THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

THE BLOOMIN' TEXAN

January 2012



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The Bloomin' Texan

JANUARY 2012 ■ VOLUME XXXVIII ■ NUMBER 1

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THE BLOOMIN' TEXAN

The Official Publication of the Texas State Florists' Association
P.O. Box 170760 • Austin, Texas 78717

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Patrick Berry President

Letter From the President

Wow! Another year is done? The years seem to fly by faster and faster. But like many things, when you take a retrospective look at what has happened in the past 365 days, it is obvious how much was accomplished and how many events have transpired. According to what I have seen and had corroborated by others, it seems that maybe, just maybe, the economy is improving. The Consumer Confidence numbers are improving and people are starting to spend a little money again. Now, if Texas can just catch up on rainfall...

2011 was a good year for TSFA as well. TSFA has garnered national attention with the passage of HB 989, aka The Flower Provision, which makes it illegal for businesses to pose as "local" in their internet advertising, when

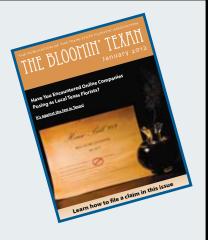
they are not local. If you have not yet read up on this or have questions about how to file a complaint, please go to www.tsfa.org and read all about it or turn to page 4 in this issue. If you still have questions, please call Dianna at the TSFA office at (512) 834-0361. TSFA has worked, and continues to work, to not only promote Texas florists, but also protect Texas florists from unscrupulous competitors.

Also, in conjunction with the Texas Department of Agriculture, TSFA had been promoting local Texas florists (YOU) to the public via www.texaslocalflorist.com; with statewide radio and TV commercials as well as billboards promoting this website. Look for big things from this in 2012!

While 2011 was a good year, I believe that 2012 will be a great year! Your board of directors and the many volunteers that make TSFA great are working hard on many fronts to promote your business. Look for major improvements to www.tsfa.org and especially to www.texaslocalflorist. com in the next couple of months. I am very excited about this. How many of you pay for advertising? I am guessing most of you do. This could be yellow pages, local newspapers, internet, or a myriad of places to make your business known to the public. With the coming improvements to www.texaslocalflorist.com, coupled with the promotional efforts for this website by the Texas Department of Agriculture, I believe that your business will most likely benefit by this advertising as much or more than many of your other marketing strategies. Now, compare what you are paying for those advertising mediums. I believe that your business listing on www. texaslocalflorist.com will be worth much more than what your entire yearly dues cost to be a TSFA member! By the way, did you realize that it only costs 52 cents a day to be a TSFA member? This will be an enormous value to your business.

Yes, I am very excited about 2012. It will be a great year and TSFA is going to be instrumental in making that so. HAPPY NEW YEAR everybody!!

~ FLOWERS MAKE IT BETTER! ~



Dianna Nordman AAF **Editor Barb Donovan Production**

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About the Cover:

Have you encountered online companies posing as local Texas florists? HB 989 passed! See page 4 for details.



P.O. Box 170760 Austin, TX 78717 Office: (512) 834-0361 FAX: (512) 834-2150 Toll Free: (800) 375-0361 www.tsfa.org Email: txsfa@sbcglobal.net

Have You Encountered Online Companies Posing as Local Texas Florists?



Recently, the Texas legislature passed HB 989 which provides consumers with generous remedies under Texas consumer protection laws and allows an avenue for reporting fraud. HB 989, nicknamed The Flower Provision, prohibits a person from misrepresenting the geographical location of a business that generates 50% of its revenue from the sale of flowers.

File a complaint with the Attorney General's Office

The Texas Attorney General's Office protects consumers against fraud as a part of its mandate and often files lawsuits to defend the public interest. The Attorney General relies on complaints from the public to discover fraud and protect the 'public interest.' Naturally, the Attorney General's office is most likely to focus on issues that are raised by many complainants. Therefore, although you are one per-

son **or business**, your complaint may be joined with multiple other complaints from across the state that draws attention to the violation. Nothing on the Attorney General's website or in its mandate requires that you are actually directly harmed in order to report fraud. A florist may file a claim.

If you are harmed by a violation of The Flower Provision or have evidence of a person violating The Flower Provision, file a complaint with the Texas Attorney General's Office. A complaint form can be found and submitted, or printed, at https://www.oag.state.tx.us/consumer/complain.shtml. The complaint form requires only your: 1) name and address, 2) the name and address of the business in violation of The Flower Provision, and 3) a summary of your complaint. Please send the Texas State Florists' Association a copy of your claim.

If the Attorney General's Office finds that pursuing an investigation of a violation of the Flower Provision is in the 'public interest' it will file a

lawsuit pursuant to the DTPA (Deceptive Trade Practices Act). In a lawsuit for a violation of the Flower Provision, the Attorney General's Office may seek any and all of the following remedies: a temporary restraining order, temporary injunction, permanent injunction, civil fines generally not to exceed \$25,000 per violation, and actual damages incurred by identifiable persons.

While pursuing an investigation, the Attorney General's Office will not notify you even if you reported the violation that was the basis for the investigation. However, if the Attorney General's Office seeks actual damages in a lawsuit, it should contact you to determine your damages if you filed a complaint claiming that you were harmed individually. The Attorney General's Office should help you recover your fair share of any actual damages obtained.

If you are a "consumer" then file a lawsuit under the Texas Deceptive Trade Practices Act (DTPA).

The DTPA offers actual damages for an unknowing violation of The Flower Provision. If the violation was committed knowingly, the DTPA allows for mental anguish damages as well as up to treble actual damages. If the violation was committed intentionally, the DTPA allows for up to treble mental anguish and actual damages combined.

A "consumer" under the DTPA is a person or business with assets of less than \$25 million who seeks to acquire or acquires household, personal, or recreational goods or services by purchase or lease. You do not need to have been the purchaser of consumer goods or services in order to sue, but are also eligible to file a lawsuit if you received the goods or services as a gift.

The Texas State Florists' Association has worked, and continues to work, to not only promote Texas florist, but also protect Texas florists from unscrupulous competitors. If you would like more information or have questions about how to file a complaint, please go to www.tsfa.or or telephone the TSFA office at 512.834.0361.

Texas State Florists' Association INSURANCE PROGRAMS



Occupational Accident Insurance

Designed exclusively for TSFA members who do not carry Workers' Compensation

Individual Health Insurance
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Member Spotlight

Name: Kelly S. Norvell AIFD TMF

Title: Owner/Designer

Shop: Norvell Designs, Inc. dba Bridal Blooms. Located in Fort Worth, Texas

Year in Industry: I have owned my business for 22 years. Before I started my wedding and event company, I worked for several other full service shops. Have enjoyed working with clients who are so happy to have someone really listen to them and make their visions come true. I am blessed every day!

Family: I have a beautiful adult daughter (also at A&M), a supportive significant other and an older sister and a father close by. Lots of cousins in nearby cities and states too.

College: Texas A&M University, BBA finance with a minor in horticulture.

Favorite Movie: "To Kill A Mockingbird". This movie has touched me all my life.

Favorite place to go to get away: A hiking trip in the mountains somewhere. Last trip was to the Canadian Rockies. We really enjoy the Fall when the weather is cooler and the animals are active!

How did you get into the floral industry? I was signing up for a "free" elective at A&M one day and spotted a floral design class taught by Jim Johnson. Already being interested in design as a hobby and living with an architect/artist father I signed up with



enthusiasm. I fell in love the day I walked in but was too far along to change my major. So, I worked on trying to make it all come together never realizing I would eventually have my own business someday. The rest, they say is history...

Years involved with TSFA: About 18 years with a break in there! I moved my shop during that break and really began concentrating on growing my business. Now I work on maintaining my business and volunteer with some teens every week. Giving back has been very rewarding.

Passion(s): Besides flowers and design? I love to cook, read, hike and you can usually find me at the gym 4 days a week. I love music and grew up in a musical family. So I guess you would say art, literature, music, theater, etc. I also enjoy spending time shopping with my daughter when she is home from school.

What about them inspires you? I am inspired by nature and the outdoors. I am more spiritually centered when I have spent some time in nature as well. I am also inspired by beautifully written and composed music, dance and the written word. People who are very artistic in their field are inspiring to me too.

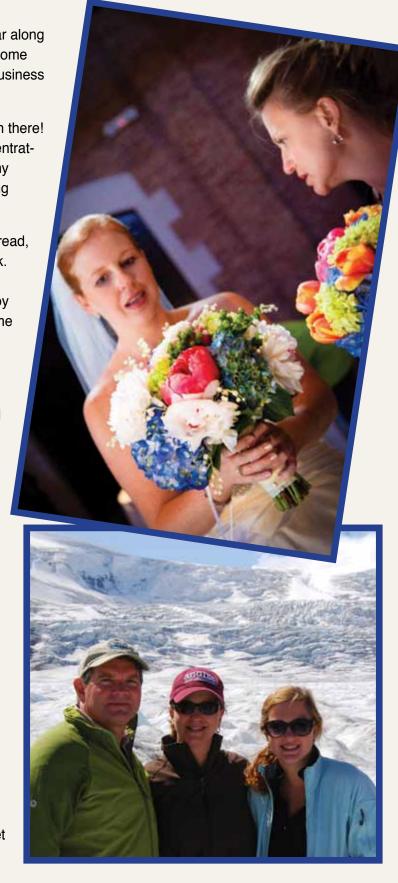
Greatest accomplishment: I have several but here are the highlights:

- Watching my daughter turn into the beautiful, sincere, Christian, creative, intelligent young adult. Would like to take more credit here than is due but it has been fun to be a part of this process.
- Setting a goal and obtaining my AIFD status in 1998
- Coming to terms with my parents and a dysfunctional family and working through that process with an incredible program.

Who is your hero? My biggest hero would probably be my Father closely followed by my daughter. Or, maybe it's the other way around. Both are very inspiring to me.

Biggest thing left on your life "to-do" list? More travel! I want to see some ruins, pyramids, art galleries, national parks and continue hiking all over the world. Think I can get it all done before my time is up or the money runs out?

What would you be doing if you weren't in the floral industry? If I wasn't in the floral industry, I would be designing landscapes, gardens or in some other part of the design industry. Actually I think I am doing what I am supposed to be doing. Somehow feels like a calling to me.



focus on design

Floral design by Rich Salvaggio AIFD, AAF, PFCI

Photography by Ron Derhacopian

Use feathers and equisetum to "sculpt the space" in a design with an eco-friendly look.

"Framing" is a technique familiar to many designers—accomplished here with feathers that, combined with feathered spheres and willow containers, evoke the great outdoors. Another way to add value by sculpting space is to create a platform in the center of a design. Horizontal rows of equisetum provide yet another way to give a "green" feeling to this pair of coordinating designs. The space above them creates a pleasing, airy look.

• To make the equisetum platforms, you'll need to sculpt an indentation in the foam. First, cut the foam to rise above the rim of the willow containers on each end. This gives a full look to the design and also allows you to place the feathers so they jut from the sides. In the center of the foam, make an indentation where the equisetum will go. Early on in the design process, place the feathers and feather spheres, so they can guide the placement of other materials.



Cut sections of equisetum to the width of the container and layer them into the indentation. Take a longer section of equisetum, reinforce it with 18-gauge wire, and bend it into a right-angle bracket shape. Use this to hold the layered equisetum in place.





• Fill the remaining foam with fresh flowers. Vivid colors jump out against the warm, woodsy tones of the willow and feathers. The lines of the equisetum harmonize with the willow, and the space created in the center of each design adds to its appeal.

TSFA Education Scholarship Award

By Bruce Easley AAF TMFA



nce in the lifetime of every organization an individual comes along with such a dynamic personality that people flock to them wherever they are. We always want to be around those people.



Judy Rutledge AAF TMFA

Funds were raised in 2011 to establish an annual education scholarship honoring Judy Rutledge AAF TMFA. The TSFA Education Committee felt it was long overdue.

Judy Rutledge AAF TMFA was responsible for holding together and pushing us all to create a strong committee that is ready to lead TSFA's Education Programs into the future; especially the TMF, TMFA, and High School Certification programs.

The love and passion Judy gives is unmatched by anyone I've seen in a long time. She started her career in education, teaching young children and then on to teach us, not only to be better members, instructors, and volunteers but she also makes us want to be better people because we see the light and love she gives when she walks into a room.

The TSFA Education Committee proudly presented the first Judy Rutledge Scholarship to Judy Rutledge AAF TMFA during the TSFA Annual Awards Luncheon this past July.

This scholarship will be awarded each year by the TSFA Education Committee to an individual who excels in education and committment to TSFA's education programs.

The medallion will be given each year with the inscription: Judy Rutledge AAF TMFA Education Scholarship. The recipients name and year engraved on the back.

Thank you Judy for all you have done to lead and advance TSFA and our Education programs, not only in Texas but nationally.



esign Gallery

TSFA may feature your design in an upcoming issue of the "Bloomin' Texan" and on TSFA's FaceBook Page. Email your design photos

along with your name and telephone number. You may win a \$50 gift card, sponsored by the Florist Federal



Credit Union — www.thefloristffcu.org.

Submit photos along with a brief description for these upcoming issues:

Issue	Subject	Deadline
March	Spring	Jan 30
April	Showers	Feb 28
May	Flower	March 30
June	Weddings	April 30



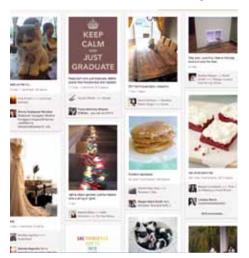


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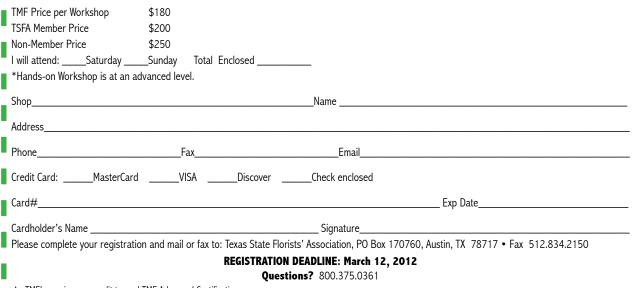
A Weekend with Rich Salvaggio AIFD in Austin!

Don't miss these exceptional hands-on workshops from world-renowned floral artist Rich Salvaggio AIFD

"Advanced Design Techniques & Style" March 24, 2012, 9:00 am - 5:00 pm ★ and

"The Overall Wedding Experience" March 25, 2012, 9:00 am - 4:00 pm ★

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Rich Salvaggio AIFD, Teleflora's Vice President of Industry Relations and Floral Publications, shares his pursuit of excellence in the art of floral design with TSFA!



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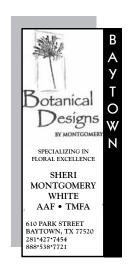
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- •\$25 for each Employee New Member
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Grand Prize

In addition to the cash incentive for 2012, the first place membership recruiter will win an iPad2. The winner of the iPad2 is the person who signs up the most total number of new members. The iPad2 will be awarded at the TSFA Convention in Fredericksburg in July, 2012.

A Few Rules:

- Membership Campaign will run from Jan. 1, 2012 May 31, 2012.
- Incentives are open to all members/non-members who sign up a new member and the new member pays dues for one/two years.
- New Member is considered someone who has not paid TSFA membership in the last two years.
- Recruiter's name must be listed in the Recommend By section on the TSFA Membership Application.
- New memberships MUST be paid before prizes can be awarded.
- Must be over 18 to be eligible.

Call the TSFA office is you have any questions: 512.834.0361

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TSFA CALENDAR OF EVENTS

January 2012

- 1 New Year's Day
- **18** Nominating Committee Telephone Conference Call, 2 pm.
- **25** Texas Floral Endowment Annual Meeting by Conference Call, 3 pm.

February 2012

- 2 Groundhog Day
- 14 Valentine's Day
- 20 President's Day
- **22** Ash Wednesday

March 2012

- **11** Daylight Savings Begins
- 17 St. Patrick's Day
- **17** TSFA High School Floral Design Testing, Texas A&M University, College Station, 9 am 4 pm.
- **20** First Day of Spring
- **24-25** Advanced Design Classes, "Wedding Techniques*", Instructor: Rich Salvaggio AIFD

Advanced Design Styles Class* Instructor: Rich Salvaggio AIFD For more information, telephone the TSFA office at 512.834.0361. *TMFs registered in the Advanced Program will receive 1 credit per class.

April 2012

- 1 Palm Sunday
- **6** Good Friday
- 8 Easter
- **11** TSFA Finance Committee Meeting held by conference call, 3 pm.
- **14** TSFA High School Floral Design Testing, Skyline High School, Dallas, 9 am 4 pm.
- **25** Administrative Professionals Day

July 20-22, 2012

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