

OCTOBER 2023

TEXAS

in Bloom

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flower
feeling™

CalFlowers
2023 SAF Marketer of the Year



that
flower
feeling™

That Flower Feeling
is a marketing campaign and brand
initiative created for the entire floral
industry, to promote an increase in
floral consumption in the U.S.

Our goal is simple, to get
**More Americans Buying
More Flowers More Often.**

To keep the campaign moving forward
we need the industry uniting together
as one to fund continuous marketing
materials and ads.

To learn more, scan the QR Code below.



FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

Hello TSFA Family,

I hope this message finds you well and thriving on this early Autumn day. TSFA has already been well under way with several board and committee meetings and it feels like we're off to a "Zooming" start! Thank goodness for technology!

Our Board of Directors are a dedicated group of individuals and I am excited to be working with them. On their first day in office, we took quick action and voted to contribute \$1,500 to the Florida Cares Fund for Hurricane Idalia relief. If you remember back when Hurricane Harvey hit the coast of Texas, many florists were overwhelmed in this situation. The quick action of many in the florist industry helped immensely. It is only fitting to extend a helping hand during this time to our fellow florists in Florida.

Now, let's turn our attention to the fantastic Education Co-Chairs, who are gearing up for a training clinic with the TSFA Education Committee. These devoted Texas Master Florists have committed to

grading the Levels 1 and Level 2 High School Certification Program. It takes a village and countless hours. We want to thank them for their time and expertise.

Our Membership and Communications Committees are working to explore fresh and new innovative ways to connect with individuals in the floral industry who may not yet be familiar with TSFA.

Recently, Immediate Past President Cheryl Vaughan CFD TMFA, Executive Director Dianna Nordman AAF and I had the privilege of attending SAF Convention, where we had the pleasure of meeting several Texas florists who had not yet discovered the incredible benefits of being part of the best floral association out there - TSFA!



While at SAF, we were excited to cheer on our very own 2023 Texas Designer of the Year Abel González Mencio AIFD CFD PFCI TMF at the prestigious Sylvia Cup Competition. Abel showcased his Texas roots brilliantly with The Wild, Wild West theme, leaving us inspired.

I'd also like to congratulate our Platinum Level Texas Floral Education Underwriter CalFlowers, for their award-winning marketing campaign, "That Flower Feeling". We've always known the therapeutic power of flowers. Their campaign, centered around "Flowers-Self Care Made Easy", beautifully highlights the mental healing effects of our beloved blooms.

In the following pages, you'll enjoy reading about happening in Texas and our Texas Floral Expo Business Sessions.

Until we meet again, let's remember to connect, grow and celebrate the boundless beauty of flowers with both new acquaintances and loved ones.

After all, it's all for the love of flowers.
Susan

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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CONGRATULATIONS CALFLOWERS SAF MARKETER OF THE YEAR

Congratulations from all of us at TSFA for this extraordinary recognition and increasing the awareness of FLOWERS!!

**TSFA PRESIDENT
SUSAN PILAND AIFD CFD TMF
AND TSFA IMMEDIATE
PAST PRESIDENT
CHERYL VAUGHAN CFD TMFA
REPRESENT TEXAS FLORISTS
AT SAF**

Joining these Texas leaders was TSFA Executive Director Dianna Nordman AAF.



Pictured here at Silver Level Texas Floral Education Underwriter Syndicate Sales Exhibit

**OSCAR FERNANDEZ IS ELECTED
PRESIDENT OF SAF**

Rio Roses Director of Sales was named President of the Society of American Florists during the recent SAF Convention. The mission of SAF is to connect and cultivate a thriving floral community through training, education, marketing resources and advocacy. Oscar has served on the SAF Board of Directors since 2018 and has been with Founding Gold Level Texas Floral Education Underwriter Rio Roses for decades. He was one of the earliest employees and graduated from Rio Roses first management training programs in 1994. Since that time, he has been instrumental in helping Rio Roses grow into one of the most recognized brands in the floral industry. Oscar will bring his expertise and positive attitude to the industry as a whole. Congratulations Oscar! TSFA wishes you all the best!



**TSFA MEMBER AND SAF RETAIL COUNCIL MEMBER JODI MCSHAN AIFD CFD AAF PFCI TMF
OF MCSHAN'S FLORIST IN DALLAS JUDGED THE SYLVIA CUP
AND OUTSTANDING VARIETIES COMPETITIONS**

...and the Outstanding Varieties winner is...
AMISTAD



Originated by Vletter en de Haan
Grown and Exhibited by The Sun Valley Group

UNIQUE PROPERTIES
Perfect pollen free double lily ideal for
wedding work



2023 Sylvia Cup Judges pause for a moment from the numerous duties connected to this most prestigious competition. From left to right TSFA member Jodi McShan AIFD CFD AAF PFCI TMF, long time favorite TSFA presenter Tim Farrell AIFD CFD AAF PFCI and Floral Design Institute Director and Teacher Leanne Kesler AIFD CFD AAF PFCI

ABEL GONZÁLEZ MENCIO REPRESENTS TSFA AND COMPETES IN THE SYLVIA CUP DURING SAF CONVENTION

The theme of the 2023 Sylvia Cup was
"The Wild, Wild West"
and Abel González Mencio brought
his best in theme and competitive design.



2023 Texas Designer of the Year Abel González Mencio is congratulated on a job well done by TSFA President Susan Piland AIFD CFD TMF. Joining Susan and Abel, from left to right are Immediate Past TSFA President Cheryl Vaughan CFD TMFA and TSFA Executive Director Dianna Nordman AAF.



DEARLY DEPARTED was the cross theme. A Cross has to be incorporated either in freeform using floral materials or by incorporating the Oasis Foam cross form that was provided. Considering how the west was rugged and harsh I decided to use burgundies and blues for a more masculine tribute. The incorporation of grasses, reeds and trailing vines along with long dissecting curly willow gave just the right amount of wild and a true foraged feel to the design. I wanted the design to be as if one had gathered what was available during that time period and created a very organic and unique environment. I imagined this at an old west cemetery being wind blown and tossed by the sands of time.



SPIRIT OF THE WEST was a design for the opening of an art gallery. By utilizing the new Smithers-Oasis Event Saddle as a base and a tall bucket for elevation, the design included gladiolus, safari sunset, Ivanhoe gervalia, spray roses, dahlias, gerbera, wild berries, lily buds, sunflowers and amaranth. An array of wild palms, foliage and dried products completed the arrangement. The swirled design wire was accented with feathers and bouillon. The red bandana was the surprise element given to us an hour into the contest and had to be incorporated completely.



GOLD RUSH was the third and final round, a monochromatic bridal bouquet in yellow fit for the daughter of a wealthy gold miner. Calla Lily, alstroemeria, spray roses, crespida, and sunflower buds along with touches of wheat, rose hips and wild berries completed the Wild West inspired waterfall shaped bouquet. Foliage was an acceptable addition and accented the bouquet by providing line, form and texture.

DERRICK MYERS CPA CFP PFCI PRESENTS TWO BUSINESS SESSIONS DURING THE TEXAS FLORAL EXPO

HIDDEN TREASURES FINDING THE GOLD IN YOUR BUSINESS

Written by Robin Martinez AAF TMFA

Successful business owners or store managers review their business accounting on a regular basis. From early TSFA classes (remember sitting around the original TSFA Board Room table trying to understand the basics of floral accounting?) to in-depth professional seminars, TSFA has long provided the best business professionals to encourage you in growing and understanding your business.

“Hidden Treasures : Finding Gold in your Business” was masterfully led by Derrick Myers. We were encouraged to chart our course. What are you looking for in your business?

Spend One Day a Week as the Visionary leading your business to success.

Write Your Top 10 Goals every day for 30 days. Set goals because in business, dreams don't come true...goals come true. Goals must be believable or your brain won't play along. Goals must be written. Written goals tell your brain what is important. Goals must have a deadline. Date gives you a point to complete a goal. Miss the date deadline? Move the date forward and keep moving toward the goal.

Study the numbers. Spend two days a month going over your business numbers.

Share your vision with your employees and your A Team will follow. Share a clear vision and everyone will go in the same direction. They must believe in your vision for the company.

Lead. Suggested reading "Good to Great" by Jim Collins. Be a person that inspires others to follow your direction.

Build your A-Team.

A employees are skilled and believe in the goals of the company.

B employees are unskilled and believe in the goals.

C employees are skilled and don't believe in the goals.

D are unskilled and don't believe in the goals.

D & C are cancer to a business. They will make A & B employees lower themselves to C & D.

Consider researching more information on Sub-Contractors or Freelance Designers. Independent contractors can bankrupt a company. The example given was a plumber arrives at the job with tools, knowledge and supplies to complete the job. Plumber Invoices for services, receives payment and leaves. You can not exert control on a Contractor like the plumber.

Four factors to determine whether someone is an independent contractor. Providing tools workspace, product and supplies, direction in design could indicate an employee scenario and not an independent contractor. The law further states that independent contractor status is evidenced if the worker: (1) has a substantial investment in the business other than personal services, (2) purports to be in business for himself or herself, (3) receives compensation by project rather than by time, (4) has control over the time and place. Research the facts and discuss with your legal and accounting team.

A business is run on numbers. Every Monday analyze the costs of flowers. A designer's perception of cost is not always in line with current cost of flowers. Make sure you're providing accurate costs. Designers need to carefully count materials and supplies and accurately price their design and follow a recipe for accuracy. Don't stuff extra flowers into arrangements toward the end of the week to clear out the cooler. Buyers need to see any waste so they can adjust their buying habits.

Review your wire service statements. Look to see what services you're paying for and remove them if necessary. It's your job to make sure you're making a profit. Make sure you're buying services that you want.

Delivery is a service and should be profitable. Grub Hub and Uber Eats charge \$15 to deliver a hamburger. So be sure your delivery fees are accurate for each delivery and zip codes.

Consider how products are priced on your website or in your cooler. What is meant by psychological pricing? Psychological pricing can also be described as setting prices lower than a whole number – for example, \$3.99 is perceived as “cheaper” than \$4. The idea is that customers will perceive the slightly lower price as a deal and be motivated to make the purchase.

Beautiful floral arrangements and great business practices will grow your business even in difficult times. Stay on course.

THE BEST OF THE BEST HOW TO HIRE, TRAIN AND KEEP THE EMPLOYEES THAT YOU WANT

Written by Norman Northen TMFA

We all want happy employees and Derrick Myers is just the one to help you get what you want. No matter how long you have been in the floral industry, every manager and/or owner is looking for the best team of employees. Derrick Myers is the best at what he does. He can help you put your "A" Team together.

Your employees want a company with high integrity and good compensation. Make sure you manage with positive motivation and lead by example. Make work fun and rewarding and your employees with reward you with a hard day's work.

Make sure you share your vision with your employees. They have to believe in your vision or you are wasting your time. Take them on your journey by leading them. We all want employees that are highly skilled and believe in our vision. You must inspire on both of these points to have the "A" Team that you want and desire.

Education is key. Send your employees to classes or on-line training. Use in-shop training to get them where they need to be. Fix it if it needs to be fixed.

**Empower your employees
to handle everyday issues
so you are free to do other
things important.
This creates teamwork.**

Wages in your shop should not exceed thirty-five percent of inventory sales. Be very careful of contract labor. Contract labor, in this day and time, is almost null and void. The government may come knocking on your door if you don't follow the rules. Check the rules and regulations in Texas before your next major holiday when you need extra sales and design staff and drivers. Or better yet, set up a consultation with Derrick and have him walk you through the right way to hire extra staff.

Reward and praise your staff for their efforts to make things happen as efficiently as possible. Motivate. Motivate. Motivate. Maybe have an Employee of the Month. Celebrate birthdays in a bigger way. Ask for employee input. Implement these suggestions to develop your "A" Team that you want. If an employee does not fit your vision, make a change in staff and move on.

Sessions underwritten by
Texas Floral Education Underwriters



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. 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.

Over the past 37 years, in his role as a business consultant and coach, 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.

Since 1983, Derrick has been working to create and perfected his "Floral Analysis Program" while working with hundreds of florists and being active in numerous florists' associations. The "Floral Analysis Program" breaks down and analyzes financial statements in such a way that Derrick can show the florist owner exactly where to focus their time and energy to reduce costs and increase profits.

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Instructor

Derrick Myers CPA CFP PFCI



STARS OF TEXAS THE EMERSION PHASE

Presenter Jody McLeod AIFD CFD PFCI NCCPF

Presentation underwritten by
Founding Gold Level Texas Floral Education Underwriter Teleflora

Written by Clay Honeycutt AIFD

The Stars of Texas were shining bright during the Stars of Texas where Jody McLeod AIFD CFD PFCI NCCPF took us on a journey through the phases of emersion.

Jody's program captivated the audience and created a better understanding that emersion is caused by pressure and that all it takes is one little spot for emersion to explode revealing beauty to be realized and appreciated.

Jody started the evening with lots of laughter as he began his first set, "Rising up, Coming out". He spoke on the development of his program noting the botanical process of the lily pad. Jody said; "Just think of the lily pad and how each is underneath the surface of the water until the emersion phase creates foliage that breaks through to present the bloom." This set included textural elements including a wooden armature intended to be a tree skirt from Accent Decor.

Photography Credit | Cody Ash Photography



Jody moved to the front of the stage to talk more on the botanical process and how botanical emersion appears. During this set, he showcased the various ways that clear glass can be utilized in both retail and event settings while showing that emersion begins underneath. Using clear glass containers, he guided us through the process of layering rock, dirt and moss to create unique tablescape and arrangements. Exquisite cymbidium and phalaenopsis orchids paired perfectly with this look. Jody completed the set leaving us with this comment, "Who knew dirt could look so pretty!"



Photography Credit | Cody Ash Photography



Moving to center stage, Jody illustrated emersion with a vertical statement complete with banksia, birds of paradise on the diagonal with orange roses and tropical foliage to complete the design. As he added flowers and foliage to the design, he shared his love for southern smilax and spoke about the detail of removing all of the leaves. This process created a new look that allowed for sheltering of the design, allowing the birds to “Fly Free” coming out from underneath.



Jody ended the evening with an arrangement that was a little out of the ordinary. This arrangement included the importance of water in the emersion phase. He included clear beach balls that could be removed from the arrangement to bounce around the room. He again talked about the importance of editing in design because, “Everything can always use an edit.”



ENJOY BUSINESS MEGATRENDS

with Renato Cruz Sogueco AAF PFCI

Session underwritten by Founding Gold Level
Texas Floral Education Underwriter BloomNet

Written by Robin Martinez AAF TMFA

The Texas Floral Expo continues to educate with business information. Successful floral businesses incorporate current information with hard work and beautiful design. Business Megatrends with Renato Cruz Sogueco AAF PFCI provided numerous facts that add to the information shared in TEXAS in Bloom May issue on pages 24 and 25 where four of the Megatrends, discussed during the Expo, were featured in an article by Renato Sogueco. Keep this list and the May article handy for reference as there is incredible information to absorb and understand! Renato has been educating florists for many years. This information is important whether you're an owner or employee.

Covid. Mass Markets. Grocery Stores. Millennials. Globalization. Sustainability.

If any of these words triggered any emotion in you, good or bad, these trends affected your business over the past few years and will continue to do so.

MEGATREND – CONTINUED PANDEMIC IMPACT ON INDUSTRY SEGMENTS

- **Growers** struggled to maintain operations due to social distancing restrictions and health regulations, compounded by logistical challenges due to transport restrictions. Covid impacts heavier on farms abroad. Recall a large amount of product had to be destroyed due to the restriction. Long term, with lack of staff and uncertainty, growers then initiated massive cut backs on production. This still impacts us today with higher prices for certain products especially when specifying colors and/or varieties.
- **Wholesalers** have found that weddings and events are a large part of their business and so when this business category took a huge hit due to the pandemic, many wholesalers cut staff and reorganized.
- **Retail florists** initially, the pandemic required immediate shutdown of nonessential businesses and cancellation of events. Savvy florists pivoted their operations to focus more on e-commerce by increasing digital presence, expanding curb-side pickup and no contact delivery options and then experienced a boom from those recognizing florists as a viable option for the delivery of flowers to friends and relatives during lockdowns.

Lasting effects of this Megatrend

- Increased digitization. Retail florists, who invested heavy in their online presence survived and more often thrived during this period. This will only continue.
- Sourcing. Great reliance on international sources and supply chains burned florists. So, flower shops reviewed how they source fresh and hard goods. There may be an opportunity to source locally, which may present an additional benefit of becoming more sustainable. This will also cater to a strong consumer interest in supporting local businesses.
- Shift in consumer behavior. Pandemic forced consumers to become homebodies and with it the increased desire of beautifying their homes with flowers and plants. This may lead to an increased steady demand for our goods and services.
- During the pandemic, flowers were reinforced as the go-to gift, as many other traditional gift options were unavailable. Flowers will remain a lasting memory as an option going forward.

EDITOR'S NOTE: TSFA worked with the Texas Department of Agriculture, at the onset of COVID, with the result being to add florists to the list of essential businesses.

MEGATREND – DECLINING FLORIST MARKET SHARE SPENDING. FLOWERS ARE SEEN AS LUXURY.

- Shift to online shopping – larger variety of products, easy comparison shopping and convenience of home delivery
- Supermarket and big box stores – beyond lower pricing, quality and arrangement design are improving but consumers are willing to accept this tradeoff for the sake of convenience and cost savings. Many supermarkets are also improving their floral departments.
- DIY Culture and crafts – social media platforms such as Instagram and Pinterest are inspiring more consumers to create their own arrangements, reducing demand for professional floral services.

How to regain market share

- Build digital presence – SEO. Build social to engage increasingly

- younger customers. Focus on not only social but social video.
- Expand product offerings – focus on a wider range of taste and budgets. Plants are a huge category and it is predicted to continue to grow. Home décor, DIY/ flower arrangement kits, workshop and classes to educate customers about floral design.
- Exceptional service and quality – involve local sourcing to tout community ties and freshness, offering bespoke arrangement services (extreme customization) – discussed more on a subsequent trend.
- Leverage value of professional floral design – educate yourself and tout your skills! Display Certificates all across the wall from courses and to include professional designations AIFD CFD PFCI TMF TMFA and so on!

MEGATREND – CUSTOMIZATION AND PERSONALIZATION

- 62% of consumers say they not only want but expect personalization, and that a brand that doesn't offer a personal experience could lose their business.
- 72% of consumers are more likely to be loyal to a brand if they offer a personalized experience with additional rewards and benefits.
- 67% of Google feed users have bought or planned to buy something after seeing a personalized ad on their feed.
- 80% of business leaders say customers spend 34% more, on average, when offered personalized shopping experiences.
- Using customer data to create tailored recommendations. This could involve recommending products based on past purchases, browsing history, demographic information, website analytics, customer surveys and social media.
- Sending personalized emails and messages. This could include sending birthday greetings, abandoned cart reminders, or product recommendations based on recent activity.
- Allowing customers to personalize their products or services. This could involve choosing different colors, sizes, or features.

The following four Megatrends were highlighted on Page 24 in the May 2023 Issue of TEXAS in Bloom. Read on to learn more about this Megatrends.

MEGATREND – DEMOGRAPHIC SHIFTS

- Today, according to data from Society of American Florists, Millennials are now the largest group of flower buyers in the US, accounting for 35 percent of flower purchases vs the 28 percent by Boomers.
- Millennials are more likely single and more likely to buy flowers for themselves. They are most often urban dwellers and more likely to buy flowers from florists spending an average of \$125 per year. Most popular flowers are roses, tulips and lilies
- Boomers are likely to continue to buy for special occasions such as birthdays, anniversaries and holidays. They are more likely to buy for the home.
- Xers, like Millennials, will tend to buy for themselves and make purchases online.
- Different generations use different social platforms.
- Older Millennials, Xers and traditionalists (parents of boomers) use Facebook. Keep up with kids and grandkids. Older Millennials are obligated to use it as they need to satisfy parents.
- Instagram hits all Millennials.
- TikTok and YouTube are most fitting for younger Millennials and Gen Y as well as female.
- Video is an effective medium to reach all demographics!
- Begin to Video with the smartphone.
- Later focus on the long form video - up to 10 minutes, build a YouTube channel, post videos there, as well as Facebook.
- As you get better, improve lighting, improve audio with a microphone.
- Next get more creative with short form videos - think TikToks, Instagram Reels and/or YouTube shorts

MEGATREND – SUSTAINABILITY

According to recent sustainability surveys:

- 78% of US consumers say that a sustainable lifestyle is important to them (NielsenIQ).
- 46% of consumers are looking to brands to take the lead on creating sustainable change (NielsenIQ).
- In 2023, consumers will hold brands responsible for progressing the world's state of sustainability (Deloitte)
- Legislation and governance will be the biggest driver of sustainability action across 2023 as companies start to navigate an increasingly demanding legislative schedule of sustainability reform and requirements (McKinsey).

MEGATREND - ARTIFICIAL INTELLIGENCE

- Think and act like humans. AI systems do not have the same level of understanding as humans. They are not able to reason or make decisions based on their own experiences and knowledge.
- As a result, they can sometimes make mistakes that humans would not make.

MEGATREND – SELF CARE

- Incorporate self-care messaging: in social marketing and promotions, highlighting the benefits of having fresh flowers in one's environment for mood-boosting, relaxation, and overall well-being.
- Product offerings: offer self-care packages or themed bouquets, designed to help customers create a calming or uplifting atmosphere in their personal spaces.
- Workshops and events: Host in-shop events related to self-care and incorporating flowers, such as flower arranging classes or meditation sessions in a flower-filled environment.
- Partnerships: Collaborate with local businesses focused on self-care, like yoga studios, spas, or wellness centers, to reach a wider audience.



TEXAS' OWN FABIAN SALCEDO BRINGS HIS BEST TO THE TEXAS FLORAL EXPO WITH DELIGHTFUL DECOR FOR STARS OF TEXAS

The images will delight and inspire you!



"I ran with the event theme of Emerson, with an understanding of life springing forth like when you see a flower blooming in the cracks of the pavement or a wall. I see emersion as a reminder that all life, like humans, will find a way to thrive.

I wanted to use interesting and gnarly selections like the kiwi vine and the kakuma stems. The garlic stems reminded me of new growth, winding and twirling to seek the light.

This is also where the mossy green liners came into the mix. I wanted the look to feel like an elegant swamp.

From there the mixed shades of purple floral, with some exotic and some very practical, bridged the gap between artfully inspired and everyday accessibility.

This seemed like a way to ensure the designs would relate to a wider audience."

– Fabian Salcedo

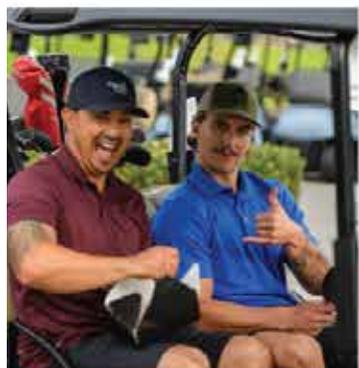




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cafgs.org/fns2024

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RENEE TUCCI PRESENTS TRANSEASONAL TRENDS ON

TSFA On Demand



Just in time for the holidays, Renee Tucci AIFD CFD PFCI shares Tips, Trends & Techniques to develop a series of Transeasonal arrangements. Watch the 20 minute video to see inspired designs that transcend holiday decor from one season to another.

 **HEIGHTS Floral Shop, Inc.**
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AUSTIN

TSFA Calendar of Events

A sneak peek into the November Issue of TEXAS in Bloom where we will continue coverage of the Texas Floral Expo!

Design Credit | Lobby Decor by Chris Collum-Williams AIFD CFD TMF and Tom Collum-Williams TMF
Photography Credit | Cody Ash Photography



OCTOBER

- 6-8 TSFA Basic Design Classes
Fundamental Floral Design
Wedding Design | Sympathy Design
For registration information tsfa.org
>floral education tab >
Texas School of Floral Design
- 9 Columbus Day
- 16 Boss's Day
- 18 TSFA Finance Committee Meeting
TSFA Office | Leander, Texas
- 31 Halloween

NOVEMBER

- 5 Daylight Savings Time Ends
- 11 Veterans Day
- 12 TSFA Board of Directors Meeting
TSFA Office | Leander, Texas
- 23 Thanksgiving Day

DECEMBER

- 8 Hanukkah
- 25 Christmas Day
- 31 New Years Eve

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DALLAS



**Louisiana State Florists'
Association Designer of the
Year Competition
TSFA MEMBERS
WIN BIG!**

Centered in the picture 1st Place Winner Kari Gaudet AIFD CFD
To her Right 2nd Place Winner Bruce Easley AIFD CFD AAF TMFA
To her Left 3rd Place Winner Abel González Mencio AIFD CFD PFCI TMF

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- 14 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 15 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 14 Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
- 14 The Florist, LTD | 940.483.1800 | www.thefloristltd.net
- 14 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 14 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com



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