## THE BLOOMIN' TEXAN

March 2012

The Powerful Language of Flowers

TSFA Member
Spotlight —
Kimberly
Norman
Murphy TMF

Focus on Design

Relicite Your Floral Art for the Home





## congratulations

to our 2011 Florist Quality Care Program Award Winners in meeting the benchmark of excellence for fulfilling orders and building customers relationships!

See what a few of the Award Winners had to say...



**▼** "My employees care

deeply about the

ownership of

shop and they take

everything they do. It's a true blessing to be open every morning!"

> Agnew Florist Watertown, CT

"Quality is the key to customer satisfaction and retention...I am very honored and appreciative that BloomNet is recognizing Florists for their commitment to the industry, to each other and to the customers."

> Wyoming Florist Cincinnati. OH



"We have always taken pride in our work and the commitment we make to all customers. Being recognized for all that goes into these efforts is very much appreciated."

> David' Flowers, Gifts and Interiors Midwest City, OK



"Robert was proud to receive the award and couldn't wait to hang it behind the counter for all his customers to see."

Mother Virginia Florist Washington, DC





To become a BloomNet Florist, contact us at 1-800-BloomNet (1-800-256-6663) or visit www.mybloomnet.net today!

## The Bloomin' Texan

#### MARCH 2012 ■ VOLUME XXXVIII ■ NUMBER 3

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Patrick Berry President

#### Letter From the President

Spring. A time of new beginnings. Daylight Savings Time returns. Temperatures are warming up. The rebirth of flora and fauna. Spring business. Spring weddings. Spring cleaning.

It is exactly this time of new beginnings that inspires 'spring cleaning' along with thoughts of a hopeful, brighter future. When we speak of the future, generally we look to the past as that is our frame of reference. The recent past hasn't been too kind to most small business owners. Yes, there has been a recession but we can't blame everything on that. The fact is, the only constant is change, and if we don't continually change and adapt what we do as business owners we will get left behind. Have you made any changes lately? Are you still doing the exact same things that

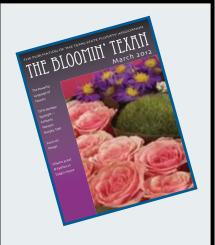
you've done in the past? Are you in need of a little inspiration?

TSFA can facilitate the inspiration that you may need. The TSFA convention can be like a shot of B-12 for your brain and your soul. How? By networking with florists from all over the state; it is easier to share and learn from other business owners that you are not competing against. By taking a business class to get ideas of how to improve your bottom line. By taking a design class so you can return to your shop with a head full of new ideas. By bringing an employee to a design class so you can turn over more of the day to day work leaving more time for you to be a business owner instead of a laborer. By getting out of your rut to a fun, friendly environment that lets you release a little stress. So what are you waiting for? Save the dates of July 20-22 to meet us in Fredericksburg and turn your year around!

Also, have you heard about TSFA's 2012 membership drive? We are actually "paying" for you to sign up new members. Why should you do this? Here are the Top Ten reasons to recruit new TSFA members:

- It only costs 52 cents per day to be a TSFA member.
- TSFA is the best state floral association in the USA. (Seriously, it really is!)
- As a member you can join The Florist Credit Union get great rates on financing your next delivery vehicle or whatever it is that you need.
- TSFA pays you: \$25-\$50 for every new member that you recruit.
- TSFA pays you: a free ipad2 if you sign up the most new members.
- It pays to be a member: sign up for a business class and grow your bottom line.
- It pays to be a member: sign up for a design class to 'wow' your customers and increase your sales. It pays to be a member: sign up an employee for a design class and free yourself up to manage
- your business better. It pays to be a member: your business gets a free listing on www.texaslocalflorist.com which is being aggressively marketed by the Texas Department of Agriculture.
- It is actually a lot of FUN! Network with other florists from across the state and gain invaluable
- 11) Because we are overachievers and 10 reasons simply aren't enough. The 2012 convention will be in Fredericksburg and it will be a blast! I promise. Don't miss out on the FUN!

#### ~ FLOWERS MAKE IT BETTER! ~



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

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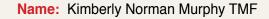
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> Photography by Ron Derhacopian



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 Member Spotlight



Family: Married to Jason and we have a 12 year old daughter, Kaitlyn. Our other children are Millie, the dog, and Rebel our tabby cat.

**Shop:** Gary's Floral Gallery, Abilene, Texas.

**Years in Industry:** I grew up in the floral industry with Dad, but really got into it full time about 6 years ago.

**Favorite Movie:** "The Changeling". It came out in 1980 and scares me every time I watch it!

How did I get into this industry? I feel like I was born in a flower shop. I grew up going to floral conventions with my dad and I remember

how everyone was always so happy and smiling. I always had fun and learned so much. My dad has always wanted a shop of his own and once that dream came true, I was excited to be a part of it!

My title is probably, "hey, can you....?" It seems that most phrases headed in my direction start with those three words.

My hero? I have two. My dad, who has shown me that being true to who you are is tough, but worth the end result and that hard work pays off. My other hero is my grandfather on my mom's side. He was a prisoner of war for over 13 months and never let that define who became. He even said it made him stronger. He taught me that no matter the obstacle, it can be overcome.

The biggest thing left on my to do list: I'm a huge history geek so going to Rome to see the Colosseum is definitely the big one to check off for me.

If I was not in the floral industry, I would definitely be back teaching in some way. I taught Pre- school for almost 9 years before I started working full time at the flower shop and I do miss my kiddos!

My passions are photography, scrap booking, floral design, and anything that has to do with my daughter.

My "hobbies" inspire my creativity. My daughter inspires me to be a better person.



# Design 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
May	Flowers	March 30
June	Weddings	April 30
August	Sympathy	May 30

#### **March Winner:**



Nicola Parker TMFA Shop: q johnson's floral images Subject: Spring comes alive in this vibrant lime green cache pot as it blooms hydrangea, tulips, versillia roses and lilies. Nicola won a \$50 gift card from the Florist Federal Credit Union

Congratulations!





phone for more information.

### focus on design

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

Photography by Ron Derhacopian





# Flashy without being feminine, pocket squares offer a great alternative for boutonnieres.

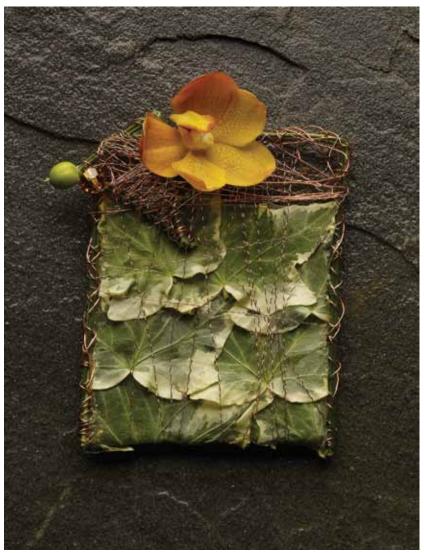
The other thing that especially appeals to boys and men about pocket squares is that they stay in place without pinning. Correctly made, a pocket square fits neatly into the breast pocket of a tuxedo or sport jacket, with the floral decoration peeking out of the top. Here, the top of the pocket square features a fancy wire mesh on a Flexigrass frame.

 Cover a cardboard square with leaves—here, variegated ivy—using floral adhesive. Even though the lower portion will be hidden by the wearer's pocket, any pocket square should be completely covered with floral materials.

This pocket square features a bracket that extends above the leaf-covered cardboard. Here, Flexigrass was used to make the bracket; you could also use steel grass. Wrap copper wire around the Flexigrass. As you go, bend the grass into a bracket shape that fits the leaf-covered square, leaving a little breathing room at the top for the trim. Glue the wire-wrapped grass bracket to the leaf-covered square; you'll need to pin the bracket to the square to hold it while the glue sets.



 Wrap some additional wire around the top of the pocket square. Make a triangle of Flexigrass wrapped with copper bullion and add it to the square by wrapping both with the bullion.



 Add flowers and gems: here, a mokara orchid blossom, a hypericum berry, and a Swarovski crystal, all glued on with floral adhesive.

#### The Powerful Language of Flowers

#### By Alice Adams

Reprinted with permission of "Texas Director"

In October, my favorite aunt died. She was 97.

She was buried on a Wednesday at 1 p.m. The blazing West Texas sun had no trouble penetrating the green tent that sheltered her casket and the ongoing drought contributed a brownish-yellow backdrop of long-dead Bermuda grass.

As I sat in a chair opposite the simple blue casket and listened to the clergyman deliver the brief eulogy, it seemed like — even felt like — something was missing. Something important.

Then I saw it. Or, rather, I didn't see it. There was no floral spray atop the casket. No, there was nothing — just the smooth blue top, stark and barren against the horizon.

How could this important part of my aunt's tribute have been overlooked? It may have been her three children, still feuding after a disagreement over the settling of their father's estate a few years earlier. Or perhaps the funeral director hadn't mentioned the casket spray since my aunt had prearranged her service 15 years ago. Or perhaps no one had bothered to educate her next-of-kin about floral tributes and the role they play in one's celebration of life.

A respected Texas funeral director said every floral shop in town knew to deliver flowers two hours before the service and silk sprays, provided by local florists, were used in case the family arrived early for a viewing. The reason for these protocols? So the family would not have to experience the bareness, the starkness, even the ugliness of a bare casket.

Whatever the reason for my aunt's bare casket, I will never forget that final picture: the boiling sun, cheesy green tent, the burned grass, the blue casket, bare and stark against a pale horizon. And I will never believe that funeral was a satisfactory celebration of my aunt's life. This was a woman truly ahead of her time who put everyone ahead of herself, planned exquisite parties and made sure everyone attending was comfortable and having a good time, whose zest for life was equaled only by her energy and her success in the business world at a time when women were expected to stay at home.

My aunt, a woman of style, determination and class with a deep and abiding love of all things beautiful deserved more on that hot, barren West Texas day.

#### **An Ancient Human Practice**

Gathering and arranging flowers around our dead is society's oldest form of mourning and honoring those we have lost. This human practice is believed to go back tens of thousands of years.

Some of the most striking evidence for the importance of flowers in death rituals came to light a half century ago during excavations of Shandiar Cave in northern Iraq. When archeologist Ralph Solecki, Ph.D., sent soil samples from the graves for pollen analysis, he discovered that they contained pollen and flower fragments from at least eight species of wild flowers, dating back to 62,000 B.C.

The analysis also reported that neither birds nor animals could have been responsible for the placement of the flowers. Therefore, it could be concluded that, thousands of years ago,



a mourning family must have roamed the mountainside, gathering a colorful bouquet to pay homage to their dead.

Eventually, Solecki's discovery would place the subject of human burial into the Guinness Book of World Records as the world's oldest form of religious activity.

Throughout human history, flowers have symbolized every aspect of the life cycle, from birth through death. Their delicacy communicates the fragility of life, and their need for the proper conditions to grow and thrive parallels an individual's needs for the same. In death, flowers are used to symbolize how the beauty of creation is temporary; as surely as the flower must be cut from the stem, so it is with human life.

Flowers also have a special aesthetic value in the face of death, for the beauty of the flower helps balance our emotional response to the perceived ugliness of death. Flowers help soften the raw imagery death leaves with survivors. And in the days when odors emanating from the decomposing body were a problem, the sweetness of funeral flowers provided a practical solution for masking that unpleasantness.

Today, people send flowers to funerals for many reasons. First, flowers are a means of expression because it is often difficult for those mourning a death to put feelings into words. Flowers are a visual embodiment of love,

sympathy and respect. They are a means of sharing the burden of grief, and represent community support for the bereaved.

Flowers also create a background of warmth and beauty, adding to the dignity and consolation of the funeral service. Following the service, the bereaved are left with an indelible image, or "memory picture" of that final tribute. The more comforting the memory picture, the more easily it is recalled by the bereaved and the more vivid is the reinforcement of the reality of loss.

Flowers do not wither and die in the mind of the bereaved; they are recalled time and again as indelible memories. Conversely, those who have attended service where there were no flowers frequently express the feeling that something was missing, that the funeral was depressing.

Flowers also have spiritual significance. They are symbolic not only of love and sympathy, but also of eternity and immortality. The fleeting life of flowers attests to the transitory life of man. There is profound symbolism in the fact that flowers do not last forever.

Finally, flowers are not only for the living. They are also for the dead. Americans traditionally have expressed their respect for the deceased by sending flowers, which honors the dead and console the living.

#### Light, Cameras, Flowers

Given the role flowers have always played in our ceremonies for lost loved ones, it is no wonder they are such an iconic element in our stories and films. Their presence and absence speak volumes to us subconsciously as viewers and readers, as they do in real life when we are mourners ourselves.

Lord of the Rings is one of countless films that have put the symbolism of flowers to cinematic use. Those fond of the trilogy were moved by the harsh procession of warrior Theodred's body to a mountain-side crypt. An oppressive brown palette dominated the scene and the mourners were locked in silent grief over his senseless death. Then a single white flower emerged in the camera foreground once the tomb was sealed. In the following minutes of film, a turning point occurred, whereby the benevolent wizard Gandalf — a hillside of white flowers behind him — breaks through the spell cast on the hero's father, who then begins to weep as he understands what he has lost.

Similarly, the stark church setting in *Four Weddings and a Funeral* was contrasted with the bright red and orange spray adorning the casket of one of the movie's most flamboyant characters. The flowers made a bold statement for the zest with which the deceased had lived his life, as well as a vivid underscore for the poem spoken by his long-time lover.

The gorgeous and elegant floral arrangements in the original British comedy *Death at a Funeral* provide the perfect foil for the outrageous events that ensue as that funeral unravels. As one outrageous plot twist after another comes, there is still the striving for what is right and respectful, though by the film's end little but the flowers themselves manage to retain their decorum.

And say what you will about young people's supposed distain for tradition. If the excitement around *The Hunger Games* books and upcoming film is any indication, the symbolism of flowers is alive and well among our youth. The best-selling fantasy series involves a futuristic gladiator-style completion among various districts where a strong-armed regime selects teens to compete in a death match where only one survives. In the most poignant scene of the first book, the main character Katniss steals a few moments in the heat of battle to tenderly surround the body of one of the fallen children with blossoms. It's a scene that anyone who's read the block-buster book can never forget and was the subject of a fan-made YouTube trailer (http://www.youtube.com/watch?v=Z\_jw3z68TW0) that's had nearly two million hits to date, even though it's not an official clip from the soon-to-be-released movie.

Will there be flowers in the scene when the film opens this March? Most assuredly, if Lionsgate knows anything about human emotion.

— Julie Lake

#### **Customs Among the Faiths**

The significance of floral tributes varies for each culture and faith. Below are brief, general guidelines regarding funeral flowers. If you are in doubt about the appropriateness of flowers for a funeral, however, check with local religious leaders or family members.

- **Baha'I** Burial should take place within a one-hour drive from the place where death occurs. Flowers are appropriate.
- **❖ Buddhist** Most Buddhist funerals take place in a funeral home, not in a temple. Sending flowers is normally considered appropriate.
- **♦ Catholic** Flowers are usually welcomed and appreciated. Confirm details with the parish for church deliveries, as practices may vary with regard to casket sprays and positioning.
- \* Church of Jesus Christ of Latter Day Saints (Mormons) Most floral tributes are encouraged and appropriate, except flowers arranged on a cross or crucifix. Funerals are not normally held inside the temple.
- **Eastern Orthodox** During the period before burial (three days after death), flowers may be sent to the funeral home. There is often an emphasis on white flowers. Some placement restrictions may apply. Those unable to attend the funeral may send flowers to the funeral home or the family home.
- \* Other Christian Faiths Floral expressions of all kinds are generally welcome at funerals and memorial services. Of course, individual churches may have their own limitations on placement.
- ❖ Hindu Hindus try to hold a service at a funeral home before the sun goes down on the day of the death. Flowers generally may be sent, although doing so isn't necessarily part of the Hindu tradition. Garlands and mixed seasonal sprays of flowers are typical.
- ❖ Islamic Opinion varies as to the appropriateness of sending flowers. Some say the Islamic emphasis on simplicity makes gifts of flowers unsuitable, while others consider flowers appropriate. Seek the opinion of a local religious leader or the family. When appropriate, roses and other fragrant varieties are especially popular. Palm branches, other greens or individual flowers are also often placed on graves.
- ❖ Jewish Sending flowers to a funeral home or burial site is not normally done. Instead, fruit and food baskets are traditionally sent to the home during the mourning period. Increasingly, however, friends are choosing to send flowers to bereaved family members at home following the funeral. Similarly, it's becoming more common to see some floral decorations sent to adorn the synagogue foyer. These newer traditions, however, are generally not practiced among Orthodox Jews.

# Rexcite Your Floral Art for the Home

A floral design presentation by **HITOMI GILLIAM AIFD** 

At Southern Floral Co., Austin, Texas, 8742 Shoal Creek Blvd. Thursday Evening, April 19, 2012, 6:30 pm - 9:00 pm TSFA Members: \$25 • Non-Members: \$30 (discounts for additional registrants at the same shop location)

Today's FLORAL ARTISTS are MORE than the sum of these two words. They are:

- ❖ Purveyors of fresh flowers ❖ Professional stylists ❖ Professional artists
- ❖ Trend setters for all things floral ❖ Indispensable advisors ❖ Floral psychologists & fashionistas

Hitomi will illuminate each of these characteristics with her unique floral designs, most of which will be of permanent materials. Her fabulous designs will be auctioned off at the end of her program. Just think, you can take some of Hitomi home with you! This event is co-sponsored by Southern Floral Co. and the Texas Floral Endowment. All proceeds will go into the Endowment's Scholarship program and benefit floral scholarships in Texas. Find out how YOU can apply for a scholarship while you are here.

In her designs Hitomi will emphasize the use of different mechanics, material choices, and how to complement the architectural style of a client's home or office. She will speak about how to stay abreast of new varieties of flowers, new styles of containers and accessories. Hitomi will discuss the importance of custom design. She will share her insight about the importance of being a good advisor to the client since you already know so much about flowers, about entertaining, about decorating and about the importance of customer satisfaction.

Would your client say that you are 'awesome?' Hitomi will remind us of how we ARE awesome and why we should be paid well as professional floral artists.

For more information: Texas State Florists' Association 512.834.0361



Hitomi Gilliam AIFD, a Japanese Canadian floral artist who has guest-designed throughout the Americas, Europe and Asia is a highly recognized author of eight publications. She is a keynote lecturer, demonstrator, educator and consultant in all aspects of the Art and Business of Floral Design. She is the Creative Director for DESIGN 358 Floral Collective. Among her long list of awards is AIFD's highest honor — Design Influence Award. She is the founding organizer of the Annual "Survival of the Creative Minds" Conference in Taos, NM and the Annual "Designing for Excellence" Seminar at Texas A&M University.





#### **ReXcite Your Floral Art for the Home**

Held at Southern Floral Co. — 8742 Shoal Creek Blvd., Austin, TX

#### Thursday, April 19, 2012

6:30 pm to 9:00 pm (Doors open at 5:30 pm) (Light snacks will be served)

#### \*Pre-Registration Deadline is April 13, 2012.

TSFA Members: \$25 (additional registrants from the same shop \$20) Non-Member: \$30 (additional registrants from the same shop \$25)

Total Enclosed (price x total registered): \$\_\_\_\_\_

\* Registering at the door is permitted. At the door pricing: TSFA Member: \$32.50, non-member: \$37.50

This event is open to all retailers and designers. Sorry, no wholesalers or jobbers.





Shop:		-	
First Registrant Name			
Additional Registrants from same shop:			
		· -	
Shop Address:	City	State_	Zip
Email	Telephone ( )		
Credit Card:MasterCardVisaAmerican Express	Check enclosed		
Card #	Ехр	Date	_Code #
Cardholder's Name	Signature		

### **Quick Takes**

#### **Tips to Tame You Email**

**Email**. You love it and you hate it. It can save huge amounts of time or become a black hole from which none of your free time can ever escape. To help you manage your email for maximum productivity, there are dozens of shortcuts and new tools.

#### Bacn

You know what spam is - unsolicited email that adds fat to your inbox — but bacn can be equally annoying. The term "bacn" was coined by a group of podcasters a few years ago to refer to messages that are better than spam, but still not personal email. More specifically, bacn is junk email you've actually signed up for whether you meant to or not. Maybe it's a newsletter from your college, or a marketing push from the online catalog where you bought a present last Christmas. To get them to stop sending the bacn, you need to unsubscribe. But doing this manually — hitting the unsubscribe button on the bottom of every one of these emails is extremely time-consuming - so you need an unsubscriber.

In Yahoo Mail, the unsubscriber is easy to activate. Simply click on the Unsubscriber application on the lower left hand side of your Yahoo Mail. Then click to "Create my Unsubscribe Folder," and an unsubscribe folder will automatically appear in your folder list. Now, just drag unwanted emails into that folder, and an app called OtherInbox will work to unsubscribe you from those email lists. Even if you can't be safely unsubscribed, emails from these senders will be moved automatically into the

unsubscribe folder, so you never have to see those emails again.

If you use other mail clients, there are third party browser extensions like unsubscribe. com that basically do the same thing.



#### **Spam**

When you get junk that's completely foreign to you, offensive, or an obvious scam, do not unsubscribe. Use the Spam button instead. When you click the Spam button, Yahoo and other email providers prevent subsequent emails sent by the same sender from getting into your inbox. They also use your actions as feedback to improve the various filters of their spam defenses.

Trying to unsubscribe from spam, especially the obviously smarmy emails, is possibly the worst thing you can do. You are basically emailing back to a spammer telling them that your address is a live one; they will then sell it to other spammers, so you'll get even more junk!

#### Organizing The Email You Want

You probably know all about creating folders to organize your inbox. But did you know that you can use a free web app to comb through your inbox and find all those receipts from online purchases that you're supposed to keep track of? Slice organizes everything you've bought online from large merchants, such as Amazon and Apple, as well as daily deal sites like Groupon and LivingSocial. They take care of tasks like tracking packages and giving you all the info you need to facilitate a return.

## Managing Large Files

You know when you have a really big photo or video file you want to send, but either your email client or theirs has a size limit and won't let it though? Services like relayit.net and whalemail will allow you to send them. And Yahoo Mail users have a program built right in that lets you send files up to 100 MB in size. You can find the Attach Large Files app in the Applications section underneath your folders.

#### **Yahoo! Mail Shortcuts**

If you're one of the 100 million or so Yahoo Mail users, here are a few new keyboard shortcuts:

Want to switch between preview mode and the complete list view? Easiest way is to just use hit the "V" key, and it instantly toggles your view.

Want to write a new message? Hit the n key; to reply, hit the r key.

**Shift-K** — it lets you take an email you have read and mark it as unread so you don't forget to go back and actually answer the person. You can also hit the Mark as Unread button if you are reading on a mobile device and want to remember to go back later to answer when you are on a computer. Another way to do this is to flag a message for follow up. In that case, hit the "L" button to mark it. Shift-L unflags it.

## Weddings for All Seasons









#### Sunday, April 1, 2012

Houston Hilton Post Oak Hotel • 2001 Post Oak Blvd., Houston, TX 77056 (One block from Galleria)

#### 2:00 pm - 5:00 pm

You are invited to a unique floral design & runway presentation of wedding flower trends for the bride, bridesmaids and flower girls in a complete collection of fashionable colors and flowers for each season of the year.

#### **Featuring**

#### PAULA PRYKE, LONDON ENGLAND

Author of fourteen books on floral design and wedding trends. One of Europe's most famous and respected florists with her clients including ROYALTY, STARS & V.I.P's. The founder and owner of an internationally known FLOWER SCHOOL in London since 1994.

#### J. KEITH WHITE, AIFD

Represented U.S. in the 2010 WORLD CUP COMPETITION, lead designer for TOURNAMENT OF ROSES entry cars, AIFD NATIONAL SYMPOSIUM stage presentations for 4 years. Latest credit: "WINNING WEDDING BOUQUET COMBINATIONS" produced with Florists' Review & California Cut Flower Commission.



## Weddings for All Seasons

Registration Fee: \$35
Payable to: Weddings for All Seasons • P.O. Box 10116, Houston, TX 77206

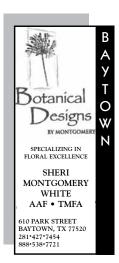
Name	Flower Shop		
Address	City	State	_Zip
Telephone	Email		

NOTE: Please bring your parking ticket into the hotel for a \$2 parking pass.

For additional information or to use a credit card, please contact Pat Hermes (713) 465-2157; info@weddingsinbloom-tx.com

J. KEITH WHITE AIFD		
Owner		
AANDK Productions		

PAT HERMES TMF Owner Weddings in Bloom BILL MCKINLEY AIFD CFD Director Benz School of Floral Design



## TSFA Order Exchange Network

**Support Your Advertisers!** 

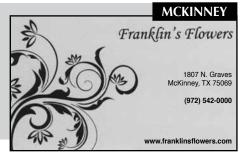












Make plans to attend the TSFA Convention & Trade Show featuring business and design programs focused on your success!

#### A Step Beyond Tradition



TSFA's Floral Paradise Hangar Hotel, Fredericksburg, Texas

The Texas State Florists' Association Annual Convention & Trade Show July 20-22, 2012

TSFA has two hotel options:

#### The Hangar Hotel

155 Airport Road Fredericksburg, TX 830.997.9990 Special room rates for the TSFA attendees King Rooms only \$129

Room rates guaranteed until July 5, 2012 or until the room block is full.

#### Inn on Baron Creek

308 S. Washington St.
Fredericksburg, TX
866.990.0202
Special room rates for the TSFA attendees
King or Queen Rooms \$139\*
\*includes a deluxe hot breakfast bar

## 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 (Minimum new member sign up is 5). 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



214-324-2481

800-mcshans mcshanflorist.com

**Dallas Metroplex** 

#### **TSFA Membership Application**

Name	Firm		
Mailing Address			
City			
Telephone ()			
E-mail:			
Recommended By:			
	on & Annual Due on an individual ba		
Owner/Manager		\$189.9	
☐ Freelance Designer			
☐ Employee			
WHOLESALE FLORIST			
☐ Owner/Manager		\$189.9	
☐ Employee			
GROWER			
Owner		\$189.9	
☐ Employee		\$96.0	
■ EDUCATOR/TEACHER		\$96.0	
ASSOCIATE MEMBER		\$125.0	
	Total Enclosed \$_		
My Position With the Firm is:			
Payment Options:Chec			
Please bill my account as ind	licated:		
Credit Card Billing:Ma	sterCardVISA	Discover	
Card#			
Cardholder's Name			
Wire Service Account Billin			
Available on wire service bill	ing only: Code#		

**Complete and Return to:** TSFA • P.O. Box 170760 • Austin, TX 78717 (800) 375-0361 • Fax (512) 834-2150

## Flowers: Creative Design

William J. McKinley, Jr.,

Account Holder's Signature

#### Benz School of Floral Design

plant and flower care, shop management, arrangements for

(979) 845-3841

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## TSFA CALENDAR OF EVENTS

#### **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
- 1 "Weddings For All Seasons", Houston Hilton Post Oak Hotel, 2 am 5 pm. For registration information, see page 12 of this issue. Questions? Contact Pat Hermes TMF (713) 465.2157.
- **6** Good Friday
- **7** Passover
- 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.
- **19** "ReXcite Your Floral Art for the Home." Southern Floral, Austin. For more information, telephone the TSFA office at 512.834.0361.
- **25** Administrative Professionals Day

#### May 2012

- **5** Cinco De Mayo
- 8 National Teachers' Day
- **13** Mothers' Day
- **19** Armed Forces Day
- **20-27** Tour of the famous London Chelsea Flower Show & Gardens of England. Info and brochure: Pat Hermes TMF 713.444.6096.
  - **28** Memorial Day (observed)

#### **July 2012**

for details.

20-22 TSFA Convention & Trade Show
"A Step Beyond Tradition...
TSFA's Floral Paradise,"
The Hangar Hotel and
Converence Center,
Fredericksburg, TX.
Call 512.834.0361



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- 12 Weddings For All Seasons (713) 465.2157 Info@weddingsinbloom-tx.com

#### **Classified**

Established florist, located in a professional tower, is looking for a full-time designer/sales person. Must enjoy interaction with people in person and over the phone. Located in Houston, Texas, and is mainly a Monday-Friday business. Those interested should contact Gayle Johnson at 713.797.6703.

