board is the epitome of that.

Poinsettias are a large part of our holiday sales. Please remind your customers that, contrary to popular belief, poinsettias are not poisonous. Dr. Jay L. Hoecker, M.D. of the Mayo clinic says: "Poinsettia plants are not poisonous, but contact with the sap of a poinsettia plant may cause a mild, itchy rash. If this happens, wash the affected area with soap and water and apply a cool compress to ease itching. Eating the leaves or stems of a poinsettia plant may cause a mild stomachache, vomiting or diarrhea — but severe signs and symptoms are unlikely. If you find a child eating a poinsettia plant, clear his or her mouth and move the plant out of reach. Of course, some people are more sensitive to poinsettia plants than are others. Reactions to poinsettia plants are more common among people who have latex allergies, for example, since latex and poinsettia plants share several proteins. In case of a severe reaction, seek prompt medical attention."

Remember, holidays are about spending time with family and friends. Please take some special time this holiday to enjoy time with your family, making memories. Decorate a Charlie Brown tree with your children or grandchildren. Make paper chains, clove apples and oranges, gingerbread men and paper snowflakes. Not only will it make your house smell wonderful, you will be making memories that will last a lifetime. Remember, Jesus is the reason for the season and may God Bless you and all of your family.



San Antonio Student Wins First Annual Junior Floral Cup Design Championship

Sponsored by TexasLocalFlorist.com and Texas State Florists' Association

Five Finalists from Texas High Schools Competed in First-time Event at 2013 State Fair of Texas®

I was just so excited and proud to represent my school and TSFA at the State Fair of Texas. I had so much fun because I got to do what I love to do — making beautiful floral arrangements that speak for me without ever saying a word!

— Tarsheanna Bauer

Following nearly two hours of demanding competition before hundreds of viewers and passers by at the 2013 State Fair of Texas®, Junelyn Gamao of James Madison High School in San Antonio, earned first place in the first Junior Floral Cup Design Championship. TSFA and TexasLocalFlorist.com, TSFA's online directory connecting consumers to local florists throughout Texas, sponsored the event on Saturday, October 19, 2013 on stage at the Texas Department of Agriculture's Food & Fiber Pavilion. Gamao received a \$300 Texas Floral Endowment Scholarship along with the Junior Cup trophy. Haley Smith of Northwest High School in Justin, TX, took second place, winning a \$150 scholarship and ribbon.

Going to the State Fair of Texas meant so much to me! I have no words to really express my gratitude. Making floral arrangements fills me with joy. I am very proud of myself for accomplishing all that I have!

— Adela Reyes



Left to Right: Jennifer Esparza (Skyline High School), Adela Reyes (Center High School), Tarsheanna Bauer (Center High School), Haley Smith (Northwest High School), and Junlyn Gamao (James Madison High School).





The contestants with President Pam Fuller AAF TMFA and Junior Cup Floral Competition Chair Bruce Easley AAF TMFA.



“It was an exciting experience that I was proud to be a part of!”

— Haley Smith

Five high school students qualified at TSFA Preliminary Competitions earlier this school year to compete in the state championship in Dallas. At this year’s competition, the students were given 45 minutes to create floral designs in each of two categories, “Surprise Situation” and “Theme Interpreted Design.” Tarsheanna Bauer, a junior at Center High School, took third place and won \$75, and honorable mention awards went to Jennifer Esparza (senior at Skyline High School, Dallas) and Adela Reyes (senior at Center High School).

“We are so proud of each contestant and their hard work under pressure today,” said TSFA President Pam Fuller, AAF TMFA. “In addition to providing scholarship support and motivation to the students, a goal was to draw more attention to the career of floral design. This competition certainly achieved all objectives, as well as providing a great networking opportunity for all,” Fuller continued.

Each design was judged by TMF’s: Pam Fuller AAF TMFA, Gregg Hoppe AIFD TMF and Elaine Carrell TMFA based on category interpretation, creativity, proportion, harmony and texture, balance, focal emphasis, line, depth, color and mechanics. All competing students currently plan to continue their education in floral design.

“I’m glad to have been able to have this experience since floral design is something I love to do. The Junior Cup helped me to show my creativity.”

— Jennifer Esparza



MEMBER SPOTLIGHT

Robyn Howell TMF, Botanical Designs by Montgomery



NAME: Robyn Howell, TMF

TITLE: Co-Owner, Manager

SHOP: Botanical Designs by Montgomery, Baytown, Texas

YEARS IN INDUSTRY: 39

FAMILY: Married to Ricky for 30 years, stepmother to Melony and grandmother to Jaxon and Hallie. Daughter of Ivas and Jewitt Montgomery and sister of Sheri White, AAF TMFA and Vicki Knupple, all of whom are among my heros.

COLLEGE: Attended Lee College for one year...not for me! It hampered my social life at 18 years of age!

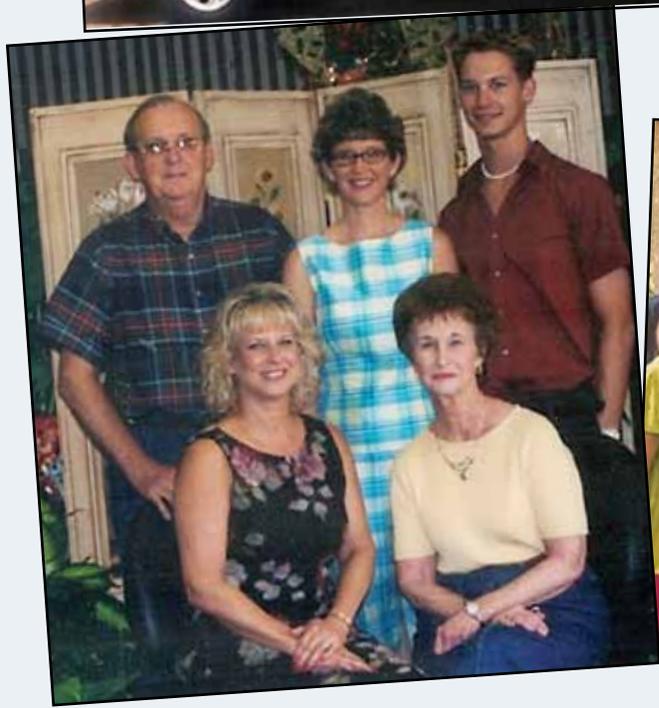
FAVORITE MOVIE: *Second Hand Lions*

FAVORITE PLACE TO GO TO GET AWAY: New York, New York, especially during the holidays. I gain so much inspiration from the holiday dressed windows, and it just feels more Christmassy with all the cold, snow, and lights. Unfortunately, it is tough to get away from the store.

HOW DID YOU GET INTO THE FLORAL INDUSTRY? I was "forced" to get off the school bus at the shop from the age of 11. I did work other jobs earlier in my life but kept coming back and have been consistent since 1982.

YEARS INVOLVED WITH TSFA: Too long for this brain to remember, possibly 1984.

PASSION(S): Which day? Too many to list, but am passionate about people less fortunate than I, and equal rights for all.





WHAT ABOUT THEM INSPIRES YOU? Their perseverance.

GREATEST ACCOMPLISHMENT: Still striving.

WHO IS YOUR HERO? Warren Buffett, hands down, besides my family.

YOUR DESIGN ICON? The late great Joe Smith AIFD.

BIGGEST THING LEFT ON YOUR LIFE "TO-DO" LIST? Attend a Saturday Night Live Taping...have put myself on the "lottery" list to get tickets for 7 years to no avail.

WORDS OF WISDOM? "Love thy Neighbor" and "Tis better to give than to receive."

GREATEST INDULGENCE? Buying concert and theatre tickets.

COVETED ITEM? My iPad.

WHAT WOULD YOU BE DOING IF YOU WEREN'T IN THE FLORAL INDUSTRY? I haven't figured that out yet...but will let you know IF and WHEN I ever do.



THE ART OF PRESERVING FLOWERS AND MEMORIES

By Annie Fentz, Pressed Garden, Austin, TX

“How can I save my beautiful bouquet?”

With the dawning of Pinterest, Facebook and other social media, you are hearing this question more often from your brides and other customers. What many consider a new idea is catching on quickly. Floral Preservation, however, is not a new idea, but has been around since Victorian times. Have you ever opened an old book or Bible and found an aging rose between the pages? This was how floral memories were preserved long ago. Today, there are better options that will move that rose out of the Family Bible and into various displays of beauty!

There are two basic forms of Professional Floral Preservation: Freeze Dried and Pressed.

FREEZE DRIED FLORAL PRESERVATION

The bouquet is taken apart and flowers are placed in freeze-dry equipment to slowly dehydrate the blooms. When dry, the bouquet is reassembled into a 3-D bouquet and presented in a glass box, or a bubble type frame. It is the more expensive option, because of equipment and chemical costs. I seriously considered going into this type of business, but the costs were prohibitive, and I needed a garage for the equipment! When looking for a freeze-dry company, look closely at their art and look for flowers that don't look shriveled and "dead". The better companies will produce a product that looks very much like the bouquet, very alive and vibrant.

PRESSED FLOWER FLORAL PRESERVATION

This is the method I am most familiar with and the one I will be speaking about here. It involves pressing the flowers and displaying them in a flat frame.

THE PROCESS OF PRESSED FLOWER PRESERVATION

The best art comes from fresh flowers delivered or shipped to me within 5 days of the event. The bouquet is taken apart, and some types of flowers are completely taken apart also. Roses, Mums, Succulents, Ranunculus and other flowers with high water content, typically mold, so the petals must be pressed individually and then reassembled after the flowers are dry. I choose between 7 different types of presses, also depending upon the type of flower. Some of these include a Refrigerator Press, a Microwave Press or a Desiccant Sheet Press (similar to matt board with silica pressed into it). Some flowers need tender care, like Roses, while others require heavy concrete blocks, like Sunflowers and Gerbera Daisies to flatten them.



After the flowers are dry, the customer consults with me regarding their preferences, such as layout, background color, frame selection, and the mementoes they want to include such as wedding picture, invitation, etc. These must all be flat, as my final product is in a flat picture frame

Often, the flowers need color enhancement because they turn too light or too dark in the pressing/drying process. I choose between 3 different types of paint for this. Once the art is finished, it is then vacuum-sealed and professionally framed, using museum quality glass with a 99% UV protection factor.

A decorative seal is then placed on the back where the bride can write her name and wedding date. After an average of 30-40 hours of labor, the bouquet is now an heirloom!



When looking for a Pressed Flower Artist, look for one that uses all acid-free, lignin-free supplies. Some artists seal their art by laminating, which gives the art a glossy, plastic look and offers little to no UV protection.

I have laminated in the past, and found the flowers did not hold their color as long. When looking for a Pressed Flower Preservation Company, again, look closely at the art. Do the flowers look vibrant and



alive, or dull and dead? The art should look like the original bouquet, colorful and vibrant.

Keepsakes are often available by different artists, such as ornaments, bookmarks and jewelry.

FLOWERS THAT RESPOND WELL TO PRESSING (NOT AN EXHAUSTIVE LIST): Alstromeria, Anemone, Babies Breath, Daisies, Delphinium, Callas, Carnation, Chrysanthemums (not all), Fern, Freesia, Gerbera Daisies, Heather, Hydrangea, Ivy, Larkspur, Lavender, Lilies, Orchids, Peony, Queen Ann's Lace, Roses, Ranunculus, Silver Artemisia, Statice, Stock, Sunflower, Tulips

FLOWERS NOT RECOMMENDED FOR PRESSING: These can be pressed, but the outcome is not consistent. (Not an exhaustive list): Artichoke, Asparagus Fern, Billy Balls, Chrysanthemums (not all), Gardenias, Scabiosa Pods, Stephanotis, Succulents.

Many factors can affect the outcome and the longevity of the art: Age and condition of the flowers, sprays used on the flowers in the field or in the shop, and the conditions where the art is hung later. I do not recommend hanging in direct sunlight or exceedingly humid conditions.



HOW CAN FLORAL PRESERVATION BENEFIT YOU, THE FLORIST?

Customers who know they will be having their flowers preserved tend to buy larger bouquets, or more expensive flowers. So, suggesting preservation can help you upgrade the customer to a nicer arrangement. A few of my bridal customers have ordered a second bouquet, which was preserved as a gift for the mom of the bride or groom.



Annie Fentz is the owner of Pressed Garden, of Austin, TX. She is a Pressed Flower Artist, specializing in preserving Wedding, Funeral and Special Occasion Flowers. She has been preserving bouquets for almost 9 years. As a member of The World Wide Pressed Flower Guild, Annie is known worldwide for her floral pressing and preservation techniques. She has been a member of the TSFA, since moving to Texas, 2 years ago.

Website: www.pressedgarden.com • Blog: www.pressedgarden.blogspot.com



Floral preservation is a great solution for the "In Lieu Of" issue. Sometimes, funeral flowers are passed by for other options. The customer might feel the investment of flowers will be wasted because the flowers are enjoyed for only a few days before they are strewn on the ground at the grave site. I have found that my funeral customers are far more emotionally attached to memorial flowers than bridal customers are. If floral preservation is offered as an option, then flowers can be purchased "in lieu of" those other options. Again, if the customer knows the flowers will be preserved into a beautiful memorial of their loved one, they often will upgrade to a more valuable bouquet!

Other floral memories that can be preserved are Valentine's Day, Anniversaries, Mother's Day, Birthday's, New Baby Celebrations, Graduations, Quinceanera, Bat/Bar Mitzvah and other memory-filled flowers. I also have re-created bridal bouquets from photographs of weddings long ago! One husband purchased a bouquet of Orchids for his wife for their anniversary. Before he gave them to her and without her knowing, he sent me 2 stems of the bouquet. By the time her flowers were waning, his preserved orchids were ready and he gave her those as a second surprise and memento of their special anniversary!



Flowers mark the memories of our lives. Those memories can be preserved as an heirloom for generations to enjoy. I wax romantic and glazy-eyed when I think of a future generation pointing to a weathered picture on the wall and saying, "That is my great-great-grandma's bridal bouquet"! That's what I love....creating beautiful art from YOUR beautiful art and knowing that it will live on beyond us!

CREMATION:



The New American Way of Death

Reprinted in part from lightbox.time.com

For decades, burial has been by far the most common form of disposition in the United States. Most Americans never gave it a second thought: their grandparents were buried; their great-grandparents were buried — it just made sense that they'd get buried, too, in the family plot, beside their closest relatives.

But today we're a far different society than we were just a few decades ago. Within the next few years it's projected that, for the first time, **more Americans will get cremated than buried.**

Much of the recent rise of cremation's popularity can be credited to the Great Recession. Cremations can cost as little as a quarter as much as traditional burials. But it's not just the cost that makes cremation popular.

For one, we're a much more mobile society. We don't buy family plots the way we used to because more of us get an education, start a family, get a job and retire far from our birthplaces. When it comes time to find a final resting place, transporting an urn is much easier than dealing with a casket.

Historically, the U.S. has been a majority Christian nation, and Christianity favors burial for a number of reasons. But Americans are becoming increasingly secular and many of us now identify as atheist, agnostic or, even if we consider ourselves religious, aren't affiliated with a particular faith. That separation from a religion with ties to traditional burial has led to more Americans exploring other options of disposition.

Cremation has also appealed to those looking for a more eco-friendly solution than burial. And while flame-based cremation is a more environmentally sensitive solution than traditional burial, a new breed of eco-friendly cremations is just starting to become popular. "Green cremations," which use a mixture of water and potassium hydroxide, are available in a handful of states and are outpacing flame-based cremations in the areas where they're offered. Greencreation.com helps families discover the eco-friendly choices.

The practice of cremation will in all likelihood only grow as we become more mobile, secular and eco-conscious.

What can the floral industry do to stay relevant? Email your thoughts and TSFA will share them in an upcoming issue. Email: txsfa@sbcglobal.net.

CremationFACTS

Sympathy accounts for approximately **22 percent** of retail florists' sales.

U.S. Cremation Rate By Year	
Year	Percentage of decedents cremated
2011	42.0%
2010	40.6%
2000	26.2%
1990	17.1%
1980	9.7%
1970	4.6%
1960	3.6%

Source: Cremation Association of North America (CANA)

Fast Stat: FUNERAL HOMES

The number of funeral homes in the United States fell 9.5 percent in the past 10 years, from 21,757 in 2002 to 19,680 in 2012. This is due, in part, to the rising rate of cremations, which account for 42 percent of final dispositions.

Source: National Funeral Directors Association (NFDA); www.nfda.org.

Cremation is PORTABLE

We are a mobile society that is now including death. As more millennials are traveling far from home for education, work and family, the notion of a single set of plots for everyone is becoming nostalgic. Tucking grandma's urn in the back of the moving van is a whole lot easier than transporting her casket.



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Instructor: Pat Hermes TMF



2014 Schedule

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January 13-16 & 20-23

JUNE 2014
June 16-19 & 23-26

FEBRUARY 2014
February 17-20 & 24-27

SEPTEMBER 2014
September 15-18 & 22-25

APRIL 2014
April 21-24 & 28- May 1

School Registration Fees

Class Name	Member	Non-Member
Basic Floral Design	\$275	\$315
Wedding Design	\$300	\$345
Sympathy Design	\$300	\$345
Floral Management/ Care & Handling of Cut Flowers and Foliage	\$275	\$315

\$75 deposit is due for each class registration. The deposit will be refunded if cancellation notice is received five (5) business days before the start of classes. Registration fee includes all flowers and supplies. Tools provided.

For more information, please contact the TSFA office by phone at (512) 834-0361 or by email at txsfa@sbcglobal.net. To register, visit www.tsfa.org/school.html.

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It's Up to You!

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

The Texas State Florists' Association Nominating Committee will meet in January 2014 and is now accepting recommendations for nomination of persons desiring to run for office at our July 2014 Convention. Candidates will be nominated for the following offices: President, Second Vice President, Retail Director (two to be elected) and Wholesale Director.

Only those members who have been active in the Association for at least two (2) years prior to the election, whose Association dues are currently paid, and who will have sufficient time to devote to the affairs of the Association, shall be eligible for nomination for the office of Director.

Candidates for the offices of President and Second Vice President shall have been members of the Association for at least three (3) years and shall have served on the Board of Directors for at least two full years prior to the election, with membership dues currently paid. If you wish to be considered for an office, or if you would like to nominate someone else, please forward your recommendations to reach the TSFA office by January 20, 2014.

You may use the form on this page or write a personal letter. The Committee will appreciate your responding to this request to assist them in selecting a slate of officers for 2014-2015.

To: TSFA Nominating Committee
P.O. Box 170760, Austin, Texas 78717
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or email: txsfa@sbcglobal.net

I would like to be considered for the following office:

I would like to nominate for the following offices:

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focus on design

Floral design by Rich Salvaggio AIFD AAF PFCI

Reprinted with permission of *Flowers&* magazine

Photography by Ron Derhacopian



①

Here's a technique for adding votive candles to a vertical wreath.

The same technique can be used for sympathy or for holiday designs.

1. Prepare each votive holder with an anchor pin fixed to the side and wood picks fixed to the bottom, securing the pins and the picks with pan glue. Make the picks and the prongs of the pin parallel so that all will insert neatly into the foam.

2. If you like, add jeweled garland to each votive before inserting the votives into a foam wreath form. Adding the votives in pairs yields enhanced visual impact.

3. To green the wreath, take stems of sprengeri and wind them around the outside and the inside of the wreath form, with the cut end inserted in the foam and the rest tacked down with greening pins. Take care that the fronds don't get in the way of the candle flames.

4. Add flowers in groupings and additional foliage. Use both to hide the mechanics that attach the candles to the wreath, taking care, once again, that no floral materials will be touched by the candle flames. Here, hydrangea, pittosporum, and large hedera leaves cover wide areas of foam with just one insertion. 🌿



②



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DECEMBER 2013

- 21 First Day of Winter
- 25 Christmas
- 31 New Year's Eve

JANUARY 2014

- 10 TSFA is offering a Qualifying Exam testing at Blinn College in Brenham, TX. For more information, please call the TSFA office at 512.834.0361 or tsfa.org.
- 13-16 TSFA School of Floral Design Classes. **Austin location** — 12108 Roxie Dr., Austin, TX 78729. Instructor: Pat Shirley-Becker AIFD TMFA
- & **Houston location** — Southern Floral Company, 1313 20th St., Houston, TX 77008. Instructor: Pat Hermes TMF. Call the TSFA office at 512.834.0361 to register or go online to tsfa.org.
- 20-23
- 22 Nominating Committee Conference Call, time 3 pm.

FEBRUARY 2014

- 14 Valentine's Day
- 17 President's Day
- 17-20 TSFA School of Floral Design Classes. **Austin location:** 12108 Roxie Dr., Austin, TX 78729. Instructor: Pat Shirley-Becker AIFD TMFA
- & **Houston location:** Southern Floral Company, 1313 20th St., Houston, TX 77008. Instructor: Pat Hermes TMF. Call the TSFA office at 512.834.0361 to register or go online to tsfa.org.
- 24-27

MARCH 2014

- 2 Texas Independence Day
- 9 Daylight Savings Time starts
- 17 St. Patrick's Day

JULY 2014

- 18-20 TSFA's 100th Anniversary Celebration Convention, Renaissance Austin Hotel



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