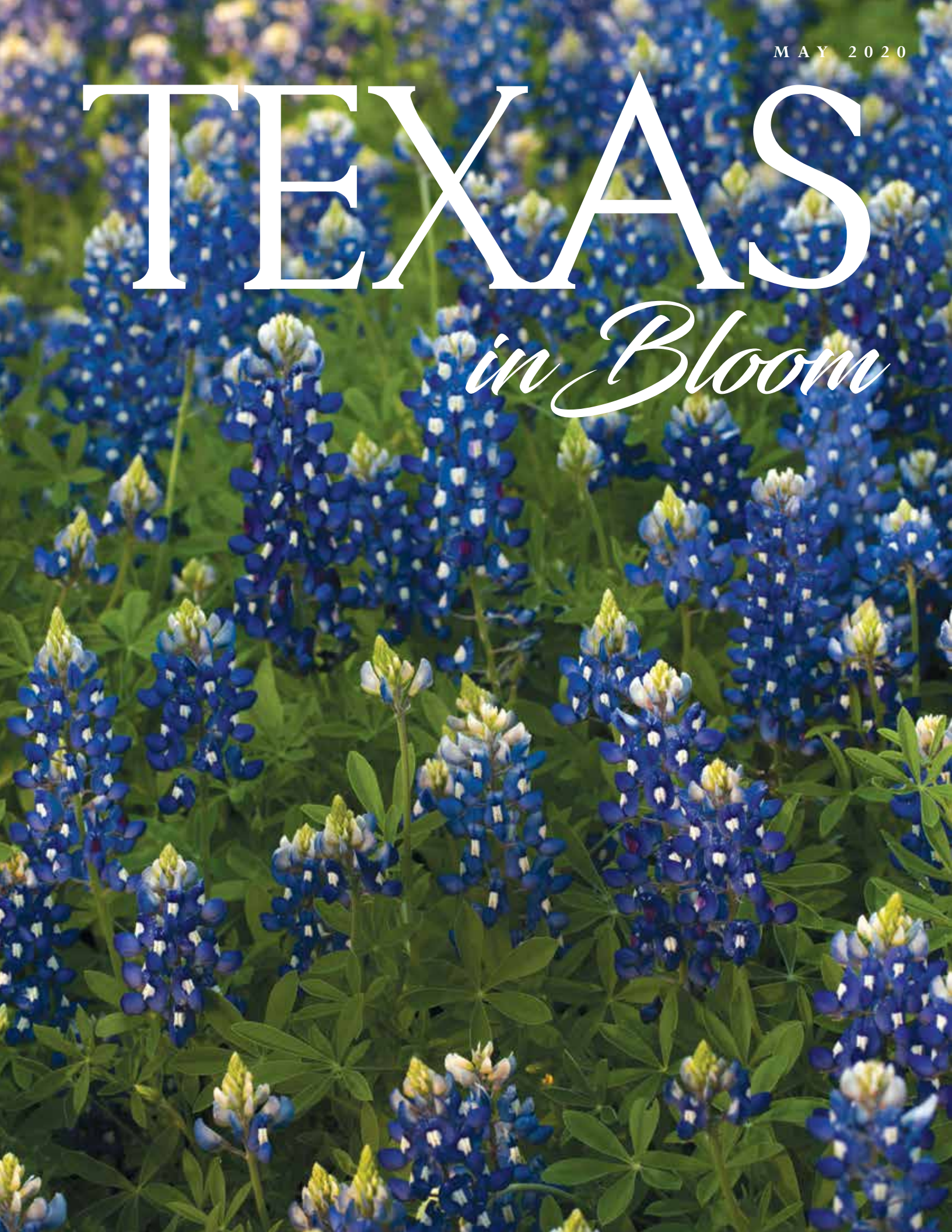


MAY 2020

TEXAS

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Making Texas Floral Education Possible

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WG
V

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please visit tsfa.org for the most up-to-date list of underwriters and their links

From the President



TSFA President
Gina Waters AAF TMFA

Who would have ever dreamed we would experience a pandemic like we are today? The changes in our lives, habits and businesses is nothing we could have ever planned for. Trying to maintain some kind of relationship with our suppliers, customers, friends, family and feel safe keeping necessities stocked at home and work has been a real struggle. I hope and pray each one of you is safe, healthy and surviving this difficult situation.

My perspective quickly changed after reading a recent post on Facebook, addressing the comment so many of us have said, "I just can't wait for things to be back to normal." Thinking about being able to have a nice lunch at your favorite restaurant with friends, feeling a hug, shaking hands or going to a movie. I don't think our lives will ever be the same. The sheer existence of

daily life will not be taken for granted any more. Walking into a Doctor's office, feeling the appreciation of what they do for people, being able to attend a Church service, and feeling safe walking into the grocery store. We will all get through this and be better because of it.

I would also like to take this time to express appreciation to the staff of TSFA. Our Executive Director, Dianna Nordman has so courageously continued to operate and lead the staff with her amazing dedication, safely working from home and not missing a beat. The TSFA Past Presidents, TSFA Board of Directors and committee members have also continued to give so much during this time. You are a great team and we could not exist without you. Thank you so much for your expertise!

TSFA is offering weekly webinars to occupy our time, our minds and keep us up on the latest developments in our industry. Be sure and visit tsfa.org often to find the latest offerings and announcements of what is happening in Texas. Are you needing CDC Print Material, the links for SBA loans and how to apply? You will find this all there and much more.

Take a moment and share TSFA social media posts with all your floral friends so they know what is available to them.

Be safe and know we are here for you!

*"Life isn't about waiting for the storm to pass,
it's about learning how to dance in the rain."* Vivian Greene

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

PO Box 859 | Leander, Texas 78646 | 512.528.0806 | FAX 512.834.2150 | www.tsfa.org | dnordman@tsfa.org | caroles@tsfa.org | amandam@tsfa.org

TSFA BOARD

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Publisher and Managing Editor | Dianna Nordman AAF
Editor | Lynn Lary McLean AAF AIFD PFCI TMF
Association Coordinator | Carole Sayegh
Education Assistant | Amanda McCoy
Production | Graphics by Kandi, Inc.
Cover Credit | TxDOT
Cover Photography | Michael Amador/TxDOT
Contributing Writers | Ashley DeFranco, Marisa Guerrero AIFD, Glenna Hecht,
Jodi McShan AAF CFD TMF, Derrick Myers and Gina Waters AAF TMFA

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INGENUITY
WATCH YOUR STAR RISE

2020 has definitely started out with a bang – from a Friday Valentine’s straight into a global pandemic. As many of you are struggling to decide what to do with your business and how to make it through statewide restrictions, Texas State Florists’ Association (TSFA) is right there with you.

Our mission is to “Cultivate Member Success and a Strong Floral Community”. This can mean a lot of things, but in situations like this, our role is to ensure that everyone has access to information. We would be failing if we did not provide the tools for our members to make informed decisions about how to move forward in their business, livelihood, and floristry. The following is a brief overview of what TSFA has done and will continue to do to ensure that our members and the Texas floral community stay informed and responsive to our ever-changing life during the coronavirus.

SAF. TSFA reached out to the Society of American Florists (SAF) and requested that they open up their webinars to TSFA members at no charge. Instead, SAF opened them up to all at no cost, helping florists across the nation stay informed and connected. Additionally, TSFA ensured that all members have access to the SAF marketing materials highlighting the benefit of flowers and ways to promote your business during the days ahead. This included how flowers positively affect mental health and help you reach loved ones you cannot visit.

Texas Department of Agriculture. TSFA has a long-term relationship with the Texas Department of Agriculture which has proven to be key during this time. This relationship led to Commissioner Sid Miller writing a letter to the governor outlining how floriculture is an essential business. While this does not mean that TSFA encouraged members to stay open, it meant that TSFA was working to keep all options open for members so that each business owner could do what felt best for their business, their employees and their customers.

Social Media. TSFA remains active on social media to bring updates on orders from around the state and encouraging members to share their strategies with one another. The goal, as always, is to provide information and a forum for members to realize that they are not in this alone. Members were also highlighted for making use of the extra flowers they had available from deliveries to nursing homes and nurses’ stations to sharing flowers with neighbors.

The product grown and provided through the industry chain during this unprecedented time has provided not only the means to meet the needs of retail businesses who made the decision to remain open but also the means to bring comfort to the consumer through the deliveries being made. Thank you to the Texas Growers Division and to the Texas Floral Education Underwriters for making yet another difference in the Texas Floral Industry.

THE BUSINESS OF *Flowers*



Jodi McShan AAF CFD TMF

Business in Uncertain Times

At the time of this publication, Governor Abbott has suggested that calling his order a "shelter-in-place" or "stay-at-home" order could leave the false impression that, for example, residents can never leave their homes. In reality, they can actually go to the grocery store, the doctor's office and conduct a handful of other essential activities.

For complete reference visit <https://www.texastribune.org/2020/04/03/texas-under-stay-home-order-its-rules-match-those-other-states/>

This year we have faced issues that most, if not all, of us never expected. We went from hearing about a virus in China to some being shut down by governmental orders in an attempt to stop the spread of what we now commonly call coronavirus. Even those still operating are working in limbo as we are unsure if we may go into lockdown, how long our lockdown will last, and when life will resume as "normal."

As in many professions, this will change the way we do business to a certain extent. You may have seen some memes touting that we will now know how many meetings could have been a simple email. While funny, this is the tip of the iceberg. Many florists are finding creative ways to stay open and busy while others are closing the doors temporarily hoping this too will pass. No matter which category you fall into, take this time to evaluate your business plan, your goals, and your structure.

First, make sure you are fully researching everything that comes out. Many saw headlines and thought they were going bankrupt because they would have to pay all employees 80 hours of sick time. Others saw the promise of SBA loans that would be "forgiven." Remember, if something sounds too good to be true, it probably is. On the flip side, if something sounds completely awful, take a breath and look deeper. Before you act on any of the new legislation, loans, or "grants," please contact an attorney and review what is actually going on and how it affects you. Many of these have loopholes that protect the government, require paying back loans or are really not as bad as they sound.

Webinars. With the bans on social gatherings, many have turned to the internet to grasp what is happening and how to move forward. TSFA hosted a webinar with Glenna Hecht on human resource issues during COVID-19 and with Derrick Myers about navigating the CARES act. Our goal is to help members stay informed of their options providing new information to include the payroll protection plan, small business loans and other stimulus packages.

As always, TSFA is here for our members. We continue to speak up for and represent our membership so that each have the information to determine how best to do business and have the opportunity to do business. TSFA does not advocate for staying open during this time nor does it encourage businesses to close. Our purpose is to ensure that all florists have the opportunity to choose and the knowledge to make an informed decision.

In short, TSFA has been present for the Texas floral industry and will be here in the future for the Texas floral industry. The TSFA Board of Directors thanks you for your membership.



"Where flowers bloom so does hope."

Lady Bird Johnson

Second, view this as a wake up call. While some businesses were financially prepared, I do not believe that anyone really believed a shut down could happen in the United States, much less Texas. Yet... here we are. If you were financially prepared, kudos to you! What does prepared mean? We will only know when it is over and when is that? I tried to contact the manager of COVID-19, but I did not receive a response. I'll keep you updated if I do ;). In all seriousness, get with your accountant and see what steps you can take to prepare should something like this occur in the future. Are you protected? Is your business? Are your employees? Are your customers?

Finally, take the down time to be productive. If you are shut down, you have more time to sit down and work on a business plan moving forward. This can include: marketing, staffing, organization, suppliers, styles, etc. If you are still open, you can still plan AND you can take the time to clean. Go through the storage room and organize, throw out what you are not using and cannot use. Train your staff, whether it is in the form of cross-training or bringing in new concepts or designs. This is the time that we always "wish" we had where we can get hands-on with our employees to ensure that things are running the way we want.

As many have said, we will get through this together. There is not a truer statement. If any part of the industry tried to get through this alone, we would all fail. Instead, you are seeing all parts of the floral and agricultural industry banding together as one. Stay positive and take the time to improve, plan and come out of this better and stronger than before.

SIMPLY Social

BE THE HELPER

If you have been spending more time online during quarantine, you may have noticed an increase in negativity and fear. During these uncertain times, fear and negativity can become fueled by more of the same. However, right now more than ever, there is the opportunity to make an impact using your social media content. There is an opportunity to be the light in the dark spaces and share hope in the face of negativity.

Depending on the city and county laws in your area and how they have impacted your business, you may have pressed pause on your social media content if you have had to press pause on your business. Don't. Your social media content is the one valuable way you have to stay in front of your audience even if your business is not currently operating. Now is a time to stand out with positive messaging and encouragement.

One of the ways to do this is sharing stories about how flowers are making the difference in the lives of others. Even if it is in another city or state, this content is great to share because it reinforces what we already know - flowers bring joy and flowers spread hope! You can also share throwbacks of past work of past designs and frame the verbiage to be a "day brightener", or talk about what in that particular design lifts your spirits in that moment. Share images of past brides or fun moments and talk about the bride or the moment in a meaningful and fun way. In a way that encourages your audience to find joy in moments we have now. Share stories of the helpers - nursing and healthcare workers making a difference, or other people making a difference in the community.

All of these examples are great ways to share light in dark times. Social media can be a powerful tool to divert feelings of distress toward hope. There has never been a greater opportunity to stand out with messages of hope. I love this quote by Fred Rogers: "When I was a boy and I would see scary things in the news, my mother would say to me 'Look for the helpers, you will always find people who are helping.'" This quote, of course, applies to children but I like to think the takeaway message for adults is "look for ways to BE the helper". The floral industry and also your social media platforms provide the opportunity to BE the helper during this time.

For more information, contact
ashley@simplifiedsocialmedia.com

WORKING STRATEGIES

Written by: Derrick Myers

PAYROLL PROTECTION PLAN LOAN (PPP)

OPINION

As I look at all of the options available to businesses, this seems to be the way to go.

HOW MUCH CAN I BORROW?

You can borrow up to 2.5 times your average monthly payroll (which will include Gross payroll, company retirement costs, insurance costs (company paid portion), and state and local employer taxes) for the period February 15, 2019 to February 15, 2020 **OR** if seasonal (which I believe most florists will qualify) then 2.5 times the average monthly salary from February 15, 2019 – June 30, 2019.

FORGIVENESS

If the funds are used for:

- Payroll, including sick and vacation pay
- Health insurance (company paid portion)
- State and local employment taxes
- Company match retirement plan contributions (not profit sharing)
- Interest of Company Mortgage obligations (includes NO principal or prepayment)
- Interest on other company loans
- Rents
- Utilities (including gas & electric, water, transportation, telephone, and internet access).

Forgiveness (can be 100%) is based on employers maintaining or “quickly rehiring” employees and maintaining salary levels. Forgiveness will be reduced if full-time headcount declines, or salaries and wages decrease, when compared to their average. Forgiveness looks at the 8 weeks immediately after getting the funds, so plan accordingly; you don’t want to receive the money while you are still “shutdown”. They are expecting proceeds to be paid out in about a week after the application is completed and accepted.

FORGIVENESS WILL BE NON-TAXABLE INCOME

Any unforgiven balance will be setup in a loan payable over 2 years at 0.5% interest, with payments deferred a minimum of 6 months to a maximum of 12 months.

Applications for this loan can be processed from April 3, 2020 through June 30, 2020.

There is a sample application on the SBA website.

Our government has been working diligently to try to help us through these difficult and crazy times. “Families First Corona Response Act” was first passed which was quickly followed up with the “CARES” Act. You can find this information in numerous places online, but I wanted to try to put together a working strategy for how to use these offerings and thus I am sharing only what I feel will most benefit florists.

LOSS CARRYFORWARDS AND CARRYBACKS

The CARES act also restores loss carrybacks for up to five years and carryforwards are back to 100% (not 80%).

EXTENSIONS

- All federal (and most states) tax return due dates have been extended to July 15th; this includes not only the filing deadlines, but also the payment deadline. All non-calendar year-end returns for 2019 have been extended 4 months as well.
- No 1st or 2nd quarter estimated taxes are due. You should pay 75% of your estimated tax liability by October 15th.
- The Matching Social Security and Medicare taxes (the Company portion) of 941 deposits are not currently due. From now until December 31st these amounts can be deferred with no interest or penalty. Then, 50% of the deferred amount is due by December 31, 2021, and the second 50% by December 31, 2022.

ECONOMIC INJURY DISASTER LOANS (EIDL)

EIDL loans are now available. In addition to this loan the SBA is offering an immediate \$10,000 advance (the Emergency Economic Injury Grant) within three days of applying for an EIDL. To access the advance, you must first apply for an EIDL and then request the advance. The advance does not need to be repaid (up to the \$10,000). These loans can be up to \$200,000 and have interest rates guaranteed at 3.75% or less, with a 30 year repayment term.

Borrowers may apply for different SBA loans – PPP loans, EIDL loans, non-disaster SBA 7(a), 504 and microloans, and also receive investment capital from Small Business Investment Corporations (SBICs). However, you cannot use your PPP loan for the same purpose as your other SBA loan(s). If you accept the EIDL loan, and you subsequently qualify for the PPP loan, you can re-finance the EIDL loan with the PPP loan.

EXPANDED FMLA RULES

For those of you that did not layoff or furlough your employees, there are also new FLMA rules requiring that small business (500 employees or less) provide 2 weeks PAID leave for all employees that have to stay home because of the Corona virus, whether sick, caring for the sick, or preventative. This expense will be reimbursed to you through reduced payroll tax payments.

There is also a provision that you must pay 12 weeks at 2/3 pay if an employee needs to stay home with a child. This money also will be reimbursed through a payroll tax reduction.

Finally, if you have been offering them health care coverage, you must continue to pay that during these times of leave, which is also paid back to you through a payroll tax reduction. If your payroll taxes are not large enough to absorb the expense, the balance of the money you fronted will be refunded to you "as quickly as possible". If this causes a financial hardship for the company, you can file for an exemption from this provision.

EMPLOYEE RETENTION CREDIT

The Employee Retention Credit was designed to encourage businesses to keep employees on their payroll. The refundable tax credit is 50% of up to \$10,000 in wages paid by an eligible employer whose business has been financially impacted by COVID-19.

Qualifying employers must fall into one of two categories:

1. The employer's business is fully or partially suspended by government order due to COVID-19 during the calendar quarter.

2. The employer's gross receipts are below 50% of the comparable quarter in 2019. Once the employer's gross receipts go above 80% of a comparable quarter in 2019, they no longer qualify after the end of that quarter.

These measures are calculated each calendar quarter.



DERRICK P. MYERS CPA CFP PFCI
PRESIDENT OF CROCKETT, MYERS AND ASSOCIATES

After graduating with a Bachelor of Arts degree in Economics, with certificates in accounting and finance, Derrick went on to successfully attain his Certified Public Accountant designation, and was made a partner in the accounting firm of Crockett, Myers & Associates.

He continued his professional education and became a Certified Financial Planner, an Investment Advisor Representative, and also completed the Advanced Master Florist Manager Program offered through FTD. Derrick provides the expertise to guide businesses and individuals toward their financial goals through management advisory services, as well as tax, estate and financial planning.

As a business consultant, Derrick has developed financial strategies which are unique in the floral industry. His strategies have proven instrumental in increasing the profitability of many florists. He shares these techniques during his coaching sessions as well as through his seminars. These techniques focus on helping florists reduce costs, manage staff, save taxes, and run a more profitable business.

THANK YOU from TSFA

Derrick Myers participated in a new opportunity to keep Texas businesses informed hosting a second TSFA Webinar. TEXAS THANKS YOU for continuing to share the most up to date information to assist Texas businesses in navigating through this unprecedented time.

HR STRATEGIES FOR NAVIGATING A CRISIS

When a crisis hits — be it a natural disaster, economic nosedive or global pandemic — employers face new challenges in communicating with their teams and ensuring that workers feel connected and informed in the face of tough conversations and constantly evolving world events. In this article, Glenna Hecht shares insight on how to develop and refine your HR strategy as you lead your business through this tough period.

IT IS WHAT IT IS!

We hear this phrase, but what does it mean? People may say this and shrug their shoulders as if to indicate, “Oh well, get over it”. Really?

In this time of unease and fear, people want to be heard and understood. How can you use the concept of “It Is What It Is” to gain perspective and lead your people?

YOU’LL LEARN

- Communication strategies and tips
- Processes that can help you find clarity
- Information on where to find resources to assist your decision-making

The phrase was first introduced by Erick Fried an Austrian poet born in 1921, in a love poem titled, “What it is” excerpt below.

It is nonsense says reason
It is what it is says love ...

Years ago, I said **“It Is What It Is”** and my coach asked if I understood what the phrase meant?

I said, “Of course”!

Coach said, “OK, tell me”.

I fumbled and pulled a response from my mental database of TV quotes. As Sgt. Joe Friday from Dragnet would say, “Just the Facts Ma’am”.

Coach said, “Absolutely correct”!

I said, “REALLY”?

Coach said, “Yes. **“It Is What It Is”** refers to a

situation or fact that is irrefutable and true. When we add our positive and negative values, emotion and judgement, we impact our perception of that truth.

I nodded excitedly and recalled coaching leaders to focus on and detail what “IS” as it related to human resource issues or interviews. When we add a positive or negative spin, our interpretation and assumptions may not be factual.

I quickly grabbed a piece of paper and drew a picture that helps me maintain a grounded approach.

— _____ IS _____ +

This visual may help you discern the “IS” from the self-evaluative positive or negative on either side. It can be used when problem solving, interviewing, or evaluating a situation to ensure you are identifying what or who “IS” in front of you.

Below are some examples

IS – There are 24 hours in a day.

+ I can get a lot accomplished!

– There are never enough hours in a day, I never get anything done. I wish I had more time.

IS – It is raining.

+ I love the rain! I save money watering my lawn and garden, and everything looks clean and smells fresh.

– I hate this dreary weather. It makes me depressed. It is difficult to drive, and I need to wash my car.

IS – We must shelter in place because of COVID-19.

+ I am healthy. I can spend time with my spouse, kids and dogs. I am learning something new.

– I hate being inside and cooped up. I just want it to be “normal”. I don’t want to change my life and/or my job.

The “IS”, is a fact or the observable behavior exhibited in a situation. For example, the employee start time was 9 a.m. on 3/30 and the employee arrived at 10 a.m. on 3/30. The employee may have overslept, which could be perceived as negative. Or, the employee stopped on the way to work to buy donuts to help connect and reinforce the team, which could be perceived as a positive. Our experience of the situation is based on the lens that we use to view it.

Have you ever met someone who is a ray of sunshine? They make lemonade out of lemons and always seem to have a positive outlook about any situation. They are upbeat, lighten the mood, and positively impact others around them.

Have you ever met someone who is the image of Pig Pen, the character in the Charles Shultz cartoon? They have a dark cloud swirling around their head, and every comment is negative. Their mood is grey and sullen, and each interaction brings you down.

Are you leaning to the positive and hopeful, or are you leaning to the negative with a grey cloud swirling around you and darkening your mood?

Today, we are living amid the COVID-19 pandemic. Many are “shelter in place”, we are concerned, we hope we are healthy, and we don’t know what tomorrow will bring. Many people will have to redefine their new normal. This normal

may include a new job, a new financial threshold, a new way of doing business, a new team and on and on. Some will look at this with hopeful anticipation, and others will view with doom and gloom. **“It Is What It Is”.**

Are you using this time to reinvent and learn skills that you can use in the next phase of your business, career, or life?

As a business leader, you may now be forced into a future that is not your choosing.

- **Are you ready?** I don't have a choice; **“It Is What It Is”.**

- **Are you taking it one day at a time and pivoting as necessary?** All I have is one day at a time. Pivoting includes assessing opportunities, making decisions and learning from them.

- **Are you using self-discipline in this time of crisis?** Are you taking the time to think through your options before jumping to conclusions? Remember, you cannot take back words and everyone is more emotional. In a time with less structure, are you getting up, getting dressed, working out and sticking to the routine that keeps you sharp and healthy?

- **Are you taking a leap of faith into your future?** Are you willing to “do what it takes” and learn new skills to advance and grow?

The last “What the Hecht” blog titled “Leap of Faith” defined this term as, **the space between where you have been and where you are going.** The place of not knowing. When I published the blog on February 29, I never anticipated we would quickly be in the place of not knowing. Now is the time to reflect and prepare so that you can leap to the other side and land in the direction you desire.

This is the time to use a technique I call the **“Three Lists”.** These lists help you track, reflect and plan. In a time of crisis when tension and emotions are high, this technique provides space to make decisions and move in the right direction.

List 1 What do you have to do now, and in the next few days or weeks?

Write it all down. In a crisis your mind may get

“fuzzy”. This list focuses on the “IS”, what you NEED to do to maintain equilibrium and sanity.

List 2 What do you need to refine or develop for future business?

Many businesses have been thrust into a new paradigm with no planning. Consider WFH-work from home; you are doing the best you can right now with no advance planning. When you have time, you may develop processes, policies, work groups, and technology solutions to be more effective in the future.

Here is another example. Dine-in restaurants are now reinventing and offering delivery or drive-up service, these may have been created “on the fly”. In the future, the business owner may maintain these services as a revenue stream. To ensure flawless execution the business may streamline processes, hire additional people and resources and plan outcomes.

List 3 Who do you want to be “on your team” in the future?

Times of crisis bring out fear in people, some handle it better than others! There are people who show compassion and “step up” as needed. There are others who are self-focused and display anger and judgement. Who do you want to be on your team? Take note!

Maya Angelou once said, “When people show you who they are, believe them.” When someone really shows you and tells you who they are, take them at their word.

In this challenging time, we are inundated with negative news, sickness, layoffs and fear. But there are many positive moments to bring relief, joy and peace. Printers are creating masks using 3D printing, auto companies are creating ventilators. These creative alternatives are keeping people healthy, safe and employed. People in India are seeing a blue sky, perhaps for the first time in their life. People are connecting in ways they never thought possible and developing more intimate relationships via technology. We have much to be thankful for.

To your health, joy, and abundance. **“It Is What It Is”!**

THANK YOU from TSFA

Glenna Hecht opened a new opportunity to keep Texas businesses informed during the first ever TSFA Webinar. TEXAS THANKS YOU for generously sharing your time and vast knowledge to assist Texas businesses in navigating through this unprecedented time.



Glenna Hecht is a speaker, author, consultant and SPHR- Senior Professional in Human Resources. She has lead HR, training and employee development programs for high-growth corporations such as Starbucks, The Levy Restaurants at Walt Disney World, Accenture, Romano's Macaroni Grill and Marshall Field's. Glenna knows that a great people strategy is measured through execution and results; couple this with her “do the right thing” philosophy and you have a winning combination that has led to significant outcomes to her clients' ROI.

Glenna founded Humanistic Consulting in 2010 and has partnered with companies, franchises, for-purpose organizations and government agencies to create HR strategies, processes, training solutions and engagement programs to meet long-term goals and create a great work environment for their team.

Glenna is the author of the book “Profits from the Inside Out” that features tips for engaging employees in the workplace; a regular contributor to Floral Management Magazine; and creator of the monthly “What the Hecht?” blog. Glenna has a BA from Indiana University in Communications with a minor in Business and Opera.

TWO CITIES • TWO HANDS-ON WORKSHOPS

REGISTRATION DEADLINE JUNE 3, 2020

To register and pay your class tuition, on or before June 3, 2020, visit tsfa.org or call 512.528.0806.
Tuition for TSFA member is \$175.00 and for a Non-member \$199.00.

This is an unprecedented time. The TSFA events that are currently planned are subject to change, depending on guidelines from local and national governmental health organizations. The health and safety of our members is our highest priority. TSFA will continue to share updates at tsfa.com.



Organic Structures

CORPUS CHRISTI

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

Organic Structures

HOUSTON

Join Stacey Carlton AIFD EMC as she demonstrates organic structures as the foundation of a variety of floral designs. Create your own floral art in this individualized hands-on workshop featuring custom built reusable structures, fresh approaches to bouquet wrapping, a new take on the traditional Ikebana flower mechanic Hana-Kubari and efficient techniques to take your designs to the next level.



Hotel information for Corpus Christi and Houston with special rates is located at tsfa.org



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.



STACEY CARLTON TO TRAVEL TEXAS IN 2020

EACH 2020 REGIONAL EVENT OFFERS THREE EDUCATIONAL OPPORTUNITIES!

INGENUITY • A Regional Design Competition
ORGANIC STRUCTURES • A Hands-on Workshop
STATE OF THE ART • An Interactive Demonstration
with Dinner and Product Gallery

Rio Grande Valley

June 24, 2020

Holiday Inn Corpus Christi Downtown Marina
Chair Donna Titus

Houston

June 28, 2020

Houston Racquet Club
Chair Tiffany Albrecht

A SCHEDULE TO HELP PLAN YOUR DAY!

8:00 am - 11:00 am	Regional Competition
11:00 am - 12:30 pm	Lunch on your own
12:30 pm - 3:30 pm	Hands-on Workshop
6:00 pm - 7:00 pm	Product Gallery
7:00 pm - 10:00 pm	Dinner and State of the Art Interactive Demonstration

ADDITIONAL EVENTS IN HOUSTON, TEXAS

The TSFA Annual Meeting 2020 is scheduled at the Houston Racquet Club in Houston, Texas on Sunday, June 28, 2020 at 4:30 pm.

The TSFA Officer and Board of Directors Election is scheduled to immediately follow the TSFA Annual Meeting until 6:45pm.

Product Gallery, Dinner and State of the Art Interactive Demonstration

REGISTER TODAY at tsfa.org!

Registration Price \$99.00

TSFA member \$75.00

ADDITIONAL FUNDING PROVIDED BY THESE TEXAS FLORAL EDUCATION UNDERWRITERS

Texas Floral Education and Product Partners

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Smithers - Oasis

Member Spotlight

Marisa Guerrero AIFD

Debbie's Bloomers | El Paso, Texas

TSFA is pleased to spotlight TSFA member Marisa Guerrero AIFD. We asked that she share a little bit about herself so that we might take a glimpse into where she grew up, her family, her education and her love of flowers! If you recall, Marisa and the staff at Debbie's Bloomers brought comfort through flowers to the city of El Paso during the days following the mass shooting with each card attached lovingly signed from Texas State Florists' Association. Over 150 wrapped bouquets were also given to those wishing for flowers to express their emotions. The article, "Flowers bring Comfort to El Paso" was included in Texas in Bloom November 2019 issue. Marisa is one that gives back in many ways to this industry and it is a pleasure to recognize her and share just a little bit about who she is and what she does!

Growing Up

For most of my life, I've lived in El Paso, Texas. My mom, Sandy Blanco, purchased Debbie's Bloomers when I was 8 years old, so I am a flower shop kid, raising my kids the same way. For 15 years, I was a dancer, performing across the country for different stage productions. I like to refer to that as "my first career".

Family

I have two wonderful little boys with my husband Adam, to whom I've been married 10 years. Our kids love being at the flower shop because they get to spend time with their grandparents. It's quite a blessing to work with your parents each day but even more to be able to see my children's relationship with their grandparents be so strong.



Debbie's Bloomers has a team of awesome designers that create everyday designs and beautiful weddings. We also have a large showroom full of gifts and home décor items that allow us to create pretty tablescapes, like this one, for one of our favorite clients.



Photo Credit | Taylor'd Photography

Education

The University of Texas at El Paso (UTEP) is my alma matter. But my floral education has come from the hands and mouths of some of the most amazing designers out there. I have taken classes and workshops with the likes of Marie Ackerman AIFD, Gregor Lersch, Tom Bowling AIFD, Els Hazenberg AIFD and so many more! I love to learn but El Paso is a bit out of the way for floral education so it's a good thing I also love to travel.

Industry

The floral industry has seen such a wonderful couple years full of growth and change. There is a new vibrancy to design and education that has been injected by a newfound love of floristry from younger designers learning about flowers and the joys of creating. It has been an inspiration to watch this adjustment happen and have an opportunity to talk with designers who are on the leading edge of these changes. It is a time for us all to learn from one another. What an opportunity!

Leadership

I learned very quickly that leaders are always looking for someone to share the work with. I began learning about leadership as a Teleflora Education Unit board member, and then worked my way up to serve as President. Those years allowed me the opportunity to meet so many wonderful designers, wholesalers and growers that I began to see opportunities elsewhere. I've also served on the boards of the West Texas New Mexico Florist Association, the South Central Region of AIFD, and I hope to serve TSFA as a board

member, as well. I was pleased to chair the Texas Floral Showcase in 2019 when TSFA brought education to El Paso. Leadership isn't about sitting in meetings though, there is always so much to do and so much to share with one another. Presenting programs takes a lot of work behind the scenes and that hard work is often some of the most rewarding. Getting to learn tips and tricks, having conversations about our shared experiences and enjoying newly formed friendships are the best!

Design

A good portion of my time is spent working with our brides and wedding planners to design beautiful events. I really enjoy having the opportunity to select the right flowers for each event and then working with our staff to make the ideas come to fruition. Most of this means that I sit at a computer a lot, creating proposals, ordering flowers, and finding the next most beautiful flower. I've enjoyed the process of creating floral arrangements and doing all to accomplish my AIFD accreditation. I don't design as often as I used to but love the opportunity when time opens up for me to step away from the computer and return to the design room, even if only for a little while!

Passion

Our industry brings me such joy. From learning about products, to watching talent grow, there are always changes and new people and new ideas filling my days.

Favorites

Yellow is my favorite color so brightly dancing oncidium orchids are far and away my favorite flower.

Looking Forward

I was awarded a scholarship from the AIFD Foundation that will allow me the opportunity to intern with the fabulous Winward Company. I am really looking forward to learning how their company works and how they develop product and design their showrooms. I am continuing to edit for the new AIFD blog, Focal Points (aifdfocalpoints.com) and I will step into a new role as the Vice President of the South Central Region of AIFD for 2020 - 2021. It looks like it's going to be a busy year even with an unusual start. There are lots of events to enjoy this year, like the TSFA workshops and demonstrations that I'm really looking forward to.



Olivia, had a very particular vision of a glamorous Gypsophilia wedding, then at the last minute, hubby Justin wanted her to have a little more glam, so we were able to create a beautiful cascade that kept her baby's breath and added Phalaenopsis orchids for some wow!

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SAN ANTONIO

ENTRY DEADLINE
JUNE 3, 2020



INGENUITY

WATCH YOUR STAR RISE

This is an unprecedented time. The TSFA events that are currently planned are subject to change, depending on guidelines from local and national governmental health organizations. The health and safety of our members is our highest priority. TSFA will continue to share updates at tsfa.com.

TSFA continues with two of the six 2020 Regional Design Competitions in the
Rio Grande Valley and the Gulf Coast.

Rio Grande Valley • June 24, 2020 • Corpus Christi

Gulf Coast • June 28, 2020 • Houston

FOUR CHANCES TO WIN!

TO ENTER IS AS EASY AS 1-2-3!

1. Verify your eligibility according to these requirements

2020 Regional Design Competition Eligibility Requirements

- Competitor must be at least 18 years of age.
- Competitor must be a member of Texas State Florists' Association.
- Competitor must reside within the state of Texas.
- Competitor may enter the remaining four Regional Competitions.
- Only one competitor per company may compete in any given year.
- Previous winners may compete after a period of five years.
- Competitor must pay the entry fee of \$195.00. The entry fee includes Dinner and the State of the Art Interactive Demonstration where the winners will be announced at the end of the evening.

2. Review the rules at tsfa.org

3. Pay the entry fee of \$195.00 and register on-line at tsfa.org for each entry.

Additional Opportunities in August

TSFA will travel to two areas of Texas in August! Determine the area closest to your place of residence and register to compete at tsfa.org !

East Texas
August 26, 2020 • Longview

West Texas
August 29, 2020 • Lubbock

FOR COMPLETE INFORMATION VISIT TSFA.ORG

TSFA *Calendar of Events*

Images courtesy of J. Griffiths Smith/TxDOT



Images courtesy of Michael Amador/TxDOT



Images courtesy of Michael A. Murphy/TxDOT



MAY

- 2 Kentucky Derby
- 5 Cinco De Mayo
- 5 National Teacher's Day
- 10 Mother's Day
- 13 HS Certification Testing
James Madison High School
San Antonio, TX
- 16 HS Certification Testing
Eastview HS | Georgetown, TX
Visit tsfa.org
- 17 TSFA Board of Directors Meeting
- 25 Memorial Day

JUNE

- 1 - 2
Teacher Certification Classes
Birdville Center of Technology and
Advanced Learning
- 9 - 10
Teacher Certification Classes
TSFA Office | 413 S West Dr.
Leander, TX 78641
- 24 Regional Design Event
Hands-On Workshop | State of the Art
Holiday Inn Downtown Marina
Corpus Christi, TX
- 28 Regional Design Event
Hands-On Workshop | State of the Art
Houston Racquet Club | Houston, TX

JULY

- 1 - 2
Teacher Certification
(Level 1 & Level 2)
Cy-Fair ISD Exhibit Center
11206 Telge Rd, Cypress, TX 77429
Registration Deadline June 12, 2020
- 4 Independence Day
- 26 Parent's Day
- 27 - 31
ATAT - 2020 Agriculture Teachers
Association of Texas
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for Agriculture

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- 9 The Flower Forrest | 210.822.6766 | www.flowerforrest.com
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- 9 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
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