



THE BLOOMIN', TEXAN

June 2014

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TSFA 100th Year Anniversary
2014


THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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THE BLOOMIN' TEXAN

JUNE 2014

VOLUME XXXX

NUMBER 6

*Texas State Florists'
Association
Celebrating
100 Years*



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THE BLOOMIN' TEXAN

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LETTER FROM THE PRESIDENT

Pam Fuller AAF TMFA, TSFA President

CONGRATULATIONS!

You have survived another Mother's Day!
We made the day special for lots of mothers

and I hope it was successful for all you deserving florists in Texas.

Now it's time to turn your attention to the upcoming TSFA convention in Austin, July 18-20th. This year's convention will be extra-special because, as of May 4th, TSFA is a century old. Can you believe it? We're officially 100. Wouldn't it be great if we could have 100% attendance at convention to celebrate this fabulous milestone? I can certainly vouch for the fact that 100% effort has gone into making this convention special.

The convention will be held at the beautiful Renaissance Hotel in Austin, Texas. Make it a family vacation! Your children can enjoy both an indoor and outdoor pool and you will be surrounded by great shopping and attractions that only our state capitol can offer.

I encourage you to take this time to recharge your creative ideas and strengthen your business skills. This convention will offer an opportunity to hear from floral experts about how to hone your business skills, and improve your floral designs to make your business cutting-edge and financially sound. Nothing is more important in this ever-changing economy. The convention offers the perfect environment to network and exchange ideas while having a great time.

Plan to celebrate with us at the formal Saturday night Gala where you can relax and dance to the music of Reunion. You will also take a walk down memory lane as all past-presidents attending to celebrate the past 100 years are presented in the Grand March.

Refuel your career with the best of the best in Texas. I look forward to celebrating with all of you.

"Hope for tomorrow. Live for today. Learn from yesterday."



LEARN HANDS-ON

FRIDAY, JULY 18, 2014



"Petal It"

Instructors: Ken Senter AIFD and Donna Senter
Sponsor: Texas Floral Endowment

Join Ken and Donna in this exciting hands on class, where you will learn to design different composite flowers. We will show tips and techniques that will help you

design dutchess rose bouquets, glamellias and cymbidium orchid rosettes. You will also learn exciting ways to finish off the bouquets with interest, accent and trim.



"Not Your Typical Tropical"

Instructor: Gerard Toh AIFD
Sponsor: Teleflora

Tropical flowers can sometimes be intimidating to use. Learn to utilize these sculptural flowers in everyday design. Artistic arrangements with a creative twist will wow your clients, help you build a loyal following by setting you apart from your competition and make you an exceptional

designer. Learn to design with confidence and insight in this open forum formatted workshop.

SUNDAY, JULY 20, 2014



"The Modern"

Instructor: Kevin Ylvisaker AIFD
Sponsor: Smithers Oasis

Explore the vertical form in this upgraded everyday workshop. We will be using some of the latest product from Smithers Oasis, creating two designs, one in Smithers Oasis Floral Foam Maxlife and one in a Smithers Oasis glass vase. Get your hands on the hottest products today.



"The Retro-Floral Menagerie" Workshop **Poodle dogs are the specialty!**

Instructor: Jim Johnson AAF AIFD TMFA
We will be creating "a clever bit of nonsense that would delight a person of any age" shouted the August 31, 1967 cover of Florist Review -on which the famous newly-born floral poodle was pictured.

FLORISTS EDUCATION

FRIDAY, JULY 18, 2014

"Secret Shopper Call: TEXAS"

Speaker: Tim Huckabee
Sponsor: Flower Shop Network

Join Tim Huckabee in this fun, educational workshop that is a must-see for every retail florist. Tim, posing as a customer, will make calls live from the stage to Texas flower shops - for all to hear. Then, as a group, you'll vote on each call - what the staff member did well, where they missed the mark. Over the course of the workshop you'll develop a 'perfect sales call' script to bring back to your store to boost sales, improve service and increase profits!



SATURDAY, JULY 19, 2014

"The Power of Service"

Speaker: Petra Marquart
Sponsored by: BloomNet

One of the most profound differences between one florist and another is the quality of their service. With customers more enlightened to the nuances of a great service experience, every shop, store and kiosk has to distinguish itself from the rest of the pack by making every visit, every call and every purchase memorable. In this dynamic program, Petra Marquart, customer service author and expert, will share the core elements of extraordinary service and how you can build customer loyalty with every interaction.



DESIGN EDUCATION

FRIDAY, JULY 18, 2014

"A Century of Centerpieces"

Designer: Kevin Ylvisaker AIFD
Sponsor: Smithers Oasis

Let's celebrate 100 years of centerpieces through several decades of design. We'll explore Art Nouveau to Digital design in Kevin's fast-paced design program. The themes and colors of each period will be explored during this fun filled trip through time.



SATURDAY, JULY 19, 2014



"It All Ends with the Beginning"

Designer: Tom Bowling AIFD PFCI

Sponsor: Syndicate Sales

Visual merchandising has many purposes. It Educates, it Communicates, and it Stimulates customers. Successful merchandising starts with a plan for successful sales. The end result is to encourage sales. Join us as we pair some of the newest 2014 / 2015 trends with great ideas on

how to showcase them in your shop. Learn how easy it is to create dynamic displays on a budget.



"Power Palette"

Designer: Jodi Duncan AIFD

Co-Sponsors: Design Master & Syndicate Sales

Color expressions influence our lives as well as the lives of our clients. Imagine the application of that power! This journey will shape the visual impact that can define our shop as well as our sales. Come

explore merchandising & everyday design to maximize the expression and power of color to transform your personal power palette.



"Cultivating Personality and Emotion into Funeral Design"

Designer: Coby Neal AIFD PFCI

Please join Coby Neal for a discussion of the modern floral industry roles in an increasingly de-personalized funeral industry. Coby challenges funeral directors to "go beyond traditional funeral arrangements in order to create a more intimate floral tribute honoring the deceased and

comforting the remaining family members." "It is the final farewell, and how you choose to remember these last moments play a large role in the honoring and healing process".



"Eco's of the Past"

Designer: Rebecca Sherman AIFD

Sponsor: TSFA Growers Division

Revisit the past with eco's of botanical traditions as you take your sales to the next level. Take the ordinary to the extraordinary.



"The Elements and Principles of Education"

Designer: Rich Salvaggio AAF AIFD PFCI

Sponsor: Teleflora

Saluting to 100 years of leading the industry in education, Chairpersons of the TSFA Education Committee will join Rich on stage in this program as we take an educational journey through the

exciting building blocks of design. Together, we will create a floral tribute on stage incorporating the principles and elements of design as taught in all programs at TSFA. During the program, we will honor the newest graduates of Texas Master Florists and Texas Master

Florists Advanced programs by presenting them to the audience in a short graduation ceremony. Please join us for an exciting and enjoyable design program.

"Picture Perfect"

Designer: Christopher White

Sponsor: Taylor Wholesale Florist

This program will focus on two of the most photographed aspects of the floral industry, bridal and everyday arrangements. From bouquets and centerpieces to the special occasion designs that leave on a daily basis, the audience will experience inspiring design work with unexpected texture and color combinations, featuring the latest editorial styles and trends. Designer, craftsman, DIY guru and all around home lifestyle expert, Christopher White has proven himself as a creative force. His unique skillset has made him a go-to designer and talent for leaders in the advertising, commercial, publishing, and television industries. A third generation florist, his journey started in the family flower shop where at a very early age his talent was recognized and encouraged by his family; mother Sheri White AAF TMFA, aunts Robyn Howell TMF, Vicki Knuppel, and grandparents Ivas and Jewitt Montgomery. Christopher honed his design aesthetic at the Savannah College of Art and Design, receiving Bachelors of Fine Art degrees in both graphic design and photography. Former Co-Host of the HGTV "The High Low Project", Christopher will present side by side style comparison examples of both every day and bridal work, illustrating how certain texture/color combinations translate better in the 2D format of photography. The big floral take away for designers is to start looking at their design and flower choices not only as they see them in person but to keep in mind how they will translate to photographs as they are designing.



SUNDAY, JULY 20, 2014

"Every Day in Paradise"

Designer: Gerard Toh AIFD

Sponsor: Teleflora

Tropical flowers and other unusually structured floral types can sometimes be intimidating to use. This program will showcase these sculptural varieties in creative ways to make contemporary pieces of floral art. See how fashion forward designs and artistic creations blend perfectly into all sorts of locations, from lobbies of corporations to boutique hotels and modern homes. Learn to utilize these flowers in everyday applications with more common flower shop varieties to create fascinating, sellable designs.



"Designs on the Edge"

Designers: Kris Kratt AIFD and Bill Schaffer AIFD

Sponsor: FTD, Inc.

Take a step beyond the realm of everyday floral design as Kris and Bill explore what it takes to create floral magic. Share their extraordinary vision through a dramatic and expressive portrayal of "floral theater," where the concepts of Schaffer Design's large scale events and installations are inspired by sensory experiences.





"Weddings...100 Years of Style and Romance"
Designers: Ken Senter AIFD and Donna Senter
Sponsor: Texas Floral Endowment

As new trends are forecasted for each upcoming year, it is surprising how much reference to the past we see introduced

again as a modern idea. This past year, the Great Gatsby trend is very reflective of the 1920's era, becoming popular after the movie hit the screens. Styling such as beaded gowns which were popular in the 1920's and 1990's are now making another comeback. Opulent orchids, soft peonies, feathers, strung pearls and rhinestones are all remakes from the past. Another popular trend this year is the vintage theme. Brides are carrying the past into their future by incorporating trinkets and ideas from their grandmother's time, into their weddings. Framed photos on tables, lockets on bouquets, and burlap and lace which date back to the 1800's are becoming table covers and wraps for bouquets. Mason jars are being used instead of vases as table centerpieces with floral. The hair wreath is making a comeback from the 60's along with pearls and antique furniture accents. Rustic trends which date back to the 1800's, are making a huge comeback, as the lodge look. The rustic look is particularly fun

for designers, as we have succulents, berries, vines and great textured materials to carry out this style. This trend can also be tied in with some of the European designs now being shown around the world. Coastal beach weddings are also very popular. The incorporation of ghost wood, shells, soft chiffon fabrics tied to poles is a great look. The use of organic florals is very trendy in this type of wedding. These brides tend to have a free spirit and love the natural look with bright colors. Our newest trend is the Pantone Radiant orchid color. Bright color palettes were very popular in the 80's, 90's and again are making their mark for this coming year. The difference is in the color blending. Previous years used bright monochromatic colors or bold contrast such as orange and pinks together. Also popular was the sunset warm colors, featuring oranges, yellows and pinks. This year the coloring is bright but tonal, using the purple with bright pinks and fuchsia. We can see brides mixing textures and possibly the use of LED lights with colored gel. We are also noticing hombre transition of colors played into this fun look. This bride would be modern with a hint of whimsy in her look. Whether we are influenced by past reflections in history, family or traveled places, each bride wants a unique portrayal of her ideas. It is up to us as designers to educate our customers and develop ideas that represent our bride's taste, yet allows us to show our creative talent. She wants her guests to be blown away by her wedding. We should never be afraid to pull ideas and influences around us to create our own individual concept. Everything is somewhat repetitive; it is how we incorporate the material that makes it new and fresh.



Competition, Fun, Entertainment and Awards

FRIDAY, JULY 18, 2014

2014 Texas Cup Competition and Dessert Reception
Sponsored by: American AgroProducts

Join Texas' best designers as TSFA showcases their unique and innovative talents with the competition theme "The Spectrum of Design...Treasured Memories-Future Vision". The contestants will be competing in wedding design, interpretative design and will be presented with a surprise situation.

SATURDAY, JULY 19, 2014

TSFA Annual Meeting, Lunch and "The Power of Service" program sponsored by BloomNet

Join TSFA President Pam Fuller AAF TMFA as she shares TSFA's many exciting accomplishments over the past year. Meet the candidates that are running for TSFA's Board of Directors. Grab your lunch (included in registration) and stay for "The Power of Service" where Petra Marquart shares the core elements of extraordinary service and how you can build customer loyalty with every interaction.

Texas Master Florists and Texas Master Florists Advanced Graduation

Graduates will be recognized and receive their certificate and pin during "The Elements and Principles of Education" program presented by Rich Salvaggio and sponsored by Teleflora.

Texas Floral Endowment Scholarship Recipient Recognition

TFE will award scholarships prior to the design program "Picture Perfect" program presented by Christopher White and sponsored by Taylor Wholesale Florists.

100 Year Gala Celebration

Cultivating Member Success and a Strong Floral Community is exactly what the Texas State Florists' Association members have done the past 100 years! This black tie optional gala will highlight 100 years of member service; recognize the past presidents, who have devoted their lives to this thriving organization, honor former Texas Cup winners and announce the 2014 Texas Cup Winner, present the Hall of Fame and Achievement Award along with so many fun surprises. The evening ticket includes dinner, dancing to the band Reunion and a 100 Year Anniversary commemorative coffee table book.



SUNDAY, JULY 20, 2014

TSFA's Grand Prize trip to Las Vegas Announcement — Sponsored by Southwest Airlines, The Events Company, and Landry's

TSFA's grand prize winner will be announced just before the Luncheon and "Designs on the Edge" program presented by Kris Kratt AIFD & Bill Schaffer AIFD, sponsored by FTD, Inc.



REFLECTIONS: "A Look at our Past...a Vision for the Future"

Overall Chairs: TSFA Past Presidents

General Chair: Pat Shirley-Becker AIFD TMFA and Ken Freytag

Design Symposium Chair: Bruce Easley AAF TMFA

Friday, July 18, 2014

8:30am-5:00pm Exhibitor Move In, Exhibit Hall A
11:00am-1:00pm Business Program, Sabine-C
"Secret Shopper Call: TEXAS"
Speaker: Tim Huckabee
Sponsor: Flower Shop Network
1:00pm-3:00pm Hands-On Workshop, Trinity
"Petal It!"
Instructors: Ken Senter AIFD and Donna Senter
Sponsor: Texas Floral Endowment
3:30pm-5:30pm Hands-On Workshop, Sabine-C
"Not the Typical Tropical"
Instructor: Gerard Toh AIFD
Sponsor: Teleflora
6:00pm-7:15pm Design Program and Dinner, Glass Oaks
"A Century of Centerpieces"
Designer: Kevin Ylvisaker AIFD
Sponsor: Smithers Oasis
7:45pm-10:00pm Texas Cup Competition, Glass Oaks
"The Spectrum of Design...
Treasured Memories — Future Vision"
Sponsored By: American Agroproducts

1:00pm-2:00pm Design Program, 100 Year Gallery Stage, Exhibit Hall B
"Cultivating Personality & Emotion into Funeral Design"
Designer: Coby Neal AIFD PFCI
2:30pm-3:15pm Design Program, 100 Year Gallery Stage, Exhibit Hall B
"Eco's of the Past"
Instructor/Designer: Rebecca Sherman AIFD
Sponsor: TSFA Growers Division
3:45pm-5:00pm Design Program including TMF/A Awards
100 Year Gallery Stage, Exhibit Hall B
"The Elements and Principles of Education"
Designer: Rich Salvaggio AIFD
Sponsor: Teleflora
5:15pm Texas Floral Endowment Scholarship Awards
5:30pm-6:30pm Design Show, Wedgewood Room
"Picture Perfect"
Designer: Christopher White
Sponsor: Taylor Wholesale Florist
8:00pm-Midnight "100 Year Gala Celebration", Ballroom A-C

Saturday, July 19, 2014

8:00am-5:00pm Convention Registration, Plaza A
8:00am-9:00am Design Show, Trinity
"It All Ends with the Beginning"
Designer: Tom Bowling AIFD PFCI
Sponsor: Syndicate Sales
9:00am-5:00pm Tradeshow Opens — Ribbon Cutting
Official Opening of Trade Show
Exhibit Hall A
9:30am-10:30am Design Program, 100 Year Gallery Stage, Exhibit Hall B
"Power Palette"
Designer: Jodi Duncan AIFD
Co-Sponsors: Design Master & Syndicate Sales
11:30am-1:00pm TSFA Annual Meeting & "The Power of Service" Program
Glass Oaks Ballroom
Program and lunch
Speaker: Petra Marquart
Sponsored by: BloomNet
12:30pm-5:00pm Polls open for voting, Exhibit Hall A

Sunday, July 20, 2014

8:00am-8:30am Devotional
8:00am-2:00pm Convention Registration, Plaza A
8:00am-10:00am Hands-On Workshop, Trinity
"The Modern"
Designer: Kevin Ylvisaker AIFD
Sponsor: Smithers Oasis
9:00am-11:30am Polls Open for Voting, Exhibit Hall A
9:00am-Noon Trade Show Hours, Exhibit Hall A
10:15am-11:15am Design Program, 100 Year Gallery Stage, Exhibit Hall B
"Every Day in Paradise"
Designer: Gerard Toh AIFD
Sponsor: Teleflora
Noon-1:30pm "Designs on the Edge" Program & Luncheon, Glass Oaks
Designers: Kris Kratt AIFD & Bill Schaffer AIFD
Sponsored by: FTD, Inc.
2:00pm-4:00pm Design Program, Ballroom B-C
"Weddings...100 Years of Style & Romance"
Designers: Ken Senter AIFD and Donna Senter
Sponsor: Texas Floral Endowment
4:30pm-6:30pm Hands-On Workshop, Trinity
"The Retro-Floral Menagerie"
Instructor: Jim Johnson AAF AIFD TMFA

See registration information on pages 8-9 or online at tsfa.org.

Visit these Exhibitors in July

Booth Participants 2014

Acolyte	J&E Wholesale Floral
All American Balloons	Klepac Greenhouses, Inc.
Alpha Fern	Lion Ribbon
Association Insurance Services	Love Floral
Bill Doran Co.	MAS Direct Network
BloomNet	Mellano and Company
Chrysal	Modern Massage
Design Master Color Tool, Inc.	Pikes Peak
EZ Wristlets	Pressed Garden
Equiflor/Rio Roses	Priest International, Inc.
Esprit Miami	Reliant Ribbon
Fitz Design	Resendiz Brothers
FloraCraft	Rosaprima
Floral Supply Syndicate	See What You Send
Florist Federal Credit Union	Smithers Oasis
Florists' Review	Southern Floral Company
Flower Shop Network	Southwest Airlines
Fredericksburg Farms	Sparkles, Etc.
FTD, Inc.	Teleflora
gotFlowers	Vast America Corporation
Greenbox Floral	Vickery Wholesale Greenhouses
Greenleaf Wholesale	Warren Southwest Refrigeration

2014 TSFA Convention

Reflections: "A Look at our Past...a Vision for the Future"

Sponsorship Levels

Thank you for Supporting your Industry's Convention

Orchid

BloomNet

Teleflora

Rose

Bill Doran

Taylor Wholesale

Texas Floral Endowment

Tulip

FTD, Inc.

Weatherford Farms, Inc.

Iris

American Agroproducts

Association Insurance Services

Design Master Color Tool, Inc.

Flower Shop Network

Smithers Oasis

Syndicate Sales

Vickery Wholesale Greenhouses

Zoom! Roses

Carnation

Pikes Peak of Texas

Daisy

Greenbox Floral

Priest International, Inc.

Chrysanthemum

TSFA Grower's Division



Texas State Florists' Association



The Texas State Florists'
Annual Convention and Trade Show

Reflections: "A Look at our Past... a Vision for the Future" The 100 Year Anniversary

July 18-20, 2014

REGISTER EARLY!



Register early online at tsfa.org, by mail, or fax. Save on low advance registration rates! Your convention materials will be in packets at the registration desk listed by your name.

Registration Instructions

- Each attendee must have a badge which will reflect the information recorded on the registration form. For additional forms, go online at tsfa.org, photocopy or call the TSFA office.
 - Faxed forms require authorized credit card payment. Fax to 512.834.2150. If you fax your form, please do not mail the original.
 - Mailed forms should contain full payment.
- The cancellation policy for convention registration shall be:
 - Full refund if canceled 30 days in advance.
 - Full refund less \$50 if canceled 5-30 days in advance.
 No refund if canceled less than five days in advance.

Remember to bring your tools for all Hands-On Workshops.

Stay the Weekend and Help Keep TSFA's Convention Costs Down!

Renaissance Austin Hotel,
Austin, TX, 512.343.2626.

Special room rates for the
TSFA attendees.

Single/Double \$149.

Room rates guaranteed
until June 30, 2014

or until the room block is
full. Make sure to ask for the
special rates when
booking your room.



Become a TSFA Member Now and Save on Your Convention Registration

Just check one of the boxes below and include the rate in your registration amount to save money on your Convention registration.

☐ \$189.95 Owner/Manager

☐ \$ 96.00 Employee

REGISTRATION FORM



ONE FORM PER PERSON. This form may be copied to accommodate additional registrants or you may go online to register at tsfa.org.

Attendee Name _____ Attendee Email _____

Shop _____ Address _____ City/State/Zip _____

Shop Phone _____ Fax _____ Check here if you are a first time Convention Attendee _____

Please circle your event choices and cost, total and send with payment by email: txsfa@sbcglobal.net, fax: 512.834.2150 OR mail: TSFA, P.O. Box 170760, Austin, TX 78717. Questions? Call TSFA 512.834.0361.

CIRCLE YOUR CHOICES AND COST. TOTAL AT THE BOTTOM OF FORM.

		ADVANCED (before 7/15)		AT THE DOOR (after 7/15)	
		Member	Non-member	Member	Non-Member
CHOICE #1	GET IT ALL! MAKE YOUR REGISTRATION EASY. SIGN UP HERE FOR ALL EVENTS. GET IT ALL registration includes: Saturday and Sunday lunches, Friday Dinner and Design Program, the Texas Cup Competition, Saturday 100th Year Anniversary Gala (dinner/dancing/awards), Saturday and Sunday design shows (8) and trade show admission both days. <u>GET IT ALL SAVES YOU OVER \$140.</u> Available for preregistration only. Includes everything except optional hands-on workshops and Business Program.	\$299	\$399		
CHOICE #2	FRIDAY, JULY 18, 2014 REGISTRATION — COST SAVINGS PACKAGE <i>(Does not include optional)</i> <ul style="list-style-type: none"> Dinner/Design Program "A Century of Centerpieces" (Includes admission to the Texas Cup Competition) Or you may register for events individually: <ul style="list-style-type: none"> Texas Cup Competition only Business Program "Secret Shopper Call: TEXAS" <i>(optional)</i> Hands-on Workshop "Petal It" <i>(optional)</i> Hands-on Workshop "Not the Typical Tropical" <i>(optional)</i> 	50	65	55	70
Choice #3		10	15	10	15
Choice #4		35	50	50	70
Choice #5		55	65	65	75
Choice #6		55	65	65	75
CHOICE #7	SATURDAY, JULY 19, 2014 REGISTRATION — COST SAVINGS PACKAGE <i>(Does not include optional)</i> <ul style="list-style-type: none"> Lunch/"The Power of Service" Program/Annual Meeting All Design Shows (6) 100th Anniversary Gala/Dinner/Award/Dancing Trade Show Admission Or you may register for events individually: <ul style="list-style-type: none"> Design shows (6) and Trade Show admission Sat. afternoon design shows (3) and Trade Show admission Trade show admission only Lunch/"The Power of Service" Program/Annual Meeting 100th Year Anniversary Gala 	190	240	210	260
Choice #8		55	75	65	85
Choice #9		35	55	45	75
Choice #10		10	20	10	20
Choice #11		60	70	65	75
Choice #12		100	125	110	135
CHOICE #13	SUNDAY, JULY 20, 2014 REGISTRATION — COST SAVINGS PACKAGE <i>(Does not include optional)</i> <ul style="list-style-type: none"> Lunch/ "Designs on the Edge" Design Program All Design Shows (2) Trade Show Admission Or you may register for events individually: <ul style="list-style-type: none"> Design shows (2) and trade show admission Trade Show only Lunch/"Designs on the Edge" Design Program Hands-on Workshop "The Modern" <i>(optional)</i> Hands-on Workshop "The Retro-Floral Menagerie" <i>(optional)</i> 	85	125	105	145
Choice #14		45	60	55	75
Choice #15		10	20	10	20
Choice #16		60	70	65	75
Choice #17		55	65	65	75
Choice #18		55	65	65	75
Choice #19	TSFA Membership — \$189.95 (Owner/Manager) or \$96 (Employee)				

Total _____

PAYMENT INFORMATION (Registration will not be processed without full payment)

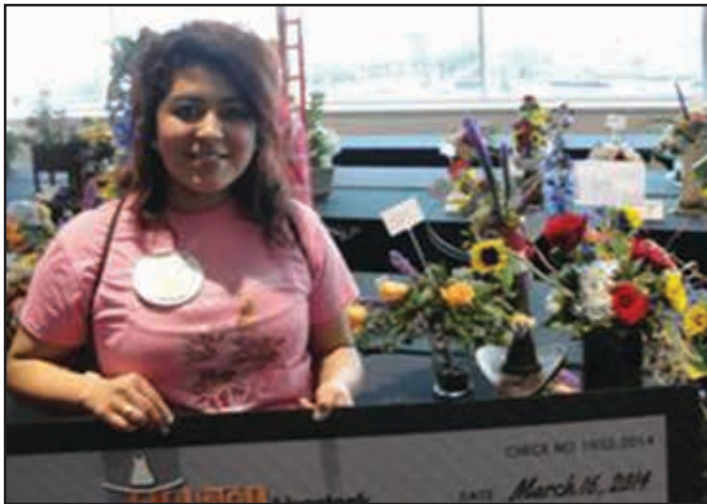
☐ U.S. Check/Money Order (payable to TSFA) ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover Billing Zip _____

Credit Card# _____ Exp. _____ Signature _____ Code: _____

Center FFA Floral Design Team Places at Houston Livestock Show and Rodeo!

By Shana Brittain AST TMF, Center High School, Floral Design Certification, FFA Advisor, Metal Art

In March, the Center FFA Floral Design Team competed in the hands on design competition at the Houston Livestock Show and Rodeo. There were schools from all over the state of Texas competing. Each designer had 40 minutes to make a bridal bouquet and 45 minutes to create a show piece on the theme "Hometown Treasures" for which each competitor brought a prop that represented their home town. 20 contestants were chosen for the finals in which they each had 20 minutes to make a design for a "Surprise Situation". Cecilia Soto placed 2nd and won \$750, Adela Reyes 3rd \$500, Tarsheanna Bauer 6th \$100 and Taighen Mathews 8th \$100. Rebeca Hernandez was also a top 20 finalist. Also competing on the team were Macayla Perry and Julie McSwain. Floral design is taught at Center High School by Shana Brittain TMF. The design team competed again, April 12th at College Station in TSFA's regional Texas Florist Jr. Cup competition. Results from this competition will be posted in an upcoming issue.



New Requirements for Unemployment Claim Responses

Although specific rules have not yet been adopted, employers should begin preparing for TWC's implementation of SB 1537, the new law that prohibits chargeback protection for employers that have been found to have a "pattern" (at least two confirmed prior occurrences) of late or inadequate claim responses, and that fail to submit a timely or adequate response to a claim notice, lose the first determination, and then successfully appeal. Such a situation produces an overpayment of benefits that the claimant must repay. Under the new law, the claimant will still have to repay the overpayment, but the employer's account will retain the chargeback, which can make the company's unemployment tax rate go up for three years. The solution is to immediately make it a practice to always file timely and adequate responses to claim notices for claims in which the company feels that benefits should be denied. An adequate claim response is one which has enough detail to put TWC on reasonable notice of why the company feels that benefits should be denied. More information on this law will appear in *The Bloomin' Texan* once the rules have been adopted.

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IN MEMORIAM



Yolanda Rosenbaum

Yolanda Rosenbaum, 57, our beloved wife, mother, sister, aunt, and friend entered into the glory of her eternal life on Wednesday, November 06, 2013, at Valley Regional Medical Center in Brownsville, surrounded by her loving family after a brief but valiant battle against cancer.

Yoli, as she was affectionately known to all, had been a lifetime resident of Brownsville, although she was born in Rio Grande City, Texas. Yoli was raised in and

proud to call "La Southmost" home. La Southmost knew no greater advocate than Yoli and to some she was known as "La Riena de la Southmost" ("The Queen of Southmost"). Together with her sister, Viola, they were the co-founders and owners of Rosenbaum Flowers & Gifts, which has been a neighborhood and family legacy for over 38 years. Yoli was a Texas Master Florist and served more than one term as President of the Rio Grande Valley Florist Association. She was also a part of the Hispanic Chamber of Commerce for several years.

Yoli was a natural leader and humanitarian. She was a founder of the Brownsville Beautification committee for the Southmost area, which added a visual appeal to the local neighborhoods, parks, schools, and businesses and resulted in a community-wide appreciation to the organization. Her dedication to improving the vision of the Southmost area was amazing. It is wonderful to look back at all the community projects managed by the organization and still see the results from planted trees to renovated neighborhood corners that were in dire need of enhancement. Yoli was a great advocate of getting an education and pursuing a higher degree. She instilled that value in her daughter and wanted to encourage other children in the community to do the same. Yoli was a part of the Project Grad organization that sought funds from philanthropists who wanted to donate to further education. Thousands of dollars were raised and several students were given the opportunity to receive an educational scholarship for college. Along with being a part of this organization, Yolanda was a strong activist for the development of the first and only library in the Southmost area. She was very proud of the Southmost community and wanted to do her part to help.

Another one of her many accomplishments was the founding of the Veterans Day Committee, which led to the organization of the Veterans Day Parade. Yoli felt that our veterans, who fought for our freedom and those who continue to do so today, do not receive enough recognition for the sacrifices they make for our country. Yoli believed that honoring them with a luncheon and parade was the least we, as a community, could do for them. The parade initially started with only ten participants during its first year. This past November, the Veteran's Day Organization celebrated its 14th annual parade with over seventy different organizations participating. Before Yoli's rosary, it was beautiful to see the salute in her honor from the American Legion Honor Guard, Post 43, to demonstrate gratitude for all she did in support of acknowledging the sacrifices of military veterans. All of the generous comments spoken before, during, and after her services are a true testament of the amazing person Yoli was and always will be.

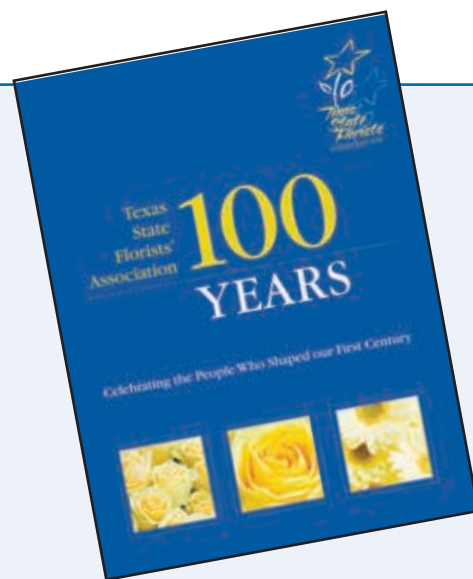
Although she was an involved member of the community, Yoli's passion in life was her family. She was a single mother who was completely devoted to her daughter. There was never a moment in

her daughter's life that Yoli was not there to support her and share in her achievements. Yoli was the proudest mother ever just over a year ago, as she walked her "little girl" down the aisle. She was a devoted sister and aunt, and she made every effort to keep the family united. Yoli was a longtime parishioner at Christ the King Catholic Church and served as a lector.

Yolanda's daughter and family's love, support and courage together with her own faith in God helped to sustain her in the five months after her diagnosis with cancer. Yoli was deeply loved and will be profoundly missed not only by her family and friends, but by all those fortunate to have known her. She will forever live in our hearts.

Waiting to welcome her home at heaven's gate were her parents, Antonia and Lucino Rosenbaum Sr., her sister, Viola Rosenbaum and her brother, Juan Jose Rosenbaum.

Left behind to eternally treasure their memories of Yoli are her daughter who was her pride and joy, Tammy Rosenbaum-Olivares and her husband Carlos; her four brothers: Heriberto (Leticia) Rosenbaum, Armando (Ramona) Rosenbaum, Lucino (Beatrice) Rosenbaum Jr., and Dr. René (Mary Beth) Rosenbaum; a sister-in-law, Martha Rosenbaum; and numerous nieces, nephews, friends, and other extended family members.



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September 15-18 & 22-25		

School Registration Fees

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Basic Floral Design	\$275	\$315
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Floral Management/	\$275	\$315
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\$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.

Thanks Smithers Oasis!



TSFA School of Floral Design students benefit from Smithers Oasis donation to the school! Great tools and fantastic floral foam was used by the students as they attended the basic classes at Southern Floral in Houston, Texas. Thanks Smithers Oasis. Look forward to seeing you in July at TSFA 100th Anniversary Convention.

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- 5-7** Texas Certified Florist Classes, on the Texas A&M campus.
For more information, please telephone the TSFA office at 512.834.0361 or tsfa.org.
- 7** Texas Master Florist Exam, on the Texas A&M campus.
For more information, please telephone the TSFA office at 512.834.0361 or tsfa.org.
- 8** TSFA Board Meeting, TSFA School of Floral Design, Austin, TX, 10am
- 14** Flag Day
- 15** Father's Day
- 16-19** 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 W. 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.
- 23-26** 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 W. 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.
- 21** First Day of Summer

JULY 2014

- 4** Independence Day
- 9-10** TSFA offers Introductory Hands-On Floral Design Classes. "Basic Design Styles & Techniques", "Wedding Design Techniques", & "Funeral Design Techniques". Held at the Region 20 ESC, San Antonio, TX. For more information, telephone the TSFA office at 512-834-0361 or register online at tsfa.org.
- 18-20** TSFA's 100th Anniversary Celebration Convention & Trade Show "Reflections: A Look at the Past... A Vision for the Future", Renaissance Hotel, Austin, TX. Call 512.834.0361 or go to www.tsfa.org for details.



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