THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

THE BLOOMIN' TEXAN

January 2013



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THE BLOOMIN' TEXAN

JANUARY 2013

VOLUME XXXIX

NUMBER 1

TABLE OF CONTENTS

Features

- 4 TSFA Honors
- 6 Member Spotlight
- 8 Introductory Hands-On Floral Design Classes
- 8 Help Grow TSFA
- 9 Reporting New Hires
- 9 Legislative Action Day
- 9 VOTE: It's Up to You!
- 10 Focus on Design
- 12 TSFA Education 2013 Hands-On Workshop
- 13 Congratulations to Our Newest Texas Master Florist Graduates
- 13 Design Gallery

Departments

- 3 Letter From the President
- 3 Advertisers Index
- 13 Welcome New Members
- 14 TSFA Order Exchange Network
- 15 Calendar of Events

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LETTER FROM THE PRESIDENT

Bruce Easley AAF TMFA, TSFA President

HAPPY NEW YEAR!!!! Can you believe 2013 is already here? The past year was an incredibly busy one and 2013 looks like its going to be even busier.

Let's talk EDUCATION...

TSFA is starting the year with two education programs in January. This is something we've not tried in the past because we usually give the membership time to recover from Christmas and to prepare for Valentine's Day. I will just say...."There's no rest for the excited" and "A busy designer is a happy designer"! We will be teaching a Beginners Hands-On class in Dallas at American Agro Products on January 18-19. Our last class was sold out and a waiting list created for new designers and teachers who are just getting started in the industry. This is also market week so plan to come by and join in the

fun. A group of TSFA Ambassadors and Convention workers will be hitting the Market to help promote our 2013 Convention to be held in Mesquite this July. Let us know if you are planning on attending the Dallas Market and would like to help for an hour or two.

On January 26th we will be in Longview, Texas for Continuing Education classes. Pat Shirley-Becker AIFD TMFA will be teaching a hands-on class titled "Body Flowers in the iAge" and Gregg Hoppe AIFD TMF will be teaching a class on "Exquisite Exotics". Our very own Executive Director Extraordinaire, Dianna Nordman AAF will also lead a discussion on "How Social Media Can Increase Sales In Your Business". Priest International, Inc. will be the sponsor for the entire day of Education so we say "Thanks" to John Priest and his staff for starting TSFA's New Year with a BANG!

Looking at my Education Schedule on the wall in my office I can count 10 Education events already planned from now until convention. "Holy Petunias" it's going to be a fast and exciting year.

On another note, the past presidents will be meeting in Stafford, Texas at Weatherford Farms on January 13th to begin planning our 100th Anniversary Convention to be held in Austin at the Renaissance Hotel.

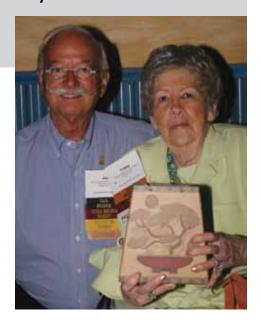
Thank You to all the TSFA members for a great year and here's to an even better 2013!

SHAHONORS

Texas Floral Endowment Meinders Visionary Award Presented to Tubby Adkisson AAF TMFA



By TFE President Jim Johnson AAF AIFD TMFA



ndrew Carnegie once said, 'No man will make a great leader who wants to do it all himself or get all the credit for doing it.' It is in this spirit that the Texas Floral Endowment presents Tubby Adkisson its Visionary Award.

TRANSLUCENCE — Just as light passes through a piece of glass and suffuses it with an inspiring brilliance, this event it to honor Tubby Adkisson AAF TMFA, who took on the role of leadership for our association. She is a strong leader who gives of herself without a second thought and is always willing to do what is necessary to get a job done, but who will usually hide from the accolades she truly deserves.

We honor her strong but quiet (except for occasional outbursts of humor) leadership of TSFA as is shown by the following:

- TSFA President- 1976
- TSFA Achievement Award- 1978
- AAF- 1981
- TSFA Education Committee Member- 1985-1987; Chairman- 1987-1993; While she was Chair, the Texas Master Florist program was established.
- Texas Floral Endowment founding member, serving on the board-1991-2002

Thank you Tubby for infusing the Texas State Florists' Association and the Texas Floral Endowment with your inner light. Congratulations, we adore you!"

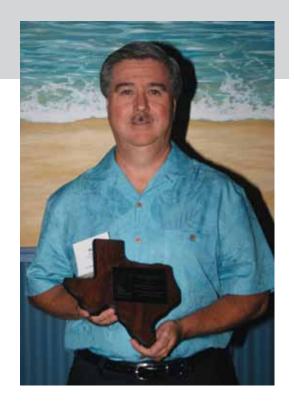
TSFA Hall of Fame Award Presented to Randy Reina, Greenleaf Wholesale Florists of San Antonio

By 2012 Convention Chair Jack Cross AAF TMFA

his year's recipient of the TSFA Hall of Fame award began his career in the flower business during the summer breaks while back home from attending college at the University of Texas in Austin, where he was majoring in accounting. We're sure this degree path was chosen based on his expertise as a poker player while growing up. We've heard poker playing was mandatory, not a choice. However, finding accounting very boring and nothing like poker, especially when you consider your real goal in life was to be a storm chaser, he settled on working at a local wholesale florist. You know there is always a storm brewing somewhere in the floral business and that the closest career he could find to being a storm chaser.

On May 17, back in 1975, he married his high school sophomore sweetheart and they have been inseparable ever since, working together for the past 18 years at the wholesale operation he has managed since back in the 80's. Over the years in the wholesale floral business our honoree has seen it all. The days of softball leagues, bowling and the thought that I can make it as a professional bowler have all given way to his grandchildren. Things like hurricanes, hard freezes before Valentine's, floods before Mother's Day, and florists driving their van right through the store just seem like another day in the life of a wholesale florist. Randy Reina has graciously agreed to serve as procurement chairman for TSFA conventions not once or twice, but four times nownever saying no.

TSFA presents the 2012 Hall of Fame award to Randy Reina and Greenleaf Wholesale Florists of San Antonio, TX."





TSFA 2012 Achievement Award Presented to Debbie Wright AAF TMFA

By Debbie Gordy AAF TMFA

ay back in the early 1970's there was a young lady with high ambition

and a bright future planned. College bound...a modern professional woman was in the making. Everything was going great...just as planned, and then life happened. Well actually, Love happened. This year's achievement award winner met the man of her dreams. Plans changed. College bound became marriage bound. A GREAT marriage I might add, still going strong and after 40 years he is still the man of her dreams.

It so happened that McDreamy's Mother owned a flower shop. Our achievement award winner found the business interesting and would go in to help out occasionally. Soon, she became a regular employee and worked at her Mother in Law's shop for several years. It didn't take long for her extraordinary talent to become obvious and she realized that she had found her true calling.

Being the ambitious type, she thought, 'I should do this for myself... like open my own flower shop; it would be so much fun!' Several years later, the first of her 2 flower shops was opened.

The business was going strong when the happy couple welcomed their first born...a beautiful daughter. It wasn't long before the new mom was back at work in the flower shop with her daughter and playpen in tow. All was going well until baby #2, a rough and rowdy boy came along. It became increasingly hard to keep 2 babies, only a year apart, in the playpen at the shop so, Baby boy would stay with grandmothers, aunts, and friends. Not knowing who he was

staying with on any given day, he would lovingly ask his mom, 'Where I be today Mommy?' And the older daughter would fill out delivery slips to let the driver know where to drop her off for the day. Well, realizing things were getting out of hand and being the great mother our recipient is, she made the difficult decision to close the florist and focus on raising her children.

She didn't stay away long. In 1983, the shop that she successfully runs today was opened. Ironically her daughter, that was raised in the shop, in a play pen, brings her son to work every day and he hangs out in the workroom in the playpen.

I first knew this year's Achievement Award winner as a South Texas Teleflora board member. We served on the board of directors together for years traveling and working hard for education. This led to years of service with the Allied Florists of Houston, holding every office including President of both Teleflora and AFH. Our recipient was awarded the Buddy Benz Award for distinguished service as well as the outstanding Unit award for Teleflora. She was an Ambassador for the Chamber of Commerce and a member of the Soroptomist serving in her community.

It didn't take long for TSFA to take notice and get her involved. Quickly she was put to work on committees such as membership, strategic planning, and education, in which she eventually became co-chair and was then elected to the Board of Directors. I recall the entire time she would say, 'I'll serve on the board but I'm never gonna be President of TSFA!!!' Well, leading up the year she WAS President, she was Design Symposium Co-Chair at the very awesome Galveston Convention, the General Chairman of the 2005 Convention in Houston at the Galleria, while still serving on the TSFA Board of Directors, working on committees, running a flower shop and being a great mother and wife. If that is not enough, in 2011, she again agreed to the enormous task of General Convention Co-Chair and was re-elected to the TSFA Board of Directors and completed her 2 year term in August 2012.

The 2012 Texas State Florist Assn's Achievement Award recipient is Debbie Wright AAF TMFA. The one with the devilish charm and wit that is contagious, it is with great pride that I thank and congratulate Debbie Wright AAF TMFA."



Jim Orr

"Spirit of TSFA" Jim Orr Volunteer Award Presented to Susan Weatherford

By 2012 President Pat Berry

im Orr was a fixture around TSFA for many years. In fact, Jim was a member for over 40 years! His enthusiasm and kindness were infectious, a constant ambassador for TSFA and always preaching about the benefits that TSFA provided to all his customers. Jim is remembered by many, for many different things.

Like many, Jim is one of the first people I met once I started volunteering in TSFA as he joyfully organized the New Member Receptions at TSFA's conventions.

Jim was the youngest of 5 children. He lost his mother at the age of 12 and was lovingly raised by his two older sisters. Maybe that was one reason why he embraced all of his TSFA friends and thought of them as family too. Whatever the reason, he never failed to think of his family whether they were by blood or friendship. When we lost Jim, we lost a good friend and we wanted to find a way to preserve a small piece of Jim's kind heart and spirit.

It was this desire that inspired us to come with an award in Jim's name to honor Jim and the impact that he had on our lives. Therefore, it is my honor and privilege to announce the "Jim Orr – Spirit of TSFA Award. The purpose of this award is to honor individuals that have also worked tirelessly to promote this wonderful association that is TSFA. Gone but not forgotten, we will always remember Jim Orr.

President Berry announced to the Awards Luncheon audience the first recipient of this award. Because of her ongoing support for TSFA over the years — the first recipient of this award goes to.... Susan Weatherford, Southern Floral! Susan exemplifies the spirit of this award!"



MEMBERSPOTLIGHT

Dr Delphinium Designs & Events is the 2012 Retail Florist of the Year

Unparralleled service and a strong focus on its core business lead this shop to succeed.

By Shelley Urban

Reprinted with permission of Florists' Review magazine.

hen customers walk into Dr Delphinium Designs & Events, the displays really invite them to buy. I don't think you could walk into the store and not want to buy," shares wholesale florist Jim Parks, president of J.B. Parks Wholesale Florist in Dallas, Texas. So it's no coincidence that this shop, also in Dallas, won the award for "Outstanding Merchandising and Display" in last year's "Retail Florist of the Year" contest. In 2012, co-owners Charles and Dayna Ingrum and their staff took home the top prize as the Retail Florist of the Year.

J.B. Parks Wholesale Florist, as well as Botanica Wholesale Florist in Irving, Texas, nominated the florist for the contest, which is cosponsored by *Florists' Reivew* and the Wholesale Florist & Florist Supplier Association (WF&FSA).

from software to floral wares

The original store, called Dr Delphinium Designs, was founded in 1988 and was highly regarded in its affluent neighborhood. A decade later, the business was purchased by an investment group, which was targeting topnotch flower shops in the hopes of creating a premiere national chain under the name Gerald Stevens. Unfortunately, that endeavor failed.

Later, the longtime landlord of the plum location purchased the floral business out of bankruptcy. And, despite that Mr. Ingrum, a software developer, had no floral experience whatsoever, the new owner hired him to serve as general manager. During that time, which lasted about six months, Mr. Ingrum "fell in love with the business and decided to buy it" in 2003.

However, under Gerald Stevens ownership, the respected shop's reputation took a hit. "We had some ground to make up and some things to fix," Mr. Ingrum concedes.

So he made it his business to learn everything he could. "Back in those days, FTD had fantastic training for those new to the industry, and I also participated in Teleflora's RTI conferences and SAF [Society of American Florists] and Texas State Florists' Association meetings," recalls Mr. Ingrum.

Through these experiences and nine years of on-the-job training, Mr. Ingrum has moved way beyond the missteps of past owners. The company even has expanded to a second satellite location, in Dallas' Medical City hospital, and added a 10,000-square-foot design facility, which is in an industrial area about 10 minutes from the flagship store.



Co-owners Charles and Dayna Ingrum have offices in the design facility, which is located in an industrial area just a few minutes from the main shop. Photo by Jason Janik.

Mr. Ingrum has also put in place processes for efficiency, cost control, services and more. "Our processes are fantastic, and I'm really proud of them along with our brand and reputation that we've worked hard to build," he shares. In addition, he says everything's open to modification: "We have created an organizational culture that continues to grow and adapt. We are not shy about making changes to processes or people."

outstanding customer care

While processes are critical to running a tight ship, perhaps one of the shop's most noteworthy processes is something that involves little process at all. "There are absolutely no rules for this," Mr. Ingrum says, describing Dr Delphinium's customer satisfaction policies.

Customer care starts with a "no questions asked" return policy, which means customers can return items for any reason. For example, Mr. Ingrum says, a woman once called about flowers that her husband had purchased for her. She said she liked them, but they didn't match the drapes. "So our reaction," Mr. Ingrum relates, "is to say, 'We're so sorry. We will be happy to deliver another arrangement to you today.' Our policy," he adds, "is 100% customer satisfaction, and we stand behind that."

The shop also allows its sales staff, who account for about 30 of the 48 full-time employees, to utilize \$250 in "customer satisfaction cash" per customer that can be used to regain the trust of



Wonderful mixes of fresh-cut flowers, displayed in color blocks on the showroom floor, invite walk-in customers to experience them. Photo by Jason Janik.

dissatisfied customers or to cement relationships with good customers. The program was implemented in 2006.

Approximately 80 percent to 85 percent of Dr Delphinium's sales are phone orders, so exceptional phone and listening skills are critical to successful service. The two-week training period for all sales staff helps finetune those skills. "New sales staff have to learn the point-of-sale system; our customer service policies; current menu items; flower care; and they also do stints with delivery, design, buyers, and corporate and event sales. It's a busy two weeks," Mr. Ingrum confides.

years, have been pared down to varieties that work especially well. "We plant them in October, and it's exciting to watch them sprout and grow," Mr. Ingrum shares. Although a few are "harvested" for use in the shops when needed, most are packaged and sold as gifts; a 6-inch plant starts at \$35—in its "undressed" state—and goes up from there depending on the container and other upgrades.

Regardless of the season, the shop's average sale runs around \$106, not including tax and delivery. And, in keeping with its customer care mentality, no minimum order is required for delivery.

multiple marketing messages

Sprouting bulbs and well-dressed plants are great fodder for social media marketing, which is just one of the tools employed by Dr Delphinium. According to Mr. Ingrum, email marketing is the most effective tool, but "targeting direct mail to existing customers is also very effective," he adds.

Dr Delphinium's social media "voice," which is upbeat and supplemented with wonderful photos, typically of flowers, plants and arrangements, is actually a composite of seven staff members who contribute Facebook and Twitter posts several times daily. "We didn't want to add too much to anyone's plate," Mr. Ingrum shares, "and if someone is not able to contribute during a particular week, we can still be up and running."

true professionals

Of course, seeing it on the screen is nothing like actually experiencing it in person. As Mr. Parks points out, Dr Delphinium is a feast for the senses. "They really do it right. They know how to display flowers, and they display the right ones all together, so they look great," he gushes. "And they do a tremendous job with plants, too," he adds.

They're the consummate professionals as well, relates Mr. Sarigollu. "Working with Dr Delphinium Designs & Events is a joy because of

their level of professionalism, which, I am sure, translates into the tremendous success they've had capturing the hearts and minds of their clients," he assures.

And both wholesalers agree that the florist's care for its customers, which is evident in all interactions, both in the stores and on the phone, is critical to its long-term success. Mr. Parks sums it up best: "They always say 'we can' instead of 'we can't,' and that's what customers are looking for."

To learn more about the "Retail Florist of the Year" contest, visit www.floristsreview. com, or contact them at 800.367.4708. visit the website of our co-sponsor, WF&FSA, at www.wffsa.org or call 888.289.3372.



An incredible selection of green plants, displayed in a sunny window on rustic shelving, is hard for walk-in customers to resist.

focused sales staff

In addition to traditional "in-store" sales staff, Dr Delphinium employs two "outside" sales staff, who are dedicated to serving corporate clients, and two additional salespeople, plus a support staff member, who are dedicated to building special event business. Approximately 35 percent of the shop's sales are corporate, and designers complete about 125 weddings each year. The latter typically range in price from \$2,500 to \$3,000.

But, it's more than that, says BURAK SARIGOLLU, managing partner of Botanica Wholesale Florist. "What impresses me most is their ability to produce massive quantities of creative work with ease, which says a lot about not only their continuous eagerness to think outside the box but also how successful they have been in applying practical solutions to unconventional problems." Now that's what brides and event organizers want to hear!

fresh "giftware"

Dr Delphinium is perhaps best known for its spectacular array of fresh flowers and enticing arrangements that are available on a "menu" that changes fives times each year. Fresh flowers and arrangements account for 85 percent of in-store sales.

Also in the stores is an incredible selection of green and blooming plants, which account for about 13 percent of everyday sales. The remaining 2 percent of in-store sales is gifts although the shop doesn't focus much on traditional giftware.

During the holiday season, the shop's specialty shifts a bit to potted amaryllises, which are grown in the greenhouse that sits behind the main location. According to Mr. Ingrum, the homegrown plants are part of the company's core business and a source of Dr Delphinium pride. "We plant around 700 bulbs each year, and we believe that we can produce a better product than we can purchase," he states.

He notes that the bulbs are imported from Holland and, over the

Introductory Hands-On Floral Design Classes*

Class Locations & Dates:

January 18-19, 2013

American Agro Products (1800 Regal Row, Dallas, TX 75235)*

Friday, January 18, 2013

3:00pm – 8:00pm Basic Design Styles and Techniques

Saturday, January 19, 2013

8:00am – 1:00pm Wedding Design Techniques 2:00pm – 6:00pm Funeral Design Techniques

March 1-2, 2013

Southern Floral Company (8742 Shoal Creek Blvd, Austin, TX 78757)*

Friday, March 1, 2013

4:00pm – 8:00pm Basic Design Styles and Techniques

Saturday, March 2, 2013

8:00am – 1:00pm Wedding Design Techniques 2:00pm – 6:00pm Funeral Design Techniques

Registration Costs:

Location: Member Non-Member

Dallas \$285 \$405

(\$95/ class) (\$135/class)

Austin \$285 \$405

(\$95/ class) (\$135/class)

Class sizes are limited to 30!



To register for individual classes, please call the TSFA office for individual event registration form. (512) 834-0361

Exp Date: Code:

*AG SCIENCE TEACHERS PROFESSIONAL DEVELOPMENT & EDUCATIONAL ADVANCEMENT CEU CERTIFICATE PROGRAM

Help



Grow TSFA (pun intended)!

2013 Membership Recruitment Campaign



Your Reward when you recruit a new member **is Cash...** what you do with that Cash is up to you, maybe a quick getaway, a spa day or dinner out. **You decide.**

Rewards Categories:

Recruiters may earn the following cash:

- \$50 per each Owner/Manager New Member
- \$25 for each Employee New Member

Grand Prize

In addition to the cash incentive for 2013, the first place membership recruiter will win a \$250 gift card from the Florist Federal Credit Union. The winner of the gift card is the person who signs up the most total number of new members (Minimum new member sign up is 5).

A Few Rules:

- Membership Campaign will run from Jan. 1, 2013 November, 2013.
- Incentives are open to all members/non-members who sign up a new member and the new member pays dues for one year.
- New Member is considered someone who has not paid TSFA membership in the last two years.
- Recruiter's name must be listed in the Recommend By section on the TSFA Membership Application.
- New memberships MUST be paid before prizes can be awarded.
- Must be over 18 to be eligible.

Call the TSFA office is you have any questions: 512.834.0361

TSFA Membership Application

Name	Firm	
Mailing Address		
City	State	Zip
Telephone ()	FAX ()	
E-mail:		
Recommended By:		

Classification & Annual Dues (Membership is on an individual basis)

> Complete and Return to: TSFA • P.O. Box 170760 • Austin,TX 78717 (800) 375-0361 • Fax (512) 834-2150

Reporting New Hires

Reprinted with permission from Texas Director.

New hire reporting is mandated by federal law under the Personal Responsibility and Work Opportunity Reconciliation Act of 1996 and requires employers to report new hires and rehires within 20 calendar days of the hire date.

If reporting electronically, employers are required to report 12 to 16 days apart, which is about twice a month. All newly hired or re-hired employees who live or work in any state must be reported. A good rule of rhumb is if the employee is required to fill out a W-4 form, that employee must be reported.

The new hire data provided by employers is compiled into the statewide database where it is compared with lists of people applying for unemployment insurance benefits or with outstanding overpayments. The Texas Workforce Commission (TWC) investigates and takes action to stop benefits and/or recover overpayments.

When reported consistently, new hire reporting helps:

- speed up the child support income withholding order process and expedites collection of child support from parents who change jobs frequently;
- prevent fraudulent public assistance, workers compensation, and unemployment benefit claims,
- Provide early detection of overpayments resulting in substantial savings to the Unemployment Insurance Trust Fund (UITF);
- return overpayments recovered by the Texas Workforce Commission (TWC) to the UITF, which results in lower unemployment taxes; and
- reduce the number of verification of employment requests employers receive from the OAG.

The state of Texas makes reporting easy by offering many electronic and non-electronic reporting methods. Online reporting is the easiest and most efficient method of reporting and offers many benefits. Employers can reduce postage and paper costs, improve the quality of data submitted and easily print and/or view a history of submitted records. The online reporting method also provides e-mail notification when income withholding orders are available for retrieval on the website.

For more information about this subject, contact the Texas Employer New Hire Reporting Operations Center at 800.850.6442 or visit www. employer.oag.state.tx.us.

LEGISLATIVE ACTION DAY

FEBRUARY 26, 2013 • 9:00 AM - 4:00 PM

TSFA will once again be designing a floral display in the Texas Capitol's Ground Floor Rotunda. All florists are invited to share the beauty of our

products with the Texas Legislators and those visiting the Capitol.





TSFA Members Approved Bylaws Changes

During the 2012 TSFA Convention, the membership approved the following changes to the TSFA Board Structure:

The Board of Directors will consist of (9) Voting members: a President, and Immediate Past President, a First Vice-President, a Second Vice-President, and five Directors. The five Directors are: three Retail Florist Directors, one Wholesale Director, and one Grower Director.

When you consider your nominations for the TSFA Board, please take into consideration the approved Bylaws change.



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 2013 and is now accepting recommendations for nomination of persons desiring to run for office at our July 2013 Convention. Candidates will be nominated for the following offices: President, Second Vice President, Retail Director (one to be elected) and Grower 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 18, 2013.

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 2013-2014.

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:				
i	President				
	Second Vice President				
	Retail Director				
ï	Grower Director				
	Recommended by:				
	Name				
Ī	Firm Name				
	Street Address				
i	CityStateZip				
ı	Telephone				

focus on design

Floral design by Rich Salvaggio AIFD, AAF, PFCI

Reprinted with permission of Flowers& magazine

Photography by Ron Derhacopian

A container treatment adds depth and texture while it reinforces color.

When you're creating a design that's all about color, it's helpful to use strong color groupings for maximum visual impact. The hot-pink plastic container featured here is perfect for a pink and orange bouquet that fits right in with the "Juicy Fruit" palette described on page 36. You don't want to take away from that color story—but it's still possible to add interest to the design with custom embellishments.





- 1. Colored wood strips, also called flat cane, can be quickly added to a plastic container with UGlu. To make horizontal bands, cut the wood strips to fit and slip UGlu Dashes between the strips and the plastic. You will need to "crack" them at the corners. They won't sit perfectly flat on a slant-sided container, but the imperfect fit only adds to the dimension they bring to the design.
- **2.** Add vertical strips at an angle to make V or W shapes. Slip them between the horizontal bands and the container and add some UGlu at the bottom, between the two strips. Trim the strips to fit at the top. They don't need to be glued to the container; the horizontal bands hold them in place.
- 3. Glue on décor rocks or beads.







TSFA Education Presents two hands-on workshops. Explore how body flowers have changed dramatically and be a trendsetter with your tropical designs. You will learn and practice hands-on!

January 26, 2013 Hampton Inn & Suites-Longview, Texas

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Instructor:

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Gregg Hoppe AIFD TMF

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12:45 pm — 1:00 pm Participate in a quick discussion on how social media can increase sales in

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Instructor: Pat Shirley-Becker AIFD TMFA

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Congratulations to Our Newest Texas Master Florist Graduates!





Name: Courtney Wilson TMF

Business/School: Hardin Jefferson ISD / Southern Charm Florist and Boutique

Position: Agriculture Science Teacher/ Owner

Years in the industry: 3 years

Why did you seek the TMF Credential? |

was thrown into a floral design class my first year teaching...it was a nightmare. I was so uncomfortable with the subject matter. After tons of research I finally found TSFA and began taking classes that they offered. Wasn't long until I fell in love with the floral industry and decided I wanted

> to get my TMF and open my own shop. It's been a wild and crazy few months but after I received my TMF ... I've opened my store. Who would of ever thought an Ag Teacher turned Floral Designer?

> For more information on how you can earn your Texas Master Florist designation, telephone the TSFA Office at (512) 834-0361 or go to www.tsfa.org.





TSFA may feature your design in an upcoming issue of the "Bloomin' Texan" and on TSFA's FaceBook Page. Email your design photos along with your name and telephone number. You may win a \$50 gift card, sponsored by the Florist Federal The Florist
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www.thefloristffcu.org.

Submit photos along with a brief description for these upcoming issues:

Issue	Subject	Deadline
March	Spring	Jan. 30, 2013
April	Showers	Feb. 28, 2013
May	Flowers	March 30, 2013
June	Weddings	April 30, 2013

WELCOME NEW MEMBERS

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TSFA CALENDAR OF EVENTS

JANIJARY 2913

- 1 New Year's Day
- **18-19** TSFA offers introductory Hands-on Floral Design Classes.

 "Basic Design Styles & Techniques", "Wedding Design Techniques" and Funeral Design Techniques". Held at American Agro Products in Dallas, TX. For more information, see page 8 of this issue or telephone the TSFA office at 512.834.0361.
 - 26 TSFA is bringing hands-on classes to Longview, TX. Space is limited. See page 12 of this issue or visit www.tsfa.org for more information. If you would like to reserve your space, call the TSFA office at 512.834.0361.

FFBRUARY 7013

- 13 Ash Wednesday
- 18 President's Day
- 26 TSFA will once again be designing a floral display in the Texas Capitol's Ground Floor Rotunda. All florists are invited to share the beauty of our products with the Texas Legislators and thos visiting the Capitol.

MARCH 7913

- **1-2** TSFA offers introductory Hands-On Floral Design Classes. Held at Southern Floral Company in Austin, TX. For more information, see page of of this issue or telephone the TSFA office at 512.834.0362.
 - **5** Investment Committee Meeting, Hampton Inn & Suites, Austin, TX, 10am.

- 9 Level 1 Testing for High Schools
 - College Station High School, College Station, TX, 9am
- 10 Daylight-Savings Time Begins
- 16 Level 1 Testing for High Schools
 - Canutillo High School, El Paso, TX, 9am
 - Region 8 Educational Center, Pittsburg, TX, 9am
- 17 St. Patrick's Day
- 20 First Day of Spring
- 20 Texas Floral Endowment Board Meeting, Hampton Inn & Suites, Austin, TX, 10am
- 23 Level 1 Testing for High School
 - Skyline High School, Dallas, TX 9am
- 24 Palm Sunday
- 25 Passover Begins (at sundown)
- 29 Good Friday
- 31 Easter

APRII 7913

- 13 Level 1 Testing for High Schools
 - James Madison High School, San Antonio, TX 9am
- 17 Finance Committee Meeting By Conference Call, 3-4pm
- 21 Professional Secretaries Week begins

July 12-14, 2013

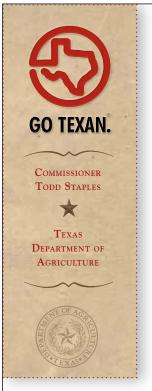
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