



The Bloomin' Texan

December 2015



QUALITY EDUCATION: A COMMUNITY COMMITMENT



Jackie Lacey



Donald Yim



Anthony Swick

2016 • Course Schedule

- January 25-29 **5-Day Principle & Elements**
Jackie Lacey, AIFD, PFCI, CFD
- February 28-29 **2-Day Bling to Ching, Prom and More**
Anthony Swick, AIFD, PFCI, CFD
- March 6-10 **5-Day Wedding Bliss, Party & Events**
Jackie Lacey, AIFD, PFCI, CFD
- June 5-9 **5-Day Competition/Certification & Portfolio**
Jackie Lacey, AIFD, PFCI, CFD



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

“ 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

DECEMBER 2015 | VOLUME XXXXI | NUMBER 12

From the *President*



Susan Weatherford

With 2015 coming to an end and we are bordering on the New Year, it is an opportune time to look back (in the rearview mirror) **"WITH GRATITUDE"**! Acknowledge the changes and accomplishments throughout the year, look forward to the road ahead of opportunities in 2016 and then put that **"PETAL"** to the metal.

Do you have a New Year's resolution? Three words are shown when you look up the definition for resolution; **DECISION, DETERMINATION & SOLUTION**. With **"RESOLUTION"** and **"SOLUTION"** being synonyms, the order of those words forms a **FULL CIRCLE**.

With the approach of a New Year, it is common (if not expected) for one to **RESOLVE** something or change in some form or fashion. Once that decision of focus is made, the actions or follow through frequently fall along the way side. I'm sure that we are all guilty of such universal occurrences. Unfortunately, **COMPLACENCY** has become so habitual that any of that guilt doesn't even rise to the level of accountability anymore.

IF WHAT YOU'RE DOING IS NOT YOUR PASSION,
YOU HAVE NOTHING TO LOSE.

With these thoughts in mind, I would like to spur you **ALL** to venture out and go **FULL CIRCLE** with our New Year's **RESOLUTIONS** to become our New Year's **SOLUTION!**

The Texas State Florists' Association, as well as myself, are especially **GRATEFUL** for all of your endeavors and successes fulfilled in 2015. We are **"REVVED UP"** to continue our anticipated **"JOURNEY"** in 2016.

I wish you and your family a wonderful new year and safe Holiday Season that is filled with joy, happiness and success.

A FINAL THOUGHT...

"Be always at war with your vices, at peace with your neighbor and let each new year find you a better person."

— Benjamin Franklin



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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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KEVIN YLVISAKER AIFD CFD PFCI CAFA TO TRAVEL TEXAS IN 2016!

Kevin Ylvisaker will travel Texas in 2016 to take us *Beyond the Basics!* Traveling from Longview to San Antonio to present the Texas Floral Showcases and then to Tapatio Springs and Dallas for the Texas Floral Forums, the series of programming is simply not to be missed!

"I had the opportunity to sit down with Kevin and talk about the programs that will exclusively be created for Texas at the Society of American Florists Convention and I promise you that each and every one is going to be amazing" shares Texas Floral Events Coordinator Lynn Lary McLean. "We placed a great deal of thought in the selection of this speaker. With our success in 2015 with J Schwanke's *Basics 101...Anything but Basic* presentation where J shared in excess of 101 ideas for designers to take back to the design room, we knew we needed a powerhouse presenter and we have that in Kevin!"

Kevin Ylvisaker will present a series of presentations in 2016. *Beyond the Basics* will be presented as the featured Texas Floral Showcase program in Longview and San Antonio. Anyone successful in today's floral retailing knows that the one detail equally as important as the quality and freshness of the product is visual value. A design that goes beyond the basics and offers the consumer either a unique experience or a perceived value that goes beyond a few stems is what creates consumer loyalty. Kevin will take Texas *Beyond the Basics!* A study of the Principles and Elements of Design as well as the tricks of the trade to take design to another level as well as a study of the products that help do just that is the format of this presentation!

In Tapatio Springs, Kevin will expand on this presentation going *Above & Beyond the Basics* during a two hour Hands On Design Experience. Tapatio Springs is an affordable resort and we thought it wise to test that type of location with a clear vision and amazing day of programming set in the Texas Hill Country. We are anxious to share each and every detail of the first ever Texas Floral Forum! Right now sharing Kevin's presentation is quite exciting!

In addition to the Hands On Design Experience the Texas Floral Endowment will underwrite *The Competitive Edge | Both Sides of the Story*. This customized seven hour workshop will study competition in depth from two perspectives. With a clear understanding of the rules of both the Texas Cup Competition and the Houston Cup Competition, as well as the WTNM, Kevin will lead the experience to create a better understanding from the viewpoint as a competitor and as a judge. "The Texas Floral Endowment is pleased to bring this level of programming to Texas", stated President Jimmy Klepac. "To provide a higher level of education and increased opportunity in Texas is our mission and this is one of several ways that we will assist Texas' educational programming in 2016."

To complete the year Kevin will travel to Dallas in the Fall to join the best of the best to present during the Texas Floral Forum at the Intercontinental Dallas. Chair Charles Ingram will bring it all together for this weekend of learning right in the heart of the Metroplex.

***Make Plans to Attend All that you Possibly Can!
The knowledge gained will be worth the
investment in time and travel!***

2016 Texas Floral Showcases

January 27, 2016

Beyond the Basics

Designer: Kevin Ylvisaker

The Summit Club | <http://www.summitlongview.com/>
Longview, Texas

Texas Floral Showcase Chair Shanna Brittain TMF
Hotel Accommodations: Hampton Inn & Suites North
3044 North Eastman Road, Longview, Texas
903.663.8670

March 30, 2016

Beyond the Basics

Designer: Kevin Ylvisaker

The Club at Sonterra | <http://clubatsonterra.com/>
San Antonio, Texas

Texas Floral Showcase Chair Cheryl Vaughan TMF
Hotel Accommodations: The Hyatt Place San Antonio
1610 East Sonterra Blvd., San Antonio, Texas
210.545.2810

2016 Texas Floral Forums

**Kevin Ylvisaker's travels continue to be one of the
featured presenters at the Texas Floral Forums.**

July 16-17, 2016

Above & Beyond the Basics Hands On Design Experience

Designer: Kevin Ylvisaker

Tapatio Springs | <http://www.tapatioresort.com/>
Texas Floral Forum Chair Gina Waters TMF
Hotel Accommodations: Tapatio Springs | 1 Resort Way, Boerne, Texas
830.537.4611

July 18, 2016

***The Competitive Edge | Both Sides of the Story
Hands On Design Experience***

Designer: Kevin Ylvisaker | Underwritten by the Texas Floral Endowment

Tapatio Springs | <http://www.tapatioresort.com/>
Texas Floral Forum Chair Gina Waters TMF
Hotel Accommodations: Tapatio Springs | 11 Resort Way, Boerne, Texas
830.537.4611

October 8-9, 2016

Beyond the Basics

Designer: Kevin Ylvisaker

InterContinental Dallas | <http://www.icdallas.com/>
Texas Floral Forum Chair Charles Ingram

Hotel Accommodations: InterContinental Dallas
15201 Dallas Parkway, Dallas, Texas
972.386.6000



2015 • SHOWCASE • 2016

January 27, 2016

The Summit Club
3700 Judson Road | Longview, TX 75605

- 6:00PM | Shop the Product Gallery and see all that is New!
- 7:00PM | Dinner and Time to Interact with your Floral Friends
- 7:30PM | Kevin Ylvisaker will present *Beyond the Basics* to make your life in the design room a little easier!
- 9:00PM | Product Gallery Shopping
Design Auction to support the Texas Floral Endowment

Beyond the Basics

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Attendee Name

Business Name

Address

Phone

Email

\$45 Registration Includes
Dinner | Design Presentation
Product Gallery Shopping

Take 30% off Registration as a TSFA Member

I am registering for the January 27th
Showcase in Longview. At the door
registration will be an additional \$10.

Credit Card No.

Expiration

Code

Zip Code

Signature

Mail check to:

Texas State Florists' Association
PO Box 170760 | Austin, TX 78717

OR REGISTER ONLINE AT TSFA.ORG

Staying the night in Longview?

There are \$119 Queen and \$129 King room rates at the Hampton Inn & Suites, Longview, Texas. Call 903.663.8670 and ask for the Texas State Florists' Association group rate to receive special pricing.

SHOWCASE REGISTRATION



2015 • SHOWCASE • 2016

March 30, 2016

The Club at Sonterra
901 Sonterra Blvd. | San Antonio, TX 78258

- 6:00PM | Shop the Product Gallery and see all that is New!
- 7:00PM | Dinner and Time to Interact with your Floral Friends
- 7:30PM | Kevin Ylvisaker will present *Beyond the Basics* to make your life in the design room a little easier!
- 9:00PM | Product Gallery Shopping
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Take 30% off Registration as a TSFA Member

I am registering for the
March 30th Showcase in San Antonio.
At the door registration will be an
additional \$10.00.

Credit Card No.

Expiration

Code

Zip Code

Signature

Mail check to:
Texas State Florists' Association
PO Box 170760 | Austin, TX 78717
OR REGISTER ONLINE AT TSFA.ORG

Staying the night in San Antonio?

King rooms are available for \$104
at the Hyatt Place San Antonio, Texas.
Call 210.545.2810 and ask for the
Texas State Florists' Association
group rate to receive
special pricing.

Kevin Ylvisaker AIFD CFD PFCI CAFA

Floral Trend Consultant

Kevin comes to the floral industry with a background in art that includes a concentration in sculpture and weaving. He has been in the floral industry for more than forty years.

Kevin is a freelance designer with his company KLY Floral International offering design shows, trend consulting and personal tutor in store design programs.

He is an Oasis Design Director creating designs for shows, Smithers Oasis *IDEA* Magazine, advertisements and Oasis IDEA channel on YouTube. Kevin has also worked on product development and color palettes for Smithers Oasis.

He is a Teleflora Education Specialist presenting design shows and classes around the country. He has worked on both the current Teleflora Selection Guide and the Teleflora Wedding Guide. Kevin has been featured in Teleflora's *Flowers & Magazine* numerous times. He has worked with Accent Décor to produce designs for their catalogs, their "T2" video series and set up their showrooms across the country.

Kevin is a certified member of the American Institute of Floral Designers (AIFD) (CFD) and is also a Past President of AIFD. He is a member of PFCI, the Professional Floral Communicators International. He is a member of the Canadian Academy of Floral Artists (CAFA). Kevin is a past President of the Wisconsin and Upper Michigan Florists Association (WUMFA).

Nationally he has designed and judged for garden clubs, wholesalers, state associations, floral organizations and floral wire services. He has presented at several of the Art In Bloom weekends as a guest speaker and judge. Kevin was a presenter at the 2011 Newport Flower & Garden Show "Entertaining Newport Style" in Newport, RI.

Kevin was a member of the Design Team for the Inauguration of President George H. W. Bush in Washington, DC 1989. He was a Design Team Captain for the Inauguration of President Bill Clinton in 1993.

He has presented international design programs and taught classes in England, Ireland, Japan, Taiwan, Singapore, Canada and Puerto Rico.

Kevin was honored to be a Judge for the 1997 Tournament Of Roses Parade in Pasadena California. In 1999 he was a member of the floral design team for the Fiesta Float Company.

In his personal time he enjoys his hobby of fused glass design and garden railroading.



Kevin's *Beyond the Basics* to Travel Texas

In addition to the overall support of the Texas Floral Education Underwriters, these companies have partnered with Texas and *Beyond the Basics*:

Texas Floral Education and Product Partners

Accent Décor | Acolyte | Choice Flower Exchange | Dallas Design Supply
Design Master Color Tool, Inc. | Greenleaf Wholesale Florist | J.B. Parks Wholesale Florist
Priest International, Inc. | Oasis Floral Products | Rio Roses | Southern Floral Co.
TSFA Growers Division | Zoom!Roses

Texas Thanks You for not only providing the product to make these ideas both profitable and fun to produce but also for the additional funding to bring these ideas to Longview, San Antonio, and the Texas Floral Forums.



Texas Floral Forums

Two Regional Events | Two Opportunities

By definition, a forum is an in depth discussion of a specific subject. This one day, high energy event and Product Gallery featuring the best in floral education will be presented in Central Texas in July 2016 and in the Dallas Fort Worth Metroplex in October 2016. These forums will continue in this format every other year.

The decision to hold two regional events in even number years rather than a single state wide event opens two opportunities offering an in depth study of importance. Scheduled over a weekend, the commitment of time and resources is top of mind. So whether a resort in the Texas Hill Country is more appealing or visiting a world class property in the heart of Dallas, the programming at each will be the absolute best! Whether you plan to attend one or schedule both, the launch of this new format promises to be rewarding! We invite you to take a look at these Highlights! Point and click and go straight to your calendar to schedule the dates!

Texas Floral Forum Highlights – Tapatio Springs, July 16-17, 2016

- PRODUCT GALLERY | The best of the best will present their product offerings in a gallery concept for an experience to remember. Shopping time with activities throughout the Product Gallery to make it a Go To kind of place!
- FIVE HANDS ON DESIGN EXPERIENCES | Kevin Ylvisaker will take us *Above & Beyond the Basics* and this is only one of five Hands On Design Experiences to be offered over the weekend!
- DESIGN PRESENTATIONS | Visual Value in Design separates the amateur from the professional. The understanding of this most important subject will be experienced on several levels leading you to capture a considerable difference in customer satisfaction and loyalty. *Celebrations* will be a Finale Design Presentation not to be Missed!
- A LEADING DESIGN PANEL RETURNS TO THE STAGE | *Life's Moments in Flowers* will look back to a presentation style of days gone by featuring a panel of Nationally Recognized Designers sharing their expertise on the moments that are celebrated with flowers each and every day.
- OPTIONS FOR OWNERS | A MUST FOR MANAGERS | What better place to explore *Peaks, Valleys, & Plateaus* than the Texas Hill Country!
- A LUNCHEON ALL ABOUT TEXAS | *Texas Grown & Inspired* by Texans Luncheon celebrating Texas Grown Flowers and the Texas Designers that make it all happen !
- TEXAS WINE TASTING | Texas Wines will be paired with Flowers showcasing a new approach to entertaining!

Texas Floral Forum Highlights – Dallas, October 8-9, 2016

- PRODUCT GALLERY | The best of the best will present their product offerings in a gallery concept for an experience to remember. Shopping time with activities throughout the Product Gallery to make it a Go To kind of place!
- VISITING DALLAS | Join in and tour some of the Best of Dallas as we lunch with Dr. Delphinium Designs and Events and experience retail at its' best on the way to complete the day with a cocktail or two at McShan's Florist!
- THREE HANDS ON DESIGN EXPERIENCES | You asked and we listened. We are raising the bar on the Hands On Design Experiences offered in 2016.
- DESIGN PRESENTATIONS | Planning Holidays for Maximum Impact and Profit is a must. When we take a look at the profit centers in retail today the holidays are key. This presentation will share how to make the most of the business that is there and how to keep the business you have! A Finale In Depth Study and Design Experience to Help Expand your Wedding Business will close the day. For those looking to expand into the Bridal market in a big way this is a must!
- LUNCHEON PRESENTATION | Kevin Ylvisaker will take you *Beyond the Basics* offering ways to expand your everyday sales while updating all who attend on the latest products available in this industry!
- OPTIONS FOR OWNERS | A MUST FOR MANAGERS | Our Nationally recognized speaker will return to lead a Treasure Hunt. Finding Hidden Treasures will open your eyes to the possibilities that already surround your business!

Texas Floral Education

UNDERWRITER 2015-2016

PLATINUM

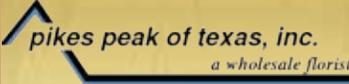


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ad ACCENT DECOR



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RELIANT RIBBONS, BOWS & TRIMS



saf



Winward

MAKING TEXAS FLORAL EDUCATION POSSIBLE
 please visit tsfa.org for the most up-to-date list of underwriters and their links

Making the Business of Flowers Fun

Written By Robin Martinez AAFTMFA

It's that time of year when you're wondering "What did I do last year in sales?", "How much did I order in Holiday greens and décor?"

For me good record keeping begins with the end of the current holiday season. Everything is sorted either for quick sale or storage. Don't be afraid to discount merchandise that has out lived its retail usefulness. Use it or lose it! Be sure everything

that is stored has a price on it. Don't you just hate having to go back a year and a half to look for the wholesale price on a container or faux pick? Keep a log book or special file on your computer that lists the items in storage for quick reference for your idea board for the next year's holiday. Now's a good time to take pictures of some of your larger overstock items or giftware. Put these pictures with your list and then it's easier to create a design board for any holiday. Especially for those that preshop for any holiday at major markets, take this list with you. Nothing worse than 200 of the same pick you didn't sell last year just because you think it's cute.

Good holiday record keeping is essential to a prosperous selling season. Hopefully you are using your point of sale system to its fullest capabilities. Most POS will give you history in date ranges so you can project this year's current sales. Excluding any special events, you should be able to look back at your local wholesale receipts and calculate what your expenses were. Make these notes during the current selling season and place with your pictures and inventory.

Begin now to create the images for your website. Your web master would appreciate

thinking about how to fix your blurred, crocked image now than during crunch time. Any down time? Create your direct mail pieces and labels by using your POS history of orders for holidays, birthdays, anniversaries, etc. Print ahead as much as possible and get them ready for postage. Work with your local printer, yes they still exist and they want your business as much as you want theirs, and design a great EDDM or Every Door Direct Mail piece. Begin early to create a quality mail piece that will reflect the inventory you've carefully selected.

Hopefully you're tacking results from last year so that you know if newspaper works best for you, direct mail, email or online directories. No more casting a large net and hoping you gather customers. Make an intentional effort to create a database that will work for you. Once you begin to gather the information you get EVERYDAY in your store, you'll see the value of return business.

Holiday record keeping allows for decisions to be made next year that will help to make that holiday more profitable and pleasurable. You'll be able to plan a profitable strategy through using the information at your fingertips. No more guessing!

AIFD Foundation Scholarship and Grant Applications Deadline is January 31st



On behalf of the AIFD Foundation, please make note that completed applications for scholarships and grants must be received by January 31, 2016.

SYMPOSIUM SCHOLARSHIPS

AIFD Foundation Symposium Scholarships are granted each year up to \$2,000 to a non-AIFD floral designer who needs financial assistance to attend their first AIFD National Symposium.

Only those who have not attended an AIFD National Symposium will be considered. Individuals already involved in the AIFD PFDE accreditation process or approved for AIFD Induction will not be considered.

STUDENT SCHOLARSHIPS

Undergraduates in junior colleges, colleges, and universities pursuing courses directly related to retail floriculture with specific emphasis on floral design as a profession are eligible for a yearly award of up to \$2,000.

AIFD FOUNDATION GRANT

AIFD Foundation Grants are project based with goals related to the floral industry. The AIFD Foundation invites you to visit aifdfoundation.org to review the individual application forms outlined with additional eligibility and application requirements.

For more information visit aifdfoundation.org.

HOLIDAY *Cheer* SHOULD NOT END HERE

It's easy to jump from the holidays to Valentine's Day without giving much thought to the in-



between. However, doing so can lead to a significant drop in momentum gained on social media during the holidays. Here are a few ideas to help you avoid the downward slope:

SHARE YOUR MOOD BOARDS FOR WINTER STYLING. Allow your audience to see your creativity in action.

HAVE A FACEBOOK CONTEST. A contest or giveaway is a great way to stimulate interaction on your page and slower seasons are a great time to do this.

VISUALLY STIMULATE YOUR AUDIENCE WITH THE SAME CONSISTENCY YOU USED DURING THE HOLIDAYS. Post stunning images of your work or what interests you to inspire them to want to decorate their home or office after the holiday season.

For more information, contact tashley@simplifiedsocialmedia.com

Brilliant ON THE BASICS



It is always a good idea to showcase permanent botanicals in various sizes. This allows for correct scale in the home and also offers various price points. Sometimes you will even sell through! Two is often better than one to balance design in the same room or carry an idea into another placement. Pretty Basic!...yet Brilliant!



Designing for the Holidays may involve a number of placements in a home! To maximize the opportunity for sales, suggest a look that is trans-seasonal. The beauty of these red hydrangeas may adorn the table from the time the design is placed for the holidays through the winter season and up until Valentine's Day! Spring will be welcomed once the overall winter season is complete in more ways than one! Take time to make the most of the holidays ahead!



Suggest using a container that your client already has! She will love you for it! Working with a client's container adds a personal touch and oftentimes opens the opportunity to change out the permanent botanical design each season. Simply place a lomey tray in the container rather than securing the design permanently to it. This way the design can easily be switched to a seasonal appropriate design several times a year!



Texas State Florists'
ASSOCIATION
SCHOOL OF FLORAL DESIGN



www.tsfaschooloffloraldesign.com

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Let your creativity flower in a comprehensive
2-week intensive program to train florists

- * Basic Floral Design
 - * Wedding Design
 - * Sympathy Design
- * Floral Management/Care and Handling
of Cut Flowers, Foliage and Plants

Location:
Houston
2030 North Loop West, Suite 103
Houston, TX 77018

Opportunity Awaits the Savvy Designer

Winward Creative Director Matt Wood shares the beauty of Permanent Botanicals for After the Holidays!



How many times has a client said the words “My home looks so empty!!!” With the tree dismantled and Santa back at the North Pole and all of the red tucked away (except for the trans-seasonal designs that you sold her!) there is a need for an accent here and there! Winward Creative Director Matt Wood shares that there is simply not a better time to share the beauty of permanent botanicals than now!!!! Florals that look absolutely fresh and real to the touch will grace a home and freshen an area that needs a personal touch.



This collection from the garden featuring an open mass of fruits and berries expands visual space with branches extending from the luscious hydrangea. Whether it be replacing a Santa on a sofa table or accenting an entry table when the angels were removed or the mantle once the wreath is taken down, this expansive design will add quite the touch until you replace this statement with personally selected spring decor.

Clients love it when a design is so versatile that it finds a home in several locations. This year it might adorn the entry table and next, the hearth. One year it might

look best on the dresser in the Master Bedroom and another year be placed on a sofa table in the Gathering Room. An urn filled with orchids of any color will accent in so many areas that the client finds great value in the investment. An additional suggestion is to remember to add to the versatility to the container by not securing into the container. The orchids may be designed in a plastic container or lomey tray and placed in the urn freeing the urn to be utilized elsewhere. With all these possibilities it is an easy sale!

Designs such as this are exquisite in your showroom through the season. This makes it easier to suggest this approach to decor. To expand the season simply suggest an idea to replace the holiday decor! Always look to what's next! For those clients that you actually install and dismantle their holiday decor it is easy! Chances are you have heard the words mentioned before! Be ready with the ideas and quickly let her know that when you return to dismantle her Christmas decor that you have the perfect accents to take her into the New Year!



The simplicity of Hydrangea in an exquisite wire basket most certainly adorns the home year round. What a perfect idea for one looking to bring the freshest of looks into the home and replace the boldness of red with the serenity of soft green. This design again offers versatility of placement and a fresh approach to design. The magnolia foliage completes the Southern beauty of the florals and the wire basket is on trend with the moss to add textural interest.

Be inspired by these thoughts and the beauty of these designs. Learn from Matt and “Just Make It Pretty!” Take a moment and think through the opportunities that await you by just reaching out to the clients that you already have. You too can be savvy and make the most of all that awaits! Just take that moment to think ahead and remember to suggest something that is already on their mind! The words “This house looks so empty!” will no longer be spoken!

Texas State Florists' Association thanks Winward Creative Director Matt Wood AIFD PFCI and Bronze Level Texas Floral Education Underwriter Winward for sharing these exquisite images.

AS FEATURED IN VERANDA MAGAZINE





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 2016 and is now accepting recommendations for nomination of persons desiring to run for office at the 2016 Texas Floral Forum. Candidates will be nominated for the following offices: President, Second Vice President, Retail Directors (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, 2016.

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 2016-2017.

To: TSFA Nominating Committee
P.O. Box 170760, Austin, Texas 78717
FAX to 512.834.2150
or email: txsfa@sbcglobal.net

I would like to be considered for the following office:

I would like to nominate for the following offices:

President _____

Second Vice President _____

Retail Director _____

Wholesale Director _____

Recommended by: _____

Your Name _____

Firm Name _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

VOTE!

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DALLAS

TSFA *Calendar of Events*



DECEMBER

- 7 Hanukkah Begins
- 22 First Day of Winter
- 24 Christmas Eve
- 25 Christmas
- 31 New Year's Eve



JANUARY 2016

- 1 New Year's Day
- 18 Martin Luther King Jr. Day
(Observed)
- 18-28
TSFA School of Floral Design
Classes - Houston
Basic Floral Design | Wedding
Design | Sympathy Design | Floral
Management | Care & Handling of
Cut Flowers and Foliages.
For registration information
telephone the TSFA office at
512.834.0361 or online at
texaschooloffloraldesign.com.
- 27 Texas Floral Showcase,
The Summit Club, Longview, Texas
Featuring "Beyond the Basics" by
designer Kevin Ylvisaker.
Registration information on page 5
of this issue or online at tsfa.org.



FEBRUARY

- 2 Groundhog Day
Basic Design Classes, held at the
Region 8 Education Service Center
in Pittsburg, TX.
For registration information go to
<http://tsfa.org/education.html> or
call the TSFA office at 512.834.0361.
- 10 Ash Wednesday
- 12 Lincoln's Birthday
- 14 Valentine's Day
- 15 Presidents Day
- 22 Washington's Birthday

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