

JANUARY 2018

# TEXAS

## *in Bloom*





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## Upcoming Course Schedule

- Jan 22-26, 2018 **Elements & Principles of Design** Jackie Lacey, AIFD, CFD, PFCI
- Mar 18-20, 2018 **Prom & More** Anthony Swick, AIFD, CFD, PFCI
- Apr 8-10, 2018 **Wedding Bliss** Sandy Schroeck, AIFD, CFD, PFCI
- Apr 11-12, 2018 **Special Events** Jackie Lacey, AIFD, CFD, PFCI
- Jun 3-5, 2018 **Certification & Competition** Jackie Lacey, AIFD, CFD, PFCI

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- **Knowledgeable Experts** Able to engage the audience through video, chat, interactive Q&A's and polling features

[www.floriologyinstitute.com/freewebsinars](http://www.floriologyinstitute.com/freewebsinars)



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,  
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## From the President



Debbie Woltmann TMFA

Happy New Year to each of you!! I hope your Christmas was both Merry and Prosperous!!

Another year is complete and I, for one, am looking forward to 2018 and to all it may bring. Many family outings and shared experiences! Business opportunities and continued success! The absolute best in education provided by TSFA!!

Sharon McGukin, AIFD AAF PFCI is the featured presenter for the three showcases. The Texas Floral Showcase is an evening only event held in a variety of locations around the state. With this format we provide more florists the benefits of education. Each evening has time to meet and greet, enjoy dinner and simply the best in presentations, all for an affordable price. This year the showcases are featured in Longview on January 24th, Fort Worth on April 11th, and Lubbock

on October 3rd. Select the best location and plan now to attend!! Sharon will outline the Top Points you will need to know to excel in the years ahead!

The best in Texas will compete in the Texas Designer of the Year and we invite you to be one of these best! The competition will be held in a public forum so consumers can see our finest designers compete for the prestigious title of Designer of the Year and receive the Texas Cup. The competition, held March 3rd, is one of the stops at Bayou Bend on the River Oaks Garden Club Azalea Trail. Plan to make a day of it. Beautiful homes, gorgeous gardens, colorful azaleas and Texas Floral Designers promises quite the winning combination!!!

Then on to the summer with the Texas Floral Forum scheduled July 14th and 15th at South Shore Harbour Resort in League City. Take a moment now and post to your calendar! The excitement unfolds in this issue with main stage shows, hands-on classes and so much to experience!! You will not want to miss this event!!

In 2017 TSFA tested 2636 high school students for Level One Certification in 8 locations. This program continues to grow every year. I would not be surprised if we test over 3000 this year. Though many of these students will not become florists, we know we are developing educated future consumers. What a win-win possibility!!

Our TSFA School of Floral Design offers Introductory Basic Design classes scheduled in Cedar Park, just outside of Austin, in January, March, June and September. We invite you to share this information with all inspiring designers! The Texas Master Florist class is scheduled for June 8-10. Make this your year to become a Texas Master Florist!

2018 is a year of education! Attend all you can! This promises to be a very rewarding year for Texas florists!

## 5 TEXAS FLORAL SHOWCASE *Trending*

## 6-7 LAURA DOWLING PRESENTS THE TEXAS DESIGNER OF THE YEAR COMPETITION



## 8-9 EXPERIENCE EXPO EDUCATION



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### THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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*Making Texas Floral Education Possible*

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## GOLD



## SILVER



## BRONZE



please visit [tsfa.org](http://tsfa.org) for the most up-to-date list of underwriters and their links

## *Texas florists beware!*

While watching *Strange Inheritance*, I learned of an old law still on the books in Austin, Texas making it illegal to carry wire cutters in your pocket. I did some reading and found that a century later, someone failed to notice the Texas 'Fence Wars' of the late 1880's had ended.

That's what happens when we fail to pay attention. Rules, lifestyles, products, and consumer trends change with the times. To keep our floral businesses thriving we must change, too.

Understanding what's *Trending* in your area and industry is an important investment in the growth of your business.

*Progress ... is the result of people spotting problems ... and applying their ingenuity and their efforts to solving them.* The Munk Debates



I invite you to join me in Longview, Texas on January 24th as we delve into incoming trends that can affect our floral businesses. We don't know all the answers, but together we can explore the questions that give guidance for 2018.

"Why do trends catch on?"

"Societal Shift ... what's the Millennial Mindset?"

"How does the 3rd Industrial Revolution change how we sell?"

"Why will the 'Health Style' trend have your customers asking for 'Earth Elements'?"

"What colors, flowers and styles will be popular for trendy 'Mediterranean Chic' weddings?"

"Customization, Convenience and the Cloud. How do these concepts affect us?"

Whether your floral business attracts customers in-store or online, a fresh look at what's 'Trending' in 2018 can help you chart your personal business for the coming year.

BTW - don't bring your wire cutters ... just in case!

*See you there!*

Sharon McGukin AIFD

**Register Today at [tsfa.org](http://tsfa.org)**

**or call 512.834.0361**

Design Presentation | Dinner | Product Gallery

Registration \$65.00

6:00pm | Shop the Product Gallery and see all that is New!

7:00pm | Dinner and Time to Network

8:00pm | Sharon McGukin to present *Trending*

9:30pm | Purchase a Design from the Program to support Texas Continuing Education

Texas Floral Showcase

January 24, 2018

Hilton Garden Inn

Longview, Texas

**Staying the night in Longview?**

TSFA has a special rate of \$119.00 at the Hilton Garden Inn.

Visit [tsfa.org](http://tsfa.org) for complete information.

## **Texas Floral Showcase Education and Product Partners**

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

Design Master

Oasis Floral Products

Rio Roses

Texas Floral Endowment

A Texas Thank You to Greenleaf!

New Gold Level Texas Floral Education Underwriter!

Greenleaf! will receive the floral products for the Spring Showcases!



**Houston's Azalea Trail Home and Garden Tour  
highlights Texas' longest running  
and most prestigious design competition**

*2018 Texas Designer of the Year Competition*

**to be held in conjunction with the 2018 Azalea Trail Blossoms on the Bayou  
and featuring guest author and former White House florist Laura Dowling.**



**Saturday, March 3, 2018**

**Lora Jean Kilroy Visitor and Education Center at Bayou Bend  
Houston, Texas**

*The Texas Designer of the Year Competition is the longest running and most prestigious competition in Texas. The winner, named Texas Designer of the Year, will receive \$1000.00 and the Silver Texas Cup. In addition, the winner will receive up to \$1000.00 to represent Texas at one of the noted National Competitions: The Sylvia Cup held during the SAF National Convention or the National Alliance of Floral Associations' National Design Competition. These awards are funded by TSFA and the Texas Floral Endowment.*

*The first ten designers who are a TSFA member, Texas resident and holds one of the noted designations: TME, CFD, or AIFD or who has competed in an approved professional design competition, may complete the Entry Form to compete in Blossoms on the Bayou.  
Entry Deadline is Monday, February 5, 2018.*



To enter this Prestigious Competition visit [tsfa.org](http://tsfa.org) for complete information.  
Download the Entry form and mail the completed form with the entry fee to:  
Texas State Florists' Association | PO Box 170760, Austin, TX 78717  
or email the form to [txsfa@sbcglobal.com](mailto:txsfa@sbcglobal.com)  
and contact the office 512-834-0361 to make payment.

## Guest Author & Former White House Florist

Laura Dowling to present

### *The Texas Designer of the Year Competition*

Laura Dowling will join Texas florists to present the Texas Designer of the Year Competition during the Azalea Trail in Houston on March 3rd! Author of *A White House Christmas* shares just one of the many Hands-on ideas from the recent publication encouraging you to bring a little touch of elegance into your home or the homes of your customers!

During the season, I always incorporate a metallic touch in my own décor and floral displays to add notes to continue a festive holiday splendor and cheer. Classic gold and silver finishes sparkle, bringing light and magic to the design. At the White House, I found that metallic touches mixed well with a variety of color palettes, complementing pieces in the historic collection and a variety of individual room furnishings and decor. The Vermeil Room – with its impressive collection of gilded urns, vases, and bowls – was especially well-suited for gold and silver embellishments. Because flowers are always a key feature in the Vermeil Room – during the holidays and throughout the year – the centerpiece display, including the vase, became important decorative elements. For these vessels, I often used natural elements, including leaves and branches, to introduce the idea of a winter, creating a textural, organic effect. Here is an idea for creating a branch and ribbon-covered vase, using a simple garland technique, for a focal point floral display.



### *A Design Idea from Laura Dowling*



#### **WHAT YOU'LL NEED:**

- 1 large flared plastic floral bucket (17 inches tall with a 12 inch opening)
- 2 rolls of 2 ½ inch plum-colored ribbon (or another coordinating color)
- 1 roll of double-sided tape
- 2 bunches of sequined, gilded branches
- 1 roll of gold paddle wire

#### **STEP-BY-STEP TECHNIQUES:**

- Prepare the bucket by taping the ribbon onto the bucket in diagonal strips, attaching the ends securely at the top and bottom of the vase.
- Add strips of ribbon in the same fashion until the entire bucket is covered with this base color.
- Cut the gilded branches into 3 inch pieces.
- Create a garland of branches by wrapping the gilded wire securely around the end of one piece several times, twisting the wire and then adding the next piece (leaving about 3 inches in between branch segments) in the same fashion.
- Continue to create several long lengths of garland.
- Starting at the bottom, attach the garland to the ribbon-covered vase by wrapping the wired branches in rows, creating a random pattern of overlapping branches, allowing the ribbon show through.
- Continue wrapping until you reach the top.
- Tie off the end of the garland onto one of the branch pieces to secure the garland in place.
- Fill the bucket with coordinating flowers and winter foliage.

# UNEXPECTED ELEMENTS USING EVERYDAY FLOWERS

REMEMBERING THE MANY IDEAS SHARED BY DONALD YIM AIFD CFD



## GET FUZZY

- To make this adorable vase from Accent Decor even more attractive, we have used flowers and decorative wires to make fuzzy hair arrangements
- Use of bright color flowers to make the arrangements more eye-attractive
- Use of decorative wires to create dramatic movement in the arrangements



## UNIQUE

- Vase | container plays a critical role in the arrangement
- To make the vase | container unique and perfectly match with the design, the vase has been spray painted
- Use of Oasis waterproof tape as a gridline, spray paint the vase for a unique pattern

## HARMONY

- Use of same vase and similar flower choice to make arrangements in harmony
- Use of grouping technique to give it a complimenting touch
- Use of same decorative wire in both of the arrangements to upgrade the complimenting effect
- Use of flowers and greenery of different height to create movement in the arrangements



## BALANCE

- Adopted pave techniques, which is commonly used in flat vases | containers
- Use of Midollino sticks from Smithers' Oasis to make the arrangements more interesting. Midollino sticks do not have to be extending vertically in our designs, sometime, using it horizontally as gridline can be interesting
- Use of crushed glass | glass ice to cover the mechanic base



## TRANSPARENCY

- Clean and modern centerpiece with the structure created using natural color midollino sticks from Smithers' Oasis
- Use of natural color flowers of similar height to keep it clean and to create transparency in the arrangement
- Use of crushed glass | glass ice to cover the mechanic base



TEXAS  
*Floral*  
FORUM • 2018

**July 13 - 15, 2018**  
**South Shore Harbour Resort and Conference Center**  
**2500 South Shore Boulevard | League City, Texas**

July 13 Hands On Classes  
July 14 Trending with Tintera  
July 15 Trending Interiors & Trending Florals

# DAVID TUTERA™



is the **Signature Personality** for the  
**2018 Texas Floral Forum**

## **JULY 14<sup>TH</sup> IS THE DAY!!!**

From Time with Tutera to start the day to a Trending Main Stage Presentation followed by a Step and Repeat, with plenty of time for photographs with David, you will be entertained, educated, and amazed. An intimate evening with cocktails and dinner and wedding bouquets elegantly presented, will complete what we know will be a day long to be remembered.

Thank you David Tutera for scheduling Texas in 2018!!

This presentation is brought to you by Texas State Florists' Association and underwritten by

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World-Class Florists Worldwide Delivery

# CHRISTOPHER WHITE TO RETURN TO TEXAS!



Christopher White returns to Texas to educate and present over the Texas Floral Forum Weekend in July! The Hands-on class will offer the needed time to examine social trends and how you as a retailer can reach out among the chatter and capture your audience. Interior trends will be translated during the main stage presentation to highlight the many ways your florals may find the perfect placement in today's home. Two opportunities to study with this New York based designer offer a wealth of information that will open new thoughts and ideas to expand the development of your business.

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. 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. During his studies he continued working in the retail floral industry and in 2003 moved to New York City and began his creative endeavors in print, publishing, and television.

*Meet Kiana Underwood  
of Tulipina Fame  
who will present at the  
Texas Floral Forum  
in July*



Kiana Underwood is the owner of Tulipina, an internationally renowned floral design studio that specializes in creating bespoke experiences for high-end weddings and events. Underwood's use of unique color combinations and floral varieties draws admirers and floral designers from all over the world to her sold-out workshops, and her new book, *Color Me Floral*, covers the secrets to designing show-stopping monochromatic arrangements for each season. She splits her time between Burlingame, California and Stone Ridge, New York, with her husband, Nathan, and their three children.

# Greenleaf! Goes for the Gold!

TSFA is pleased to welcome Greenleaf! as a Gold Underwriter and thrilled to share a little history and a few updates. Chief Operating Officer Rob Spikol, with over 25 years of experience in all aspects of the floral industry, shares what has and what will contribute to the continued success of this well known company.



## **When was Greenleaf! Wholesale Florist started and what led to the start up?**

The flower business was very different in the early days. Many florists grew their own flowers in greenhouses on their property while others in larger cities were able to access flowers from city markets that sold regionally grown produce and flowers. After WWII, as population increased and a vast numbers of families moved into suburbs, the demand for flowers grew. The popularity of flowers as gifts began to overflow local production. Flower shops opened everywhere creating a strong need for growers capable of supplying numerous markets simultaneously.

The Kitayama Brother's began growing flowers in 1948 on a single acre of ground in California. They were truly passionate about flowers and florists quickly fell in love with the family and their blooms. Demand grew. Soon the Kitayama's were sending their petals by the truckload to markets up and down the coast of California and throughout the Pacific Northwest. They needed more ground, bigger greenhouses and infrastructure to distribute to meet the demand.

Greenleaf! was born in California in the 1950's by founding Kitayama Brothers (Tom, Ray, Ted and Kee). The sophisticated infrastructure that still exists today was invented and the brothers, though not realized at the time, became flower pioneers. Three markets, Denver, Houston and Minneapolis, were identified through relationships developed over the years. There are many family stories reflecting how the name came about. It is believed that the green leaves on the roses led to calling the stores Greenleaf!. Today the founding philosophies are reflected in all that we do.

## **How many locations are in the United States at present? How many locations are in Texas at present?**

Our roots may be in California back at the family flower farm where everything started, however the very heart of our business is right here in Texas. Outside of our farm, our largest base of operations are in Texas showcasing 4 locations to include Dallas, Houston, San Antonio and Texarkana. From these distribution centers we deliver almost everywhere in between with a total of 9 locations across the United States.

## **Your marketing is changing to read Greenleaf! with an exclamation mark! Is this the brand you are developing moving forward?**

The Greenleaf! logo was updated in 2016 and the exclamation mark was introduced to reflect a new level of internal enthusiasm within our family and company. This is the first phase of our brand that will include marketing campaigns "Grow Greenleaf!" and "Go Greenleaf!" in 2018.

We're truly a unique flower company and in fact the only company of it's kind in the United States. Truly vertical, our family takes pride and is involved at every phase of the process from the rich soil of our family flower farm, making us the only floral group that is truly "Seed to Florist."

## **Tell us a little about Greenleaf! Direct!**

Greenleaf! Direct is an evolving program introduced in early 2017 with a 24 hour e-commerce website that offers one of the most comprehensive inventory of flowers from all over the world and made available directly from the farm. The site also includes a complete & comprehensive availability of floral supplies available for immediate delivery. In 2017 we purchased our own refrigerated tractor trailers in order to "own and completely control" expediting flowers and distribute them to our stores from start to finish.

## **Tell us about the new approach to merchandising the Houston location!**

We developed a plan to completely change everything at Greenleaf! in 2016. We are pleased to be on schedule as we continue into 2018. As a family of growers knows, in order to grow, you must plow the field. We worked to reduce our costs, merged operating locations, streamlined our processes and closed underperforming stores so that we could commit the financial investment necessary to fuel our future growth.

We have embarked on the largest re-investment strategy in our company history to become the floral supplier that today's professional florist demands and deserves. We've updated our merchandise mix, updated our stores with new fixtures, refrigeration



and inventory. We're stacking the merchandise high and deep and reducing the selling price to give our customers the competitive advantage they need in today's market.

**What is the most important detail in your company's mission statement that allows you to provide what you feel is most important to your customers?**

Commitment is our mission.

- Our stores are opening earlier and staying open later 6am to 4 pm – 10 hour days Monday - Friday
- Houston launched days of operation and are now open 7 days per week
- Dallas and San Antonio will be open 7 days per week in 2018
- Adding refrigerated delivery vehicles to our fleet replacing standard vans
- Added two refrigerated tractor trailers to our fleet
- Now directly importing floral hard goods from the Orient
- Lowered our cost of doing business and aggressively lowered our prices for our customers
- Investing heavily in education and business management programs
- Added an e-commerce system that includes our entire product mix – fresh and floral hard-goods
- Redesigning all of our stores

**What do you feel is the biggest challenge in our industry today?**

This is a great question. We believe relevancy is the biggest challenge and this is truly what we love about the flower business. We believe the best way to stay relevant is to adopt a philosophy for learning. Education, market trends, and listening to customers has to be the single most important goal. Our customers live in a creative space. Their customers seek out floral professionals that

understand their needs and are able to bring that vision to life through creativity. If I had to say one word that comes to mind to meet this challenge it would be: Education.

**What is Greenleaf! doing to meet that challenge?**

We are committed to education as a top priority. For our customers and our own team members. The more we all know, the more our industry will grow. That's why Greenleaf! does everything we are able to invest in educational programs. This is cornerstone of our culture.

**What do you find to be most important to today's consumer?**

Creativity, Style, Color, Trend, Variety, Quality and Freshness

**Greenleaf! supports TSFA education as a Gold Level Texas Floral Education Underwriter! TSFA and Texas Florists Thank You!!!**

2017 has been a strong sales year for our Texas stores. In fact our same store sales have grown at a pace not seen since the 1990's. We firmly believe that the future for our industry is promising for those that have the desire to improve, adapt and challenge themselves through learning.

We believe that we have a responsibility to remain at the forefront of education. Greenleaf! is soundly committed to playing a role; investing our time and money in talent development at every level of our industry further promoting flowers purchased locally is at the very core of our business interest. We take this seriously.

Texas State Florists Association is at the top of the chain and holds an important key for the future growth of our statewide industry. The professional floral community requires active participation at every level now more than ever. Supporting an organization that is determined to promote flowers, education and the talents of local Texas florists is something that we consider to be The Gold Standard and are proud to support these efforts. Together we can accomplish anything so long as we remain committed to "Going for Gold!"

*Greenleaf!*



# MAKING THE BUSINESS OF FLOWERS *Fun*

## A New Year – A Fresh Start (of Planning!)

Jodi McShan TMF

The new year has arrived, and what a great time for new year's resolutions! We are all going to lose those last 15 pounds, save money, etc. While we can't give you the magic solution for everything, we are here to help you save money and stress in the new year! How do we do that? Planning ahead.

When we plan the year in advance, we can save a lot of headaches, know where to go when things pop up, and understand where we stand overall. That being said, here are some organization tips and an annual checklist of major things you can do to help make your life less stressful and more productive.

### TIPS

1. Maintain a comprehensive list of your suppliers and what they provide.
2. Keep a secondary list of suppliers in case your primary wholesalers | growers are out of a certain product.
3. Don't let your staff sit around in the off-months. Have things prepared for when you get busy – from taped wire for Christmas decorations to stamping envelopes for mailings or prepping containers, there is always something to be done!
4. Even after a holiday, you can use wire service containers for your own personal designs. They aren't a one use only hard good.
5. Keep a list of holiday help. A number of people are willing to work for holidays or when you get busy. Have those numbers handy so you aren't scrambling when things get busy.
6. For anyone who works for you (even when you're crazy busy during a holiday), ensure that you have all of their employment paperwork complete so you can have it on file for next year's taxes.
7. Keep holiday summaries year-to-year. Note how long you worked, number of employees, what you accomplished each day, etc. This will give you a better idea the next year of what to expect and what your team is capable of accomplishing. Keep track of the good, the bad, and the ugly. All information can help you continually improve.

### JANUARY

- Plan a trip to market. Yes, you are already thinking about Christmas! While it's planning far in advance, you can save money and get another holiday checked off of your list. You can't get everything, but you can make a good dent in your to-do list!
- Verify that roses and all other flowers | supplies are ordered for Valentine's. Weather happens, so keep an eye on things and have your lists (see above) ready to go if you have to switch things around last minute.
- Keep employees busy by prepping items for Valentines – delivery crates, containers, cards, storefront, and advertising.
- Ensure that all of your holiday help is confirmed and ready to work for Valentine's.

### FEBRUARY (our favorite!)

- While Valentine's is so much "fun," we want to remember that it is always to under-promise and over-deliver. If you over-promise, then you will lose current and potential customers over something that could have been easily avoided.
- After the Valentine's rush, you should already start thinking about Mother's Day, Administrative Professionals Week, etc. Don't forget to order flowers for your personal specials as well as any wire service specials you may chose to carry.
- You also need to consider staffing for Mother's Day – do you need to reach out to any temporary services? Craigslist? Local newspapers? You can only take as many orders as you are able to fill, so don't be stuck without that one person who would be just a call away.

### MARCH

- It is a small break in the spring craziness, but this is a great time to organize and strategize. Make sure your team is up-to-date on what you expect for the next round of holidays. Take the time to train employees on issues you saw during Valentines (and on a daily basis).
- Clean up the shop. A lot of us get into the habit of moving things around and not putting things back in their place. While this is not a huge problem on a normal day, when things get busy every misplaced vase counts. Make sure you have organized your stock rooms and have items you will need readily accessible.
- Take a break for yourself. While you are organizing, you don't have to be a workaholic when it's not necessary.

### APRIL

- Call your suppliers and ensure that everything is ready to go for Administrative Professionals Week and Mother's Day.
- Continue your holiday promotions to ensure consistent business year-over-year.
- Verify that your temporary help for the holidays is available and ready to work for Mother's Day.
- Keep things moving in the shop while you are wrapping up Administrative Professionals Week and getting things set for Mother's Day. Make sure supplies are organized and your sales team is up to date on the specials.

## MAY

- Don't forget to show your employees your appreciation for their hard work and efforts. This is the last hurrah for our spring holidays, and it is draining on everyone.
- After the Mother's Day rush, take a step back and evaluate how the holidays are going and how you can improve. There is ALWAYS room for improvement.
- You're about to enter wedding season, so be sure that you have everything for your scheduled weddings ready (including rentals, props, etc.). Also, keep in mind that you will have last minute brides coming in for smaller things as well.

## JUNE

- It's wedding season and all that entails. Be sure to keep wedding lists for each week – detailing what hard goods, flowers, and rental equipment will be needed for each event.
- Remember to stay in touch with wedding planners, event locations, and other vendors so you can make things go as seamlessly as possible for your customers.
- Consider a customer appreciation event. (this is also a great way to unload extra hard goods that you have to clear away as you prepare for fall and Christmas).

## JULY

- Start planning for homecoming season. We are firmly set in homecoming central here in Texas, so get things ready. This includes new trinkets for your mums, redesign of your mums, getting displays together for homecoming dance purchases, and any new specials you will have for students.
- Take this time to do a full evaluation of where things are for the year. You are just over halfway done as far as time, and more than halfway done as far as massive holidays. This includes budget, mid-year employee reviews, and evaluation of your assets (delivery vans, work stations, computers, and other equipment).
- And... most importantly, don't forget to take time off and make it to the Texas Floral Expo or the Texas Floral Forum!!!

## AUGUST

- Market to your back-to-school crowd. More and more people are sending presents to the new teachers, and this is a great time for florists to shine, especially while we are not too busy.
- The early homecomings will be starting in September, so start getting displays out and ready to go for customers to see all that you can provide. Homecoming is go big or go home, so don't hide things because you think they may be too gaudy. Also, make sure your sales staff is trained on mums. This includes making a list of local schools, their colors, and dates for their homecoming games and dances.
- Start making your braids and anything else you can make to get ready for mums. The more you have done, the quicker they are to put together. It's downtime now, so these are some things you can get done and set aside until needed.

## SEPTEMBER

- Send out your Christmas lists to customers who have ordered for a group in the past. It seems early, but you cannot wait until the last minute. Send out a letter with last year's list and offer to help take care of their Christmas list again this year.
- Start looking at the Christmas specials from the wire services and thinking about what you want to create for your own personal specials. Also, start working with your wholesaler|grower to get poinsettia orders in early.
- Check with schools about their policies on deliveries to students – while parents may want deliveries to Suzy and Johnny in class, many schools require that deliveries be left in the office. Know before you go.

## OCTOBER

- Get things set up for Thanksgiving – including your wire service items and your personal specials for the season.
- Contact your Christmas decoration jobs from last year and get them scheduled for this year. You have to have a strong schedule so you don't overbook yourself by scrambling to fit people in last minute.
- Start organizing your decoration teams for onsite decorations at local businesses, hospitals, and homes. Build teams that work well together, and you will be amazed at the results.

## NOVEMBER

- Finalize your poinsettia orders with your wholesaler|grower. While you'll most likely be ordering more throughout the season, most of your orders coming in early December.
- Get things together for your end of year financials. It is much easier to get this done now than during Christmas or the week between Christmas and New Years.
- Be sure to schedule your delivery team appropriately and prepare them for the holiday gift list deliveries. This includes training the drivers on proper poinsettia care.
- Start onsite decorations as requested, but the week of Thanksgiving is as early as most people want you to start getting Christmas up at their home or place of business.

## DECEMBER

- Finalize your marketing plan for the coming year – schedule out the big goals|items but leave room for last minute opportunities that may arise.
- Remind your staff of their importance and be grateful for their support in your continued success.
- Celebrate another year!



***The Texas Floral Endowment announces the following 2018 Scholarships.***

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Wayne and Mabel Fisher  
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Floriology Institute Scholarship In Memory of  
Mildred E. Riddle  
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Freytag Family Education Scholarship in Memory of  
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FTD Bootcamp Scholarship  
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Society for the Advancement of Floral Design  
TMF | Career Change Scholarship  
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Society for the Advancement of Floral Design Floral Career  
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Texas State Florists' Association Past Presidents' Scholarship  
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Donor | TSFA Past Presidents

TSFA Texas Floral Forum Tuition Scholarship  
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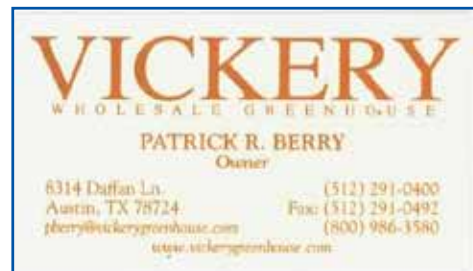
Tubby Adkisson AAF TMFA Educational Scholarship  
\$800.00  
Donor | Texas Floral Endowment



**The Benefits of Creating A Monthly Social Media Content Calendar**

There are many benefits to creating a monthly social media content calendar and by sharing a few of these, I hope you'll be encouraged to make a calendar part of your strategy in the new year as you look for ways to elevate your business. Monthly content calendars allow you to put a clear plan in place, remaining organized around key dates, events, seasons, etc. It also allows you to look back at what you have done in the past to better aide you in what you should do in the future. Another benefit to a content calendar is that it saves you time not having to come up with ideas at last minute, making your marketing more efficient and less stressful. Content calendars also allow you to fill in the gaps. For example, if a month is pretty empty, you can find missed opportunities, lack of promotion or past posts that were really successful in creating engagement with your audience. Lastly, a content calendar will help you prepare for the effects of seasonality, through past experience you will be able to see what kind of content works best and where. Devoting a little bit of time to using this helpful tool will save you a lot of time in the long run, as well as give you a better, more successful marketing strategy.

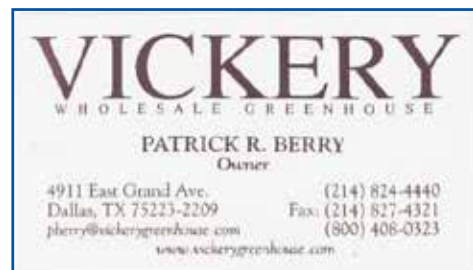
For more information, contact [ashley@simpplifiedsocialmedia.com](mailto:ashley@simpplifiedsocialmedia.com)



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# TSFA *Calendar of Events*

Photo credit | Cody Ash Photography



## JANUARY

- 1** New Year's Day  
**5-7** TSFA School of Floral Design  
Basic Design | Wedding Design  
Sympathy Design | Care & Handling and  
Floral Bookkeeping  
For more information call the  
TSFA office 512.834.0361 or to register  
visit [www.texaschooloffloraldesign.com](http://www.texaschooloffloraldesign.com)
- 24** Texas Floral Showcase  
Hilton Garden Inn, Longview, Texas  
For more information call the TSFA office  
512.834.0361 or to register visit  
<http://tsfa.org/txfloralshowcase.html>
- 27** Bespoke | Contemporary Wedding Design  
Hands on Workshop | TSFA School of  
Floral Design | Cedar Park, Texas  
For more information call the TSFA office  
512.834.0361 or to register visit  
<http://tsfa.org/education.html>



## FEBRUARY

- 2** Groundhog's Day  
**5** Deadline to enter The Texas Designer  
of the Year Competition, the longest  
running and most prestigious  
competition in Texas.  
To enter visit [tsfa.org](http://tsfa.org)
- 14** Valentine's Day  
**20** President's Day



## MARCH

- 3** Texas Designer of the Year Competition  
Lora Jean Kilroy Visitor and Education  
Center at Bayou Bend  
Houston, Texas
- 17** St. Patrick's Day  
**23-25** TSFA School of Floral Design Classes  
Cedar Park, Texas | to register call  
512.834.0361 or visit [tsfa.org](http://tsfa.org)

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