# THE BLOOMIN' TEXAN

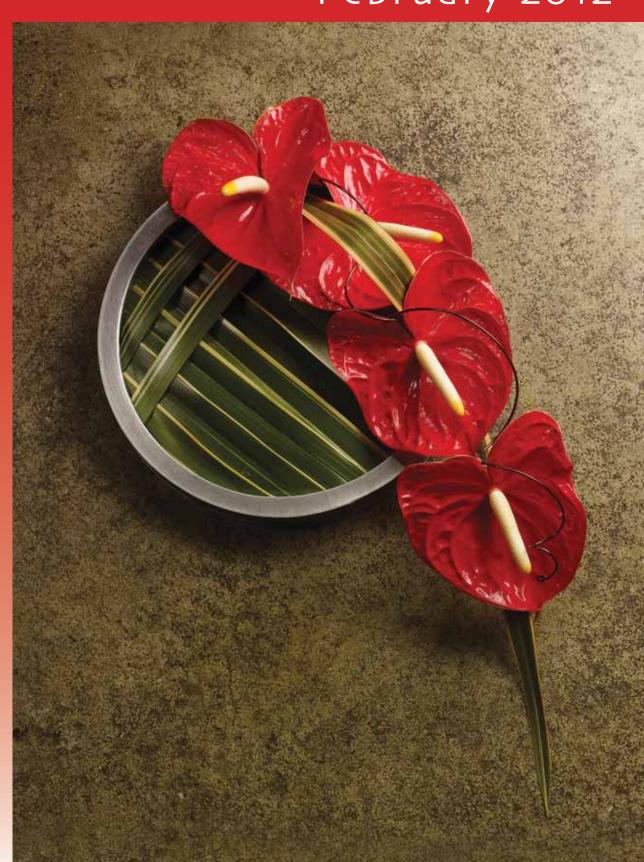
February 2012

Taking Risks

HB 989 —
"The Flower
Provision"
Deceptive
Advertising
Law

TSFA Member Spotlight — Elaine Nevarez

Focus on Design



# BloomNet is Our Wire Service of Choice



Bob Tucker and Bill Bobulinski, owners of Miss Daisy's Flowers & Gifts, Leesburg, FL

The floral industry is all about building relationships. We've worked with the other major competitive wire services, and choose BloomNet as our exclusive wire service provider. Here's why...

### **Cost Saving**

Procurement costs are lower by leveraging Napco, Palletized Glassware, Yankee Candle, Chocolates, Balloons, and Gift Basket programs.

### **Profitable Fulfillment**

No other Wire Service provides detailed order projections, small case packs, or multiple container uses to reduce inventory exposure.

### **Innovative Marketing Services**

Affordable selection guides, professional custom print materials and online advertising through Wedding Wire bring new customers into our shop.

### Education, Networking & Industry Support

We continually expand our knowledge and learn from fellow florists by reading Floriology, attending Fresh Forums and courses at the new Floriology Institute.

Build customer relationships first, do business second.
BloomNet stands behind those words and that's why we stand behind BloomNet



BloomNet is a friend to the florist and helps our business thrive!

# The Bloomin' Texan

### FEBRUARY 2012 ■ VOLUME XXXVIII ■ NUMBER 2

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THE BLOOMIN' TEXAN

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P.O. Box 170760 • Austin, Texas 78717

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Executive Director ..... ...... Dianna Nordman AAF The Bloomin' Texan (USPS 304-350) is published monthly, except for July. \$8.00 of the annual membership dues is applied toward a subscription to The Bloomin' Texan. Volume XXXVIII, Number 1, Located at 9004-C Anderson Mill Rd., Austin, TX 78729. Periodicals Postage Paid at Austin, Texas and at additional mailing offices. Opinions expressed in this publication do not necessarily reflect official policy of the Texas State Florists' Association. **POSTMASTER:** Send address changes to *The Bloomin' Texan*, P.O. Box 170760, Austin, TX 78717.



Patrick Berry

### Letter From the President

Saint. Valentine's. Day. February 14th.

There. I said it. Now that it is here, how did you approach the busiest floral holiday of the year? Excited anticipation? A well thought-out plan of attack? Hoping that it will be good? Wondering how you will get it done? Curled up in a fetal position under your desk?

Everyone seems to approach this time of year differently. Hope is good. A plan is better. The fact is there is no ONE way to approach Valentine's Day because there is no ONE way to run a business. Since the majority of you are grizzled veterans by now, you have most likely taken the lessons learned from previous years and applied that knowledge to formulate your strategy. Has the recession made you tentative?

That appears to be over and the economy is recovering. You don't want to underestimate what you need but you don't want a rose salad for lunch on February 15th either.

One thing is for sure, this is definitely the time of year that you cannot do it all by yourself. If you find yourself wishing your employees had more skills or knowledge you might want to start thinking about next year right now. Give your employees the gift of knowledge and let them repay you by shouldering more of the load next year. Make plans to bring them to the TSFA convention this summer in Fredericksburg and learn from the best so they will have what it takes to help their employer. You! There is a good chance that not only will you retain better employees, they can also help you by assuming more of your workload and helping you achieve a little more balance in your life. Education makes it easier!

It is also the time of year where unscrupulous competitors seem to come out of the woodwork. Be vigilant for those companies that present themselves as being "local" when they are anything but. TSFA has laid the groundwork for you to pursue these folks by pushing HB 989 through the state legislature. You've probably heard me speak of this before since I mention it every month. I mention it because it is that important! This is an outlet for you to fight back. If you notice any offenders you can still read about how to act at www.tsfa.org. It is not difficult.

Remember that you have TSFA in your corner and on your side. I will keep you all posted as we roll out our newly revamped websites soon. I encourage you to look at www.texaslocalflorist.com as an advertising venue for your business. Since it is being promoted via radio and television spots as well as billboards by the Texas Department of Agriculture again this year; and the new website will be much more professional — it is the best advertising value around for your money. You will automatically be listed as a TSFA member, but for a little more money you can make a bigger splash. It only costs 52 cents a day to be a TSFA member and I defy you to find any other advertising that is this effective for so

Good luck with Valentine's Day!! Whatever you do, remember that

~ FLOWERS MAKE IT BETTER! ~



Dianna Nordman AAF **Editor** Barb Donovan **Production** 

2011-2012 TSFA Bloomin' Texan Editorial **Advisory Board** Ann Cain **Bruce Easley AAF TMFA** Jimmy Klepac Dov E. Kupfer AIFD Sandy Ramirez TMFA Rey Rodriguez AAF CFO TMFA Judy Rutledge AAF TMFA **Shirley Tullos** 

#### Cover Credit:

Designer: Anthony Vigliotta AIFD

> *Photographer:* Ron Derhacopian

Thank you to Teleflora and "Flowers&" magazine



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y son, Chris, entered the Houston Livestock Show & Rodeo Art contest and has been working on his picture for the past several weeks. He is a very talented young artist who is already captivating the interests of established artists and instructors... Please bear with me as I promise you that this will lead to more than just a Mom bragging about her child... Needless to say, expectations with regards to his art work run high not only for himself, but also for those that have had the opportunity to view his art. He has always had that "artistic eye" for things and the capability to see 'art' and create 'art' from even the most simplistic things in life. In the beginning of the project, he was very excited and felt that the painting was turning out really well. However, this past Tuesday when I picked him up from school, Chris climbed in the car and informed me that his picture was 'the worst picture I have ever done? I asked him why? He told me that he tried something new by adding oil pastels to his water color picture and that it all went downhill from there. It's hard to find ways to encourage someone while they are in the midst of beating themselves up, especially when it is your child. I informed him that he was not required to submit the painting, but he responded that he had made a commitment and he will, despite how bad the painting turned out, go through with the contest. He also said that he did not want me to be disappointed. How could I possibly be disappointed? Pride was all I could feel not only because of his decision to follow through with his commitment, but also, and just as important, for the fact that he took a 'risk' by choosing to try something new.

There is a very special group of individuals that are born with the ability to fashion art with the use of various mediums to express their creativity. There are those that have taken risks with their chosen art form and in doing so have benefitted as an artist allowing their skills to grow and mature. With every class that is taken and with every competition you enter, you allow yourself to be challenged and with that comes growth, refinement and maturity.

With all this said, I ask you to think about the following questions:

- Do you truly love floral design?
- Do you admire and wish to emulate the skills of another designer?
- Have you ever refused to take a class because you felt you weren't good enough to participate?
- Have you ever not entered a competition because you felt you weren't as good as your competitors?
- Have you ever worried what your peers will think of you or the level of your skills?

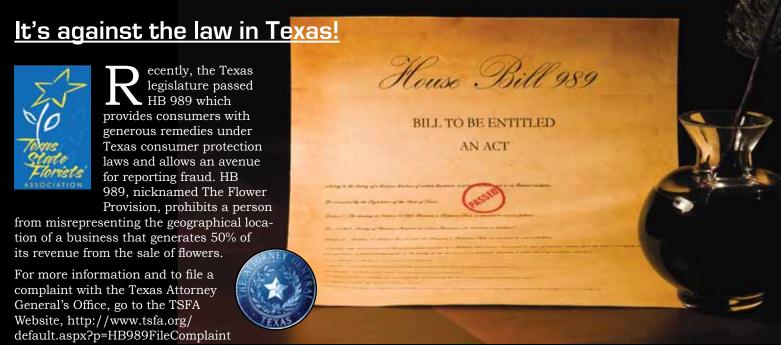
If you have answered 'yes' to any of these questions then it is time to take your passion in floral design to the next level. Break free of the chains that we all put on ourselves and begin growing not only as an artist, but as an individual. I challenge all of the TSFA's retail shop owners to encourage all their designers to take hands on workshops.

It is OK to fail! However, to never take the risk to experiment with an idea or to challenge yourself to meet higher expectations means you will never really succeed either. Those that attend design programs and enter design competitions will garner the respect and admiration from every past competitor and instructor. After all, sometimes we forget that those we 'wish to emulate' had similar wishes as they journeyed along the same path at some point.

This morning as we waited for the bus, I talked to Chris about his Rodeo picture. I told him I was prouder of him than I ever have been as a mother. He looked at me with questioning eyes as I continued. I explained that it takes courage to experiment, to push beyond your comfort zone, and that is why this picture was now one of my favorites. I could tell by the smile on his face that he now understood that he had not 'failed' in his risky endeavor, but had learned a very valuable life lesson about 'taking risks'.

Editor's Note: Reprinted with permission of the Allied Forists of Houston. For more information on becoming an AFH member, visit their website: www.alliedfloristsofhouston.org.

# Have You Encountered Online Companies Posing as Local Texas Florists?





# learn by doing

Weddings, corsages, sympathy tributes, party decorations, plant and flower care, shop management, arrangements for

Director and Instructor Bill McKinley — a nationally recognized floral design educator with experience as a flower shop owner

### Now offering advanced classes.

For a class schedule: BENZ SCHOOL P.O. Box 9909, College Station, TX 77842 (979) 845-3841 aggie-horticulture.tamu.edu/benz

### Texas State Florists' Association INSURANCE PROGRAMS



### Occupational Accident Insurance

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

Individual Health Insurance Group Health Insurance Medicare Supplement Plans



ASSOCIATION INSURANCE SERVICES, INC. Endorsed by the Texas State Florists' Association

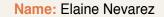
Tor more information on these programs please contact:

Rig Morgan 800-291-1061 512-219-1911

TSFA Office 800-375-9361 512-834-0361

Billy Bichler 800-291-1061 512-219-1911

# Member Spotlight



Title: Owner

Shop: Elaine's Florist & Gift Baskets and

Blanton Niday Floral Design

Year in Industry: 19 years

Family: Husband is Hernan, Justin 17 yrs,

Lauren 14 yrs

College: Texas A&M University

Favorite Movie: "American Beauty"

Favorite place to go to get away for a day:

Galveston

For a week: Playa del Carmen, Mexico

How did you get into the floral industry? I used to work at a foreign bank, Societe Generale, in downtown Houston for 8 years in the accounting department and in June of 1991 they moved my department to Dallas. After commuting for 7 months, I left the bank. I decided that I wanted to open my own business so that I would never be forced to leave my job ever again. I took a look at the community in which I lived and I noticed that, in my opinion, there was not a reputable florist so crazy me decided to open one with no floral shop experience. I attended the "Frankie Shelton School of Floral Design" for two weeks and off I went. I hired an experienced designer and now, 19 years later, I have no regrets. In 2006 we were voted "The Best Florist in Houston" in a public poll taken by the Houston Press and we continue to WOW our customers daily with our high customer service and attention to detail in our designs.

Years involved with TSFA: 1

Passion(s): Visiting with family and friends

What about them inspires you? Just to hear about their lives and adventures.



**Greatest accomplishment:** Being a mom to Justin and Lauren and being voted "Best Florist in Houston" by the Houston Press.

Who is your hero? Hakeem Olajuwon. Always gave all credit to his teammates and is very humble.

Biggest thing left on your life "to-do" list? Pay off all my bills © lol

What would you be doing if you weren't in the floral industry? I've always wanted to work in the travel industry so I probably would have pursued that.



# A Weekend with Rich Salvaggio AIFD in Austin!



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!



# 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 ★

### Class Location: Bill Doran Company, 2006 Gaston Place, Austin, Texas

TMF Price per Workshop	\$180		
TSFA Member Price	\$200		
Non-Member Price	\$250		
I will attend:Saturday	Sunday	Total	Enclosed
*Hands-on Workshop is at an adv	anced level.		
Shop			
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Texas State Florists' Association, PO Box 170760, Austin, TX 78717
Fax 512.834.2150

REGISTRATION DEADLINE: March 12, 2012 Questions? 800.375.0361

★ TMF's receive one credit toward TMF Advanced Certification.

# focus on design

Floral design by Rich Salvaggio AIFD, AAF, PFCI Reprinted with permission of *Flowers*& magazine Photography by Ron Derhacopian

## Use up short-stemmed flowers in a segmented design.

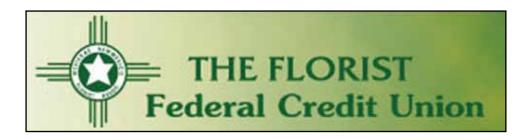
Create a design with visual impact and creative flair using leftover flower heads. Simply group the stems by twos and threes, in segments dramatized with foliage partitions. To make the partitions, you could use real leaves, but they would need to be both wide and stiff (ti leaves, for example). A handy substitute is Aspid Décor, a new product that's great for lining clear glass containers to hide floral foam and for other uses. Aspid Décor has a natural yet stylized, geometric look. It's thin and designed to be flexible, which means it needs to be reinforced if you plan to use it as a rigid partition.

- Cut strips of clear plastic to use as partitions to define segments in the foam. Then, cut narrower strips of Aspid Décor, just wide enough to fit over the top of your plastic strips. Glue the Aspid Décor onto the top of the clear plastic with UGlu™ Dashes. (Press the square Dashes onto the clear plastic, then remove the white protective paper and press the Aspid Décor over them.) This much can be done in down time, in advance.
- Place wet foam in a rectangular container. Place the strips of covered plastic to create segments within the foam.





• Add flowers. Loops of Flexigrass create connections between the sections, adding height and dancing rhythm to the geometry of the design.



## **Long Time Board Member and Chairman Ron Harrison Retires**

The Board of Directors of The Florist Federal Credit Union announces the retirement of current board member and chair Ron Harrison. Ron, President and Owner of Harrison Wholesale Floral in Odessa, TX, has guided the credit union for over 20 years. Ron was a member of the original founding group of the credit union and will be greatly missed by the board and credit union members.

The board has appointed Doug Liedtke, Vice-Chairman, to assume the roll of acting Chairman. Doug is President and Owner of J & E Wholesale Floral Company in Amarillo, TX. Doug has served the credit union as Vice-Chairman for many years and looks forward to assuming the roll of Chairman.

"The board of directors wishes to thank Ron for his many years of service to the credit union. The board, along with the membership, will be forever indebted to Ron for his leadership and dedication to The Florist Federal Credit Union."

"I am excited about the future of The Florist Federal Credit Union, and I look forward to guiding the Board of Directors as we move forward in the New Year" says Doug Liedtke.

Built by and for the florist industry, The Florist Federal Credit Union is the only credit union in the nation that serves the Florist Industry directly. For more information on becoming a credit union member or to learn more about the credit union's new expanded products and online banking contact the credit at 800.322.0811 or go online to www.thefloristfcu.org.



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
April	Showers	Feb 28
May	Flower	March 30
June	Weddings	April 30



# **Quick Takes**

Name: myPANTONE
Address: www.pantone.com
Type: Software/Mobile App
Info: For over 50 years,
PANTONE has been the
international language of
color. Why struggle with color communication when you
can simply reference a PANTONE Color and designers
and manufacturers all over
the world will know your
exact hue. With the myPANTONE™ app you have access

to over 13,000 PANTONE®



Colors, including the new PANTONE PLUS SERIES and Fashion + Home colors. Easily create color palettes for inspiration and share them with friends, clients and vendors. myPANTONE offers designers and color conscious consumers a way to take PANTONE Colors with them wherever they go.

Name: iHandy Carpenter

Address: itunes.apple.com/us/app/ihandy-carpenter

**Type:** Download (Android) (iphone)

**Info:** A phone's built-in motion sensors can drive an interesting toobox addition. Turns out these devices are sensitive enough to provide accurate angular measurements, whether you're trying to hang a picture straight, level an appliance or cut a piece of lumber at a 45-degree angle. The iHandy Carpenter app (\$1.99) includes onscreen versions of a plumb bob, a surface level, a bubble level, a steel protractor and a steel ruler. If all you need is a level, you can download that module for free.





Name: Lynda.com Address: www.lynda.com Type: Online Training Library

**Info:** Lynda.com is an online Training Library. You can learn at your own pace and stay current, keeping your skills sharp.

- Learn software from Adobe, Apple,
   Microsoft or subjects like 3D+ Animation, Design,
   Photography.
- Classes for beginners to experts.
- Learn at your own pace: Play, pause, rewind.
- Watch one tutorial at a time, or a whole course.



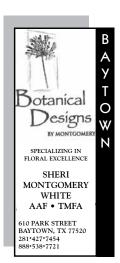
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800-mcshans mcshanflorist.com

**Dallas Metroplex** 

# WELCOME NEW MEMBERS

Judith Ames Hardman All Patriotic Florals/Blue Diamond Florals 2380 W. Sherman Dr. • Aubrey, TX 76227	940.365.9509	Vernia McAllister 214.497.2903 • (F Vernia's House of Flowers & Gifts 6909 Tremont • Rowlett, TX 75089	ax) 972.412.7979
Amy Awtry Green Iris Floral Design, LLC 3625 Northwest Drive • Hobbs, NM 88240	575.391.0082	Kim McClinton Baylor Flowers 1700 A South 5th Street • Waco, TX 76706	254.366.5205
Marilyn Berry Vickery Wholesale Greenhouse 8314 Daffan Ln. • Austin, TX 78724	512.291.0400	Bill McKinley AIFD CFD Dept of Horticulture Sciences, 202 Horticulture For Texas A&M University • College Station, TX 77843	
Eva Bradford 817.332.2265 • (F 1220 Pennsylvania Ave. • Fort Worth, TX 76116 Rebecca Brummond TMF 832.484.4325 • (F	·	Linda Menchaca, TMF Cole's House of Flowers 1918 SE 15th St. • Mineral Wells, TX 76067	940.682.5273
16503 Stuebnor Airline • Spring, TX 77379 Pat Clounch 817.498.8838 • (F	·	Sook Miller Primavera Floral Design 2017 W. 14th • Houston, TX 77008	713.377.2283
5 Star Ford - NRH 6618 NE Loop 820 • N. Richland Hills, TX 76180 Becky Cornell 325.655.4682 • (F	°ax) 325.653.4922	Yu Mei Montalvo AIFD Ikebana Studio	281.352.3687
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804 Spring St. • Bastrop, TX 78602 Rachelle Darby, TMF 9853 Giraffe Rd. • Gilmer, TX 75644	903.725.5495	Kristin Phillips 4501 W Pleasant Ridge • Arlington, TX 76016	
Lauren Darr Baylor FLowers	903.746.3615	Ramon Quiroga, NMSU Floral PO Box 30000 MSC 3Q • Las Cruces, NM 88003 Ali Raza	817.838.7292
1700 A South 5th Street • Waco, TX 76706 Monica David New Mexico State University	915.240.1112	Al-Madina Floral & Gifts 1021 N. Sylvania Ave. • Fort Worth, TX 76111 Melanie Ressler	281.328.9759
PO Box 30000 MSC 3Q • Las Cruces, NM 88003 Sundra Denman Liza's Garden	936.876.3582	Klein Collins High School 20418 Peters Rd. • Crosby, TX 77532 Emily Rollison 361.296.3607 • (F.	ax) 361.219.6184
538 N. Main St. • Huntington, TX 75949 Jessica Eckhardt 108 Glenwood • Fredricksburg, TX 78624	830.992.1570	203 Seahawk Dr. • Riviera, TX 78379  Cookie Shephard FlowerFields Florist	972.563.2252
Pamela Fisher 2810 Wateridge Ct • Grapevine, TX 76051	940.395.9667	PO Box 817 • Terrell, TX 75160 Brandi N. Taylor	979.219.1914
Wanda Garcia A Bouquet Boutique & Floral Design 804 Spring St. • Bastrop, TX 78602	512.940.8155	PO Box 748 • Pinehurst, TX 77362 Mahonri Telles, NMSU Floral PO Box 30000 MSC 3 Q • Las Cruces, NM 88003	
Karl Goodman Shepherd High School 230 W. Caldwell Loop • Shepherd, TX77371	936.628.3371	Ronda Underwood 550 Slott Lane • New Waverly, TX 77358 Amanda Walker	936.661.5577 281.351.2477
Sabine Green, NMSU Floral PO Box 30000 MSC 3Q • Las Cruces, NM 88003 Theresa Guerro.Garris, TMF	281.894.0350	Tomball County Florist PO Box 24 • Austin, TX 77377 Kelly Wallace TMF 940.698.1301 • (F.	
Wild Flower Florist 14126 Barrone Dr. • Cypress, TX 77429		Northwest High School 2301 Texan Drive • Justin, TX 76247	,
Sharon Hoke Botanical Flowers 27140 Glen Loch • The Woodlands, TX 77381	281.367.9638	Micah Ward New Mexico State University PO Box 30003 MSC 3Q • Las Cruses, NM 88003	915.240.1112
Michele Howard Marlow Floral Products PO Box 146 • Marlow, OK 73055	580.658.3249	Robert Washington Gonzales High School PO Box M • Gonzales, TX 78629	361.293.1384
Erica Hunt 1905 Loop 332 • Liberty Hill, TX 78642	903.810.0956	Andrea Watts, TMF 9142 FM 78 • Converse, TX 78109	210.859.6551
Shirley Johnson, TMF 8600 W Hwy 71 #836 • Austin, TX 78735	512.657.1301	Courtney Wilson Kirbyville ISD	409.454.8074
Carling B. Ludwig 9642 Bending Willow Ln. • Houston, TX 77064	713.314.7079	PO Box 443 • Kirbyville, TX 75956 Katherine Wohl 3150 Sinseather Rd., #316 • Bryan, TX 77801	210.875.8272



# TSFA Order Exchange Network

## **Support Your Advertisers!**



















### Membership is Open to Members of Texas State Florists' Association

The Federal Florist Credit Union is the only credit union that directly serves the florist industry. Historically, credit unions have been part of the "package of benefits" that strengthen employer/employee relationships. Credit unions are member owned, financial cooperatives. All net operating proceeds are put into capital reserves and not paid to stockholders.

Simply put, this means that our incentive is to help our members in all areas of savings and lending.

Contact us now to see how easy it is to include The Florist Federal Credit Union in your package of employee benefits.

### Contact:

Kenneth Bell, Manager, 404 N. Kentucky, Roswell NM 88201 800.322.0811 • www.thefloristfcu.org



# Help Grow TSFA (pun intended)!

### 2012 Membership Recruitment Campaign



Your Reward when you recruit a new member is Cash... what you do with that Cash is up to you, maybe a quick getaway, a spa day or dinner out. You decide.

### **Rewards Categories:**

### Recruiters may earn the following cash:

- \$50-\$100\* per each Owner/Manager New Member
- •\$25 for each Employee New Member
- \*Recruiters may earn \$100 if New Member signs up and pays for 2 years OR \$50 the 1st year and \$50 the 2nd year if New Member renews the following year.

### **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

### **TSFA Membership Application**

Firm
Mailing Address
CityStateZip
Telephone () FAX ()
E-mail:
Recommended By:
Classification & Annual Dues
(Membership is on an individual basis)
RETAIL FLORIST
☐ Owner/Manager**\$189.95
☐ Freelance Designer\$189.95
☐ Employee\$96.00
WHOLESALE FLORIST
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☐ Employee\$96.00
GROWER
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☐ Employee\$96.00
□ EDUCATOR/TEACHER\$96.00
□ ASSOCIATE MEMBER\$125.00
Total Enclosed \$
My Position With the Firm is:
Payment Options:Check is enclosed
Please bill my account as indicated:
Credit Card Billing:MasterCardVISADiscover
Card#
Expiration DateCode:
Cardholder's Name
Cardholder's Signature
Wire Service Account Billing:TelefloraFTD
Available on wire service billing only: Code#
Account Holder's Signature  Dues may be deductible to members for Federal Income Tax purposes as ordinary and necessary business expenses. Consult your tax advisor

### **Complete and Return to:**

for assistance in specific member situations. \$8 of the TSFA member

dues represents a subscription to The Bloomin' Texan.

TSFA • P.O. Box 170760 • Austin,TX 78717 (800) 375-0361 • Fax (512) 834-2150

# TSFA CALENDAR OF EVENTS

### 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

### May 2012

- 8 National Teachers' Day
- **13** Mothers' Day
- **28** Memorial Day (observed)

### July 20-22, 2012

TSFA Convention & Trade Show featuring Business and Design programs on "How Successful Florists Make Money."

The Hangar Hotel & Conference Center in the Texas Hill Country of Fredericksburg, Texas. Call the TSFA Office at 512.834.0361 for details.



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