



## Making Texas Floral Education Possible

#### **PLATINUM**





California Association of Flower Growers & Shippers

#### **GOLD**











#### **SILVER**

























#### **BRONZE**











































# JANUARY 2020 | VOLUME XXXXVI | NUMBER 1

## From the '



TSFA President Gina Waters AAF TMFA

Happy New Year! Hoping your Christmas holiday was successful!

The year 2020, let's look at it like perfect vision, seeing with clarity and sharpness. Time to think about New Years Resolutions, goal setting and planning a clear direction for your walk. Looking at where you have been and where you want to be this time next year. As a retailer, I focus on an area that needs time devoted to be improved, maybe I have neglected an area this past year. Write down your goals and review them regularly so you can always "see" your progress, and stay on a path of fulfillment, happiness

& success. Remember to reward yourself when a goal is reached.

Stacey Carlton AIFD EMC will present six State of The Art Events in six locations throughout Texas. These events will include an evening interactive presentation with dinner, sure to inspire, motivate and provide valuable tools to design, brand and elevate your style. TSFA has added a Hands-on workshop with Stacey as another offering for education, as well as a regional design competition at each location with the winner receiving entry into the 2021 Designer of The Year Competition. State of The Art Events will be featured April 1 in Waco, April 4 in Dallas, June 24 Corpus Christi, June 28 in Houston, August 26 in Longview and August 29 in Lubbock. Plan to attend and go to tsfa.org to register.

Texas State Florists' Association School of Floral Design offers Introductory Hands-on Floral Design, Basic, Wedding, Sympathy & Floral Management classes in our new building in Leander and encourage you to look at the dates also listed on our website. Looking for a refresher class or new in the industry, or know someone who is, this is the perfect place to learn.

This will be an exciting year full of fabulous education!

Wishing you all the best and I look forward to seeing you at an event this year!

"You are never too old to set another goal or to dream a new dream." —Les Brown

#### STATE OF THE ART

DESIGNS ROOTED IN NATURE





A DIFFERENT **DOZEN** 

SIMPLY SOCIAL

THE BUSINESS OF FLOWERS



**EXPANDING TECHNIQUES** 

SHARING WITH ONE ANOTHER

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

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Production | Graphics by Kandi, Inc. Cover Credit | Stacey Carlton AIFD EMC

Cover Photography Credit | Stacey Carlton AIFD EMC

Contributing Writers | Stacey Carlton AIFD EMC, Ashley DeFranco, Ken Freytag,

Jodi McShan AAF CFD TMF, Fabian Salcedo, Gina Waters AAF TMFA

Texas in Bloom USPS 304-350.is published monthly, except for July. \$8 of the annual membership dues is applied toward a subscription to Texas in Bloom. Located at 413 S.West Dr. Leander, Texas 78641. Periodicals Postage Paid at Leander, Texas and at additional mailing offices. Opinions expressed in this publication do not necessarily reflect official policy of the Texas State Florists' Association. POSTMASTER: Send address changes to Texas in Bloom, P.O. Box 859, Leander, Texas 78646









## OF THE ART

FRESH TECHNIQUES TO ADVANCE YOUR BRAND

STACEY CARLTON AIFD EMC











### STACEY CARLTON TO TRAVEL TEXAS IN 2020 PRESENTING STATE OF THE ART

A leader in design and brand innovation, Stacey Carlton AIFD EMC will demonstrate valuable techniques to increase proficiency and enhance your artistry. Join Stacey, The Flora Culturist, for an interactive, engaging and comprehensive approach to education that will leave you inspired and motivated to elevate your style. Organic structures, reimagined uses of common goods, inventive uses of uncommon goods and ways to be artistic and time efficient will be the featured highlights of the evening.

#### **Central Texas**

April 1, 2020 The Baylor Club • Waco Chair Tom Wolfe. Jr.

#### **Rio Grande Valley**

June 24, 2020 Holiday Inn Downtown Marina Corpus Christi Chair Donna Titus

#### **East Texas**

August 26, 2020 The Summit Club • Longview Chair Vickie Slover

#### **DFW Metroplex**

April 4, 2020
Dallas Arboretum • Dallas
Co-Chair Jodi McShan AAF CFD TMF
Co-Chair Susan Piland TMF

#### **Gulf Coast**

June 28, 2020 Houston Racquet Club • Houston Chair Tiffany Houck- Albrechet TMF

#### **West Texas**

August 29, 2020 Louise Hopkins Underwood Center for the Arts Lubbock Chair Kassie Baker TMF

Additional Funding provided by these Texas Floral Education Underwriters

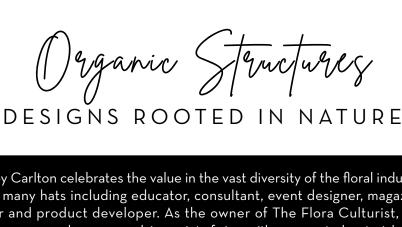
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Smithers - Oasis



Artist Stacey Carlton celebrates the value in the vast diversity of the floral industry by wearing many hats including educator, consultant, event designer, magazine contributor and product developer. As the owner of The Flora Culturist, she energetically expresses her ever-evolving point of view with unexpected materials and unique combinations of botanicals. A lover of adventure, she travels as a freelance artist and speaker. Stacey's continued lifelong educational journey through various arts and horticulture are met with her experience as a second-generation floral designer. She is recognized for bringing a fresh perspective and strong voice to the visual arts community most recently as a feature artist at Art Basel Miami in 2019. Internationally published, her latest work is featured in the 2018-2019 International Floral Art Book by Stichting Kunstboek. Leadership is one of Carlton's strongest attributes which she demonstrates as the Marketing Manager for the the European Master Certification program, as a board member for In The Realm of Senses and as a member of the Floriology Education Team.





#### ORGANIC STRUCTURES HANDS-ON WORKSHOP

Join Stacey for a hands-on workshop and discussion as she demonstrates organic structures as the foundation of a variety of floral designs. Explore new techniques and mechanics to inspire your next creations. Bring your tools and create your own guided version of designs rooted in nature. The experiences will vary from city to city. Principles, elements and the process of design will be discussed in this interactive workshop.

TSFA returns to Regional Design Competitions in 2020 creating an opportunity for increased design recognition. A competition will be held during each of the 2020 regional events. The six regional winners will go on to compete in 2021 for the chance to be named Texas Designer of the Year!

## INGENU TY WATCH YOUR STAR RISE

Central Texas • April 1, 2020 • Waco DFW Metroplex • April 4, 2020 • Dallas Rio Grande Valley • June 24, 2020 • Corpus Christi Gulf Coast • June 28, 2020 • Houston East Texas • August 26, 2020 • Longview West Texas • August 29, 2020 • Lubbock

#### Each FIRST PLACE REGIONAL WINNER will receive

- First Place Ribbon
  - \$200 Cash
- The right to compete for Texas Designer of the Year in 2021
- Registration to attend the TSFA Competitive Design Workshop in 2021
  - \$200 towards travel expenses to attend the workshop

#### Each SECOND AND THIRD PLACE WINNER will receive

- Ribbon
- \$100 off Registration to attend the TSFA Competitive Design Workshop in 2021

Ingenuity is the hallmark of a successful design narrative. Without it there is no authenticity, there is no signature, no defining quality to the product. Ingenuity is the catalyst that implores the onlooker and or client to respond and commit to your brand and your products. Don't be the same, be better!

Stacey Carlton AIFD EMC

#### FOR COMPLETE INFORMATION VISIT TSFA.ORG

#### **BOTANICAL MATERIALS**

Vaccinium macrocarpon Callistephus chinesis Phalaenopsis amabilis Rosa hybrida "Deep Purple" Chrysanthemum morifolium Dianthus barbatus Betula nigra

#### NONBOTANICAL MATERIALS

Syndicate Sales Vintage Bottles Large tray Oasis Bindwire Oasis UGlu dashes Design Master Lavender Design Master Violet Design Master Cranberry Design Master Fuchsia Design Master Super Silver

### A DIFFERENT DOZEN

Design Instruction: Stacey Carlton AIFD EMC

The tradition of the rose dozen has roots in the communication of love and appreciation. The number twelve stems from various sources as it represents customs across various cultures, religions, philosophy and in nature. The primary significance known is affection for all twelve months of the year. From this, the bud vase was born. Perhaps as a solution for limited space and most likely from limited budgets.

Here we respect the nostalgia of both Valentine's Day staples and breathe new life into these classic holiday sentiments. By forming a bottle collective and unifying them with a decorative tray we create a large and vibrant community of botanicals. The natural structure of Betula nigra and laser cut wood offers the perfect stage for this transparent and playful expression. Rosa hybrida is thoughtfully met with long-lasting favorites as an alternative to an outdated mass of fillers and greens. The result is a visually active dozen guaranteed to wow!



3. Spray paint laser cut wood circles and Betula nigra as desired.

- 1. Assemble your materials and group them accordingly.
- 2. Remove all foliage that will come in contact with water line. Reduce extra foliage above water line to decrease the amount of green you have in your expression.



- 4. Fill and dry all Vintage bottles.
- 5. Add UGlu dashes in three points (triangle formation) on the bottom of the bottles.
- 6. Remove protective coating and adhere bottles as you see fit in your tray.

DA HES

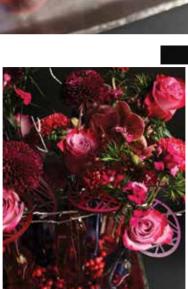


- 7. Add a few branches to the bottles in a vertical parallel placement.
- 8. Dissect these lines by adding additional branches in a horizontal manner.





10.Secure branches and laser cut wood as needed with Oasis Bindwire. Trim excess.



11. Create a transparent expression alternating varieties and layering them in various heights to the bottles. Fill tray with accents such as berries, nuts, rocks, rice, beans, crushed glass, sand, etc.



# SIMPLY Social

Valentine's Day prep is upon us and your social media marketing plan should absolutely be part of your prep. As we begin the new year and prepare for the upcoming season and before you map out what your social media content will look like, it's an opportune time to look at data from last year. A plan for the new year should always begin with a look at what worked and what did not work the previous year in order to make necessary improvements. One of the best aspects of social media, is the data allows you to hear direct feedback from your audience.

You can find data on Facebook in the "insights" section on your business page. This can be found at the top of your page under the "more" tab next to the "notifications" tab. Here you will be able to find data by month and by specific posts. On Instagram, you can look at posts individually and click on "view insights". Look back to January and February and see what your most popular posts were - the posts that received the most engagement. When looking at your most popular posts, think about what made each successful. They were obviously more engaging but ask the question, "why?" This will lead to ideas for new posts during the Valentine season. Then, take a look at the time of all of your posts to see if there was a specific time of day that posts received the most engagement and were seen by more of your audience. By looking at these details, you can see the posts that did not do well and think about ways to improve upon them and you can also give some thought to what is the optimum time of day to post to get the most views from your audience.

Once you have your content outlined, evaluate if anything can be scheduled in advance. Facebook allows you to schedule posts both in



Instagram and Facebook. Take a few minutes each week to schedule any posts for the week which will free up more time to focus on your busiest time of year. However, do not forget to go back and engage with your audience. Engagement is a two-way street and only works if you are there to communicate with your audience. When your audience receives a response, they are more likely to engage in future posts. Keep it light, keep it fun and keep it inspirational! Enjoy the season and Happy New Year!

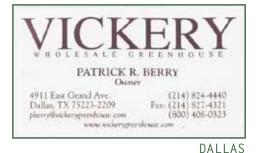
For more information, contact ashley@simplifiedsocialmedia.com

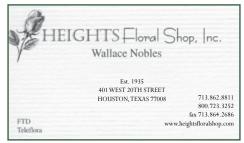


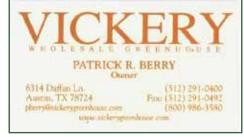




AUSTIN







HOUSTON

## THE BUSINESS OF Flowers



Jodi McShan AAF CFD TMF

### New Year, New You

It's a new year and a time for resolutions, change, and oh... Valentine's! Forgetting the holidays, the new year is when many work towards new goals, new aspirations, and a new life. Why stop with just the personal? Make new goals for your business too! This may sound much easier than it really is, but here are a few tips in getting started.

Define Your Purpose. Why is it you are a florist? What drives you to get out of bed and get to work? This can be different for a variety of people, and trust me, some days are easier than others. This definition can come in the way of a business or a personal mission statement. While many may not have a personal mission statement, I encourage you to ensure that your business has one — one that is up-to-date! Your mission statement should define the what, how, and why of what you do. While it may seem corny at first, this mission statement should be succinct and placed publicly in your business. When you are dreading the bridezilla coming in or looking forward to a fun design, you and your employees can glance at your mission statement and remember why you are here and what it's all about.

Set Goals. You may have a 10 year business plan, you may have a get through the morning plan, and if you're lucky, you have both! Not to worry no matter what category you may fall into. Many shy away from goal-setting and see it as a waste of time. What do you want?: to be more profitable, have more time off, grow customer base, etc. Many just start working to get there. However, when you take a step back and plan out what you can do to achieve these goals, you will get there much quicker. How do you do it? Make clear, measurable goals: I want to increase business by 10% in the next years. I want to get 3 more standing orders by the end of the year. I want to take off a month this year. Put your goals in writing and make them something you can track.

Once you have your goals written down, break it down into steps. Take, for instance, growing customer base. How will do you this? Brainstorm – ads, store events, mailers, radio, community events – the options are endless. Look at what works for you and your budget. When you plan this all out, you can be prepared and stay within a budget. If you don't plan, then it often gets looked over - from the "I don't want to spend the money" or "I don't have time" or "I just don't feel like it." If you plan and write down your goal and your steps to attain it, then you have something to remind you the why of your actions. This reminder will help you stay on track to reach those goals you set out for yourself and your business.

Organize. This is something that you either hate or love. If it comes color-coded with tabs, I am in heaven. If it's a messy pile, my dad is in his element. While it's definitely a personal strategy, you need to organize your mind and your space for you. Each person has his/her own organization plan, and that's great. At the beginning of the year, take the time to do it. From organizing your hardgoods to reevaluating your coolers or how you keep your books. Make sure that your organization is working for your business and is the most profitable option. If you can save 10 minutes a day by moving the vases closer to the design table, then you may want to look at reorganizing. Do some quick math and realize the actual cost of not having things efficiently organized. It can be shocking. Take a morning or an afternoon or even a day and evaluate your business practices and organization tools. You'll be surprised at the efficiencies you can improve with just a few minor (or sometimes major) tweaks to your shop.

New year – new you. While you shouldn't re-invent the wheel and shouldn't stress about "spring cleaning" or new year's resolutions, the new year is a great time to take a deep dive into your business and evaluate how things are done. It's time well-spent and can drastically improve your profitability and lower your stress levels if you take the time and do it right!

Happy New Year! Now have fun with Valentine's...

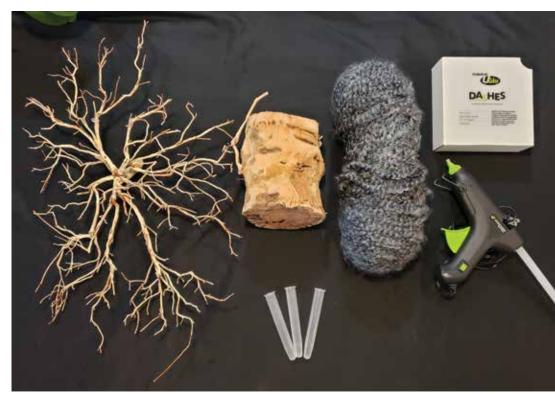


DALLAS

## EXPANDING TECHNIQUES

Design Instruction: Fabian Salcedo

Attaching flowers to branches to visually enlarge modern floral statements is one of my favorite techniques. I thought the same concept on a more micro level could be quite interesting. The grapevine burl was an organic solution to finding a stable base rather than using something man made. Daphne cymbidium orchids have such personality in their unusual coloring. These orchids served as the inspiration for the color palette. Of course, a mixture of texture adds to the overall visual impact of the arrangement as well. So, let's get started!





To begin you will need a dried bonsai branch or any branch that can be anchored and grapewood burl for the base. The weight provides stability for the arrangement. A glue gun, water tubes, UGlu dashes, and yarn that compliments the color palette, are also required. Once all is gathered, drill a hole large enough to fit an anchoring branch, adding hot glue to keep in place.

Pink fittonia plant, lavender lady anthurium, raspberry on the stem, bleached thistle, daphne cymbidium orchids, Bush ivy berries, mini tillandsia, asclepia pods, and passion vine were my selections, but of course, you may select any flowers you like. In designs using water tubes for hydration, I love to use longer lasting flowers that don't drink too much water. Orchids and anthuriums are the perfect focal flowers for this type of application.





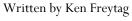
Attach tubes to the branches with decorative wire where ever the flow takes you, using a color of wire that works with your color story. Remove the tops from the tubes to appear as mini vases rather than single stem water tubes.

Place UGlu dashes at the bottom of tube. Adhere the yarn and wrap to cover the tube. Use a dash of hot glue to hold the yarn in place once complete.





# Sharing with One Another Ken Freytag's Florist in Austin shares how best to create these designs





The design was created in a 6" clear lomey tray. Once on site, we placed the completed design on top of the 4 x 24 cylinder to elevate the arrangement. The rocks were thick enough to secure the few florals placed inside the cylinder. The vertical use of the ginger gave the illusion that the arrangement started at the base of the cylinder. To avoid condensation inside the cylinder, the two separate arrangements were out of the cooler for over an hour before placing the lomey on top of the cylinder. Since both were at room temperature there was no condensation.

To create the podium design, a heavy plastic container was used. A double layer of floral foam was secured by gluing the two bottom pieces with hot melt glue and securing the second layer of foam with 1/2" green floral tape across the top. Four pieces of soaked floral foam provided plenty weight to secure the design. The vertical approach, as well as the bands of color and the selection of flowers, were inspired from the shadow box design in Jody McLeod's AIFD Symposium presentation. The monochromatic use of color to express each leadership style was brought together in this design. Ti leaves were secured to the podium with UGlu dots to complete the arrangement.





We find that Chrysal Clear Professional # 2 works best when processing hydrangeas. Hydrate for 3-4 hours and then refrigerate. Once the design is complete, change the water and add Chrysal Clear Professional #3. We use over 500 stems of hydrangea a week without issue.

To secure florals in a 5" clear cylinder we find it best to create a grid using 1/2" clear tape. Place two pieces of tape across the top of the cylinder or cube in each direction. Then tape around the side of the container to secure the tips. Foliages such as lemon and variegated pittosporum, placed first in the design, also add to securing the blossoms.



#### Design Credit | Fabian Salcedo Photography Credit | Cody Ash Photography and Fabian Salcedo

## TSFA Calendar of Events







MARCH

#### JANUARY

- New Year's Day
- 17 19
  - TSFA School of Floral Design Classes | Leander, Texas For registration Information visit tsfa.org
- 22 TSFA Nominating Committee Conference Meeting 3:00 pm

#### FEBRUARY

- Groundhog Day
- 14 Valentine's Day
- 17 President's Day
- Texas Floral Endowment Annual Meeting | TSFA Headquarters 10:00 AM
- Daylight Savings Time Begins
- 9-10

Society of American Florists Congressional Action Days

- 17 St. Patrick's Day
- TSFA Finance Committee Telephone Conference | 3:00 PM

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