

THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

# THE BLOOMIN' TEXAN

April 2012

Partners in Prime • TSFA Member Spotlight — Peggy Franklin TMF

TSFA Convention and Trade Show Schedule • ReXcite Your Floral Art for the Home



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# The Bloomin' Texan

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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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## Letter From the President

Spring has sprung! I love this time of year. I love seeing all the spring color, and I love it when it is busy. It is interesting to me that consumers buy more potted plants and floral arrangements for inside the home at the same time as they are inspired to buy landscape plants and get out and work in the yard. This seems to be the time that people want to bring the outdoors in, and I'm glad that we can accommodate them!

March and April is also when TSFA resumes the testing of high school students who are seeking certification. There are approximately 600 students that TSFA will test this spring. I am proud of our association for a myriad of reasons, and one of the things that I am proudest of is the proliferation of high school students

who are now taking TSFA certification tests. This is a huge step for our industry in providing not only future employees, but I am also certain that some of these students will become business owners as well. Nobody but TSFA provides this kind of support for the Texas florists and the Texas floral industry and this makes me very proud to be a part of this association.

Another source of pride with TSFA is how Texas florists are marketed via texaslocalflorist.com. TSFA's unique relationship with the Texas Department of Agriculture has been a boon to Texas florists. TDA hired a marketing agency to promote this website prior to Valentine's Day this year and the results were remarkable! See inside to read about this campaign and see the results. Also note that this will occur again next month just in time to promote Texas florists right before Mother's Day. We have been working on giving texaslocalflorist.com a new look and it should be completed before the next promotion. I am proud that the Texas Department of Agriculture actively promotes local florists who belong to TSFA! TSFA's work on getting the Flower Provision (HB 989) passed is proving to be beneficial to Texas florists. This year, once again, some consumers were disappointed to discover that they were duped by companies posing as local florists when they absolutely were not local. They were also disappointed by the inferior quality and service that they received as a result of unknowingly purchasing from these unscrupulous businesses. Who else but TSFA is working to protect the interests of Texas florists? Nobody. Doesn't that make you proud to be a part of TSFA?

Time keeps marching on more and more quickly. Summer will be here before we know it and so will the TSFA Convention & Trade Show in Fredericksburg. TSFA members have been working diligently behind the scenes to provide the best in education, entertainment and a whole lot of fun as we bring our talents to Fredericksburg. It is definitely not too early to register and make your hotel reservations. This year's fun will occur from July 20th – 22nd. Don't miss out on the networking, business and design classes and a GREAT TIME! I'm looking forward to seeing everybody there, so please come and support and share in the pride we have in our fabulous organization — TSFA!

As I write this, I am preparing to represent TSFA at the Society of American Florists' (SAF) Congressional Action Days in Washington, DC. I will give you a full report in the next issue. This will not be my first time to participate in this opportunity to lobby for our industry, and I am looking forward to "straightening out" Capitol Hill. I will tell them what we all know:

~ FLOWERS MAKE IT BETTER! ~



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**Production**

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**Bloomin' Texan Editorial**

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# “A Step Beyond Tradition... TSFA’s Floral Paradise”

Texas State Florists’ Association  
Convention & Trade Show

July 20-22, 2012

at the Hangar Hotel,  
Fredericksburg, TX

General Chair: Jack Cross AAF TMFA

Design Symposium Co-Chairs: Renee Dahl TMFA,  
Peggy Franklin TMF, Pat Shirley-Becker AIFD TMFA

## Preliminary Schedule



### Friday, July 20, 2012

8:30am-5:00pm Exhibitor Move In  
Hangar Conference Center

2:00pm-4:00pm Hands-On Workshop  
“Wedding WORLD 2012”  
Instructor: J Schwanke AIFD  
Sponsor: Independent Floral Network  
South Pacific Show Room

4:30pm-6:30pm Hands-On Workshop  
“Art In Bloom”  
Instructor: Jim Johnson AAF AIFD TMFA  
Sponsor: Design Master  
Quonset-A

4:30pm-6:00pm Business Workshop  
“Supercharge Your Sales” — Session One  
Instructor: Tim Huckabee AIFSE  
Sponsor: BloomNet  
South Pacific Show Room

6:30 pm Dinner on your own in Fredericksburg

7:30pm-10:00pm “Brew & Blooms Party” featuring  
The Texas Cup Competition  
Held at the Fredericksburg Brewery

10:15am -11:15am Trade Show Design Panel  
“Kaleidoscope!”  
Shellie Jacob, Ace Berry & Mark Sullivan  
Sponsor: Priest International, Inc.  
Commentator: Jim Johnson AAF AIFD TMFA  
Sponsor: Design Master  
Hangar Conference Center Stage

11:45am-12:30pm TSFA Annual Meeting & Box Lunch  
South Pacific Show Room

12:30pm-5:00pm Polls open for voting  
Eligible Voters: Only Members who joined the  
Association by Jan. 1, 2012 and whose dues are paid  
shall be eligible to vote. Votes must be cast  
personally

1:00pm- 2:00pm Design Show  
“Trade Winds”  
Designer: John Hosek AIFD PFCI  
Sponsor: Teleflora  
South Pacific Show Room

2:45pm-3:45pm Business Program  
“Supercharge Your Sales” — Session Two  
Speaker: Tim Huckabee AIFSE  
Sponsor: BloomNet  
South Pacific Show Room

4:00pm-4:30pm Trade Show  
“STOP & Smell the Tweets”: Flowers, Customers, &  
Revenue...in Just 140 Characters  
Speaker: JJ Akin TMF  
Hangar Conference Center Stage

5:30pm-6:30pm New Member Reception — Officers Club

6:30 pm Dinner on your own in Fredericksburg

7:30pm-11:00pm USO Style Dance and Dessert Party —  
A little rusty on your dance skills?  
Don’t fret, we’ll have you swinging in no time!  
South Pacific Show Room

7:30pm-8:30pm Dance Lesson/Fundraiser

8:30pm-11:30pm Dance /Band/Costume Contest



### Saturday, July 21, 2012

8:00am-9:45am Hands-On Workshop  
“Bridal Bouquets”  
Instructor: Deborah De La Flor AIFD  
Sponsor: FTD, Inc.  
Quonset - A

8:00am-5:00pm Convention Registration — Showroom Entrance

9:00am -5:00pm Tradeshow Shopping — Hangar Conference Center



Sunday, July 22, 2012

8:00 am-8:30am	Devotional
8:00am-4:00pm	Convention Registration — Showroom Entrance
8:00am-10:00am	Hands-On Workshop "Tropical Reflections" Instructor: John Hosek AIFD PFCI Sponsor: Teleflora Quonset - A
9:00am-5:00pm	Trade Show Shopping — Hanger Conference Center
9:00am-11:00am	Polls Open for Voting Eligible Voters: Only Members who joined the Association by Jan. 1, 2012 and whose dues are paid shall be eligible to vote. Votes must be cast personally Quonset - B
9:30 am-10:15 am	Trade Show Program Commentator: Debbie Woltmann TMFA Sponsor: TSFA Grower's Division Hanger Conference Center Stage
10:30am-11:30am	Design Show — "Everything Old's New Again": A Look at Wedding Bouquet Styles! Rich Salvaggio AIFD Sponsor: Teleflora South Pacific Show Room
12:00 pm-1:15 pm	Awards Luncheon — South Pacific Show Room
1:45pm-2:45pm	Design Show "Put Some Pizzazz In Your Everyday Work" Designer: Deborah De La Flor AIFD Sponsor: FTD, Inc. South Pacific Show Room
3:00 pm-4:00 pm	Trade Show Program "Speak to ME...In Color PLEASE!" J Schwanke AIFD Sponsor: Independent Floral Network Hanger Conference Center Stage
5:00pm -	Tradeshow Closes

## 2012 TSFA Convention Sponsors

Thank you for Supporting your Industry's Convention



### Orchid

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### Daisy

Pikes Peak of Texas

### Carnation

Design Master Color Tool, Inc.  
Priest International, Inc.

### Chrysanthemum

TSFA Growers Division

## 2012-2013 Slate of Officer Candidates Announced

ByDebbie Gordy AAF TMFA

The Nominating Committee met on January 18, 2012 for the purpose of nominating members to fill the open positions on the TSFA Board of Directors for the coming term. This notice is the official announcement of the outstanding group of nominees.

Every attempt has been made to provide a wide balance by selecting individuals who have experience in various TSFA activities, and who are located throughout the state. On behalf of the committee, we wish to express our appreciation to all nominees for their interest in TSFA.

### Nominees:

#### President

Bruce Easley AAF TMFA, Capt'n B' Florist, Etc.,  
Gun Barrel City

#### Second Vice President

Peggy Franklin TMF, Franklin's Flowers, McKinney

#### Retail Director (elect 2)

Ann Cain, The Flower Box, Rockwall  
Elaine Nevarez, Elaine's Florist & Gift Baskets, Houston  
Nicola Parker TMFA, g. johnson's Floral Images, Houston  
Sandy Ramirez TMFA, Bloomstreet, Wimberly

#### Wholesale Director

Doug Liedtke, J&E Wholesale Floral, Amarillo

### Nominating Committee:

Debbie Gordy AAF TMFA, Chair, Compton's Florist, La Porte  
Gayle Johnson AAF TMFA, g. johnson's Floral Images,  
Houston

Jimmy Klepac, Jr., Klepac Greenhouses, Inc., Blanco  
Jon Rommel, Vast America Corporation, Dallas  
Pat Shirley-Becker AIFD TMFA, PS Designs, Austin

### TSFA Bylaws:

Article VI — Section 6: **The Nominating Committee shall nominate candidates for each position vacant and notify the membership of its choices not less than ninety (90) days before the annual meeting. Thirty (30) days from the date of the announcement shall be allowed for nominations from the membership. Any member nominated by petition of fifteen (15) members of the voting membership shall be placed on the ballot. The ballot shall indicate those nominees recommended by the Nominating Committee and those recommended by petition. At least ninety days before the date of the Annual Meeting, they shall notify the President, in writing, of the names of the candidates and the President shall include the names of the nominees selected by the Nominating Committee and by petition in the call for the Annual Meeting. These names shall appear on the printed ballot.**

Please forward any additional member nominations by petition to: Debbie Gordy AAF TMFA, Nominating Committee Chair, c/o TSFA, PO Box 170760, Austin, TX 78717.



# Partners in Prime

...putting some of the **Best** flower people together

Written by Jim Johnson AAF AIFD TMFA

The Benz School of Floral Design at Texas A&M University now has a partner across the big water: the Benz School — Korea. It all started back in 2007 when 16 floral design teachers in Korea came to A&M for a 'total immersion' in the study of Basic American Floral Design. This group of teachers from Korean colleges and private schools, wanted to teach American floral design to their students. Working together we have developed a series of 4 courses: Basic, Intermediate, Advanced I, and Advanced II that require 15 weeks each, and are offered over the course of two years. These courses are based on Buddy Benz' floral design theories presented in his books, *Flowers: Creative Design*, *Flowers: Interpretive Design* and *Flowers: Abstract Design*. At the end of each semester we go to Korea and evaluate the students — reviewing two designs from each. They receive a highly prized certificate of completion from Benz School — Texas A&M for passing.

Since 2007 nine teachers have been added to the program, and one of those, Sarah Wang, studied at the Benz School in College Station in 1997. She is now head of the Floral Design Department at Shingu University in Seoul. Her school participates in Korea's International Student Exchange program which pays all expenses for Korean students who qualify to come to Texas for a period of 3 months to work in local florist shops. Several TSFA members participated in this program during the fall of 2011. Each florist hosted the student in their own home while they worked in their florist businesses. All 5 students had to pass the English tests in Korea in order to qualify for the exchange program. Once here, they lived for 5 weeks in College Station attending Bill McKinley's floral design classes at A&M and studying conversational English in free classes for international students offered at the University Lutheran Chapel. At the end of 5 weeks and armed with slightly improved speaking skills they went forth to their "new families" and florist jobs.

The hosting florists and their students were:

- Donna & Ken Senter AIFD, The Senter Piece, Houston:  
Ji Ha Hwang (Vivian)
- Elaine Nevarez, Elaine's Florist & Gift Baskets, Houston:  
Eun Hea Cho (Kelly)
- Gail Terril AIFD, For All Occasions, Houston:  
Hyun Sun Park (Lisa)
- Scott Hasty AIFD, J Scotts A Florist, Orange, Texas:  
Yeon Ji Chung (Rachel) and Min Ji Kim (Grace)



Scott Hasty cuts the ribbon in the ceremony in front of his shop, J Scotts A Florist to welcome the Korean girls, Grace and Rachel. Chamber of Commerce Welcome Committee members and Scott's employees look on.



Grace and Rachel hold one of many Christmas designs they helped prepare for Scott's Christmas Open House.



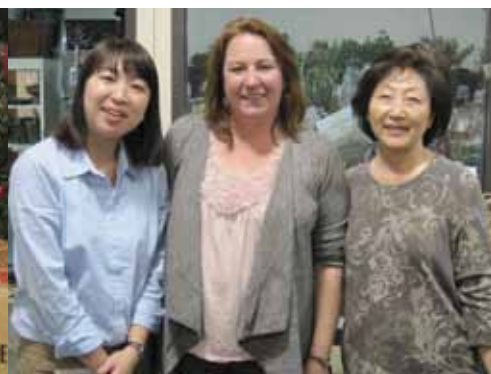
Elaine Nevarez at Elaine's Florist & Gift Baskets meets Kelly for the first time.



Kelly holds one of the centerpieces she made for a banquet just before delivery.



Lisa stands at her worktable – unusually clean – having just finished her part of a Christmas decoration ready for installation.



Lisa stands with Gail Terril AIFD, owner of For All Occasions and Kim Park, Lisa's home host.

The smiling faces you see in the accompanying photographs show just how much they enjoyed each other. The Senter and Nevarez families live near each other in NW Houston, which allowed Vivian and Kelly to exchange florist jobs occasionally. This greatly increased their exposure to American floristry because Ken and Donna have a wedding specialty business while Elaine operates a traditional all occasion florist business. Meanwhile Lisa's experience at For All Occasions was entirely with permanent botanicals including huge installations during the hectic Christmas decorating season.

In Orange, TX, Scott welcomed Grace and Rachel with pomp and circumstance — an orange carpet leading to the front door and a ribbon-cutting ceremony attended by many members of the Chamber of Commerce AND a resolution designating Friday, October 7 as Benz School — Korea Day in Orange, TX in honor of Grace and Rachel. These girls participated fully in all Christmas season preparations and in Scott's Christmas Open House. Professor Sarah Wang (the girls' teacher) and Eun Sook Noh, Director of Benz School — Korea both flew in to meet each florist and express their appreciation and indicate the legitimacy of the exchange program.

As retired Director of the Benz School, I had time to organize and facilitate the details for getting these "Prime Partners" together. Many thanks go to Renee Carpenter and Dianna Nordman for getting the information out on Facebook. Special thanks to the four hosts who were outstanding ambassadors for the Benz School, for Texas and for the USA! The girls took back incredible information about what they learned in their shops and from them personally. They all want to come back and join their host families — permanently! You made the first experience in this exchange program totally successful. It will continue — thanks to you, Prime Partners.

Anyone interested in a future exchange student can contact Jim Johnson at [jl-johnson@tamu.edu](mailto:jl-johnson@tamu.edu) or 979-218-9519 or Bill McKinley at [wjmckinley@tamu.edu](mailto:wjmckinley@tamu.edu) or 979-862-2768.



Professor Sarah Wang and Vivian meet Ken Senter AIFD as they arrive at The Senter Piece for her work study.



Donna Senter and Vivian became close friends.



Vivian stands with the bridal bouquet and maids bouquets she made for an entire wedding.



The girls are cutting up at Mr. J's house before heading back to Korea and the "real world."



## SCHOLARSHIPS AVAILABLE THROUGH THE TEXAS FLORAL ENDOWMENT

*The Texas Floral Endowment Board of Directors selects awardees for the scholarships listed below. Application forms can be obtained from the Texas Floral Endowment office at 9004C Anderson Mill Rd., Austin, TX, PO Box 170760, Austin, TX 78717 and must be completed and received no later than April 12th, Awardees are announced during the Endowment presentation each year in July at the Texas State Florists' Association Annual Convention.*

*The Texas Floral Endowment has a strong commitment to the principles of diversity in all areas of the floral industry. In that spirit, the applications for scholarships are open to all qualified individuals based on the specific criteria of each scholarship. For more details, go to [www.tsfa.org](http://www.tsfa.org) or telephone 512.834-0361.*

**ALLIED FLORIST OF HOUSTON SCHOLARSHIP  
IN MEMORY OF WAYNE AND MABEL FISHER — \$500.**

**ALLIED FLORIST OF HOUSTON SCHOLARSHIP  
HONORING LAVON BANKHEAD AAF AIFD PFCI  
TMFA — \$500.**

**TELEFLORA FLORAL INDUSTRY TUITION  
CERTIFICATE — \$599.95.**

**BLOOMNET FLORIOLOGY INSTITUTE  
SCHOLARSHIP IN MEMORY OF MILDRED E. RIDDLE  
— \$1,000.**

**JUDY RUTLEDGE AAF TMFR EDUCATION  
SCHOLARSHIP — \$500.**

**NATIONAL DESIGNER OF THE YEAR SCHOLARSHIP  
— \$650.**

**SAFD SCHOLARSHIP — \$700.**

**SAFD SCHOLARSHIP — \$700.**

**SAFD TSFA CONVENTION SCHOLARSHIP — \$700.**

**SAFD FLORAL CAREER SCHOLARSHIP — \$700.**

**TELEFLORA'S SEYMOUR CARREN MEMORIAL  
SCHOLARSHIP — \$500.**

**TELEFLORA'S SYLVIA CUP COMPETITION  
SCHOLARSHIP — \$700.**

**TEXAS FLORAL ENDOWMENT SCHOLARSHIP  
HONORING TUBBY ADKISSON AAF TMFA AND  
ANN HOBBS AAF TMF — \$500.**

**TEXAS STATE FLORISTS' ASSOCIATION PAST  
PRESIDENTS' SCHOLARSHIP — \$500.**

**TSFA CONVENTION TUITION SCHOLARSHIP —  
\$300.**



## 2012 Texas Cup Competition Entry Information

### "Texas' Showcase for Unique and Innovative Design... the 2012 Texas Cup Competition"

What does it take to produce award winning designs? Consistent design doesn't happen by chance, but comes from a thorough understanding of the principles and elements of design, mechanics, experience gained from practice and the desire to create an enjoyable purchase for the consumer.

**The 2012 Texas Cup Competition will be held at the Fredericksburg Brewing Company** in conjunction with TSFA's Convention on Friday, July 20, 2012. The Fredericksburg Brewing Co. is the oldest and most acclaimed brewpub in Texas. Contestant's design will be evaluated on the following three categories: Wedding Bouquet, Surprise Situation and Interpretative Design. The 2012 Texas Cup Chair is Kaywin Kubesch AIFD TMFA. Kaywin maybe be contacted at 361.865.9026, email: kaywin02@hotmail.com.



The contestants will be vying for the following prizes:

- A \$500 Cash Prize for the winner, \$300 Cash Prize for second place and \$200 Cash Prize for third place.
- Texas Cup Trophy
- Sylvia Cup Scholarship in the amount of \$700 to be applied toward expenses to compete in the prestigious Sylvia Cup Competition representing TSFA. This scholarship is sponsored by Teleflora.
- Texas Floral Endowment Scholarship in the amount of \$600 toward travel expenses to the National Alliance of Floral Association Designer of the Year Contest representing TSFA.



## 2012 TEXAS CUP DESIGN COMPETITION OFFICIAL ENTRY FORM

☐ Yes, I want to participate in the Texas Cup Design Competition held on Friday, July 20, 2012 at Fredericksburg Brewing Company. Contest begins at 6:00 pm.

ENTRY DEADLINE: June 8, 2012 • 800.375.0361

\$100 TSFA member (includes ticket to Awards Luncheon)

20 is the maximum contestant entries accepted. Entries accepted by date of submission.

The Texas Cup rules are available by emailing or telephoning the TSFA office.

Name \_\_\_\_\_ Date \_\_\_\_\_

Firm Name \_\_\_\_\_

Mailing Address: Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Cell \_\_\_\_\_

Signature \_\_\_\_\_

Checks should be made payable to Texas State Florists' Association and are not refundable.  
Send check and form to TSFA, P.O. Box 170760, Austin, Texas 78717, or fax form to 512.834.2150.

Please bill my account as indicated: Credit Card Billing: \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ Discover \_\_\_\_\_ A/E

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Code: \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_





## Send the right message with help from TexasLocalFlorist.com

Over 2 million consumers viewed and heard this message just before Valentine's Day. **2,405,458 to be exact!**

Texas State Florists' Association and the Texas Department of Agriculture worked to make certain that your customer found you and not an order gatherer with the message "TexasLocalFlorist.com provides fresher flowers and a more personal experience." This media campaign was used to educate the public about buying from the local, brick and mortar flower shop and the Texas State Florists' Association professional member. TSFA President Pat Berry said "due to TSFA's close working relationship with the Texas Department of Agriculture, member florists in texaslocalflorist.com get marketing support that few other groups in Texas get. Any florist not taking advantage of this is behind the eight ball."

Featured were text to win campaigns on KHOW (CBS) Houston, Valentine's Day features on NBCDFW.com with the TexasLocalFlorist.com banner prominently displayed, TexasLocalFlorist.com banners during the weather on KVUE(ABC) Austin, Time Warner Cable Austin and San Antonio, KXAS (NBC) Dallas and KABB (Fox) San Antonio in addition to statewide radio. The media company was very pleased saying "the campaign delivered in full its impression goals for each of the placements".

TSFA saw a **221% increase in traffic on TexasLocalFlorist.com** leading up the February 14th. "Being listed on texaslocalflorist.com more than justifies being a member of TSFA. With the cost of membership only 52 cents a day you simply cannot find a better, more effective advertising opportunity anywhere for such a low price" commented TSFA President Pat Berry. We expect the same amazing results from the upcoming campaign that will run in May just before Mother's Day. Todd Staples, Texas Agriculture Commissioner says it best at the conclusion of the commercials "GoTexan, visit TexasLocalFlorist.com today".

## Positively Good Valentine's Day Media Messages...a Nice Change

There was great press across the state promoting the professional TSFA member florist just before Valentine's Day. TSFA has become a reliable source of information for the media. It has taken several years to build these relationships and they are paying off in positive messages across Texas. In addition to TSFA's media campaign, we saw fantastic articles in the "Houston Chronicle" and the "Dallas Morning News" along with television segments in Austin.

The "Houston Chronicle" article written by Kathy Huber starts out "Pink is the new red for valentine bouquets. Both colors represent love in the language of flowers; Pink just speaks in softer tones". Kathy Huber interviewed TSFA Past President Jack Cross AAF TMFA, owner of Arthur Pfeil Smart Flower for the article.

The "Dallas Morning News" took a different approach. Eric Aasen, staff writer wanted to show the public where their florist gets the beautiful flowers for their loved ones, a local floral wholesaler! Jim Parks, owner of J.B. Parks Wholesale Florist in Dallas was visited by Eric Aasen on February 8th during one of the busiest weeks at the wholesaler. Eric shares "that flowers are so special because they can say anything from I love you to joy. They speak happiness, just look at a woman's face when she receives the flowers".

TSFA's members were represented very well!



# Member Spotlight



**Name:** Peggy Franklin TMF

**Title:** Bucket scrubber/ Mopper extraordinaire/Owner

**Shop:** Franklin's Flowers, McKinney, Texas

**Years in Industry:** 34

**Family:** On the days they claim me, I have my Mom (my cheerleader) who started the business, 2 crazy beautiful daughters, and thankfully, a handsome well-grounded son

**College:** Grayson County College, RN Study

I claim Texas A&M as my pretend college because of all the classes taken through Dr. Jim Johnson

**Favorite Movie:** The Birdcage (around the shop when someone has a headache we still go search for the 'pirin' pills)

**Favorite place to get away:** I still consider TX State Convention one of my favorite destinations, wherever it is being held, because of the camaraderie with my Florist Family. To 'really' get away? Anywhere I can hear the wind blowing through the trees, water trickling, birds chirping with no sounds of a TV.

**How did you get involved in the floral industry?** Was going to RN school, helping my Mom cater weddings on the weekends. After looking at the flowers at weddings we catered, she announced "We can do this." I delivered for her the first Mother's Day she was open, with a newborn on my hip. Started working 2 days a week in the store and fell in love with it. I have always said God gave her the vision for the Gift he bestowed on me.

**Years involved with TSFA:** At least 30

**Passions:** Every day they may be different! Mainly, my family and friends

**What about them inspires you?** Family is such a circle of love, from the memory of generations gone to the hope seen in a new baby. My friends, because of their diversity, keeps me from being 'one-sighted'. Makes me consider different opinions and outlooks. Short term passions include trends... Rocky Pollitz opened my eyes to the adventure of trends and it has always held my interest.

**Greatest accomplishment:** It clearly hasn't happened yet since I can't think of one!

**My Hero:** My Dad, honest, kind, humorous, always put family first. Made me believe I could do anything.

**Biggest thing left on your "to-do" list:** Get organized!!

**What would you be doing if you weren't in the floral industry?** I would have stuck with nursing. I worked for 2 years in an emergency room. I loved the adrenaline rush and the purpose of it... AND it was good training for Valentine's Day!





# Quick Takes

## 5 TWITTER MISHAPS THAT ARE BAD FOR BUSINESS

### 1. FOLLOWING THOUSANDS OF PEOPLE JUST TO GET FOLLOWERS

We've all seen these people. They're following you and thousands of other Twitter users in hopes that a hefty percentage of those they follow will follow them back. This isn't always a bad thing. It's a good idea to follow people in your industry who are sharing useful insight. And if they follow you back, you're networking! Networking is good, right? Right. But it's painfully obvious when a misguided Twitter user is fishing for follow-backs.

### 2. MEANINGLESS FOLLOWERS

If your followers aren't connected to your target market, what's the point? Having 35,000 followers might make you feel important, but if none bring results, you're just wasting time. It's better to have 500 followers who will visit your website, re-tweet your links, or generate new leads for your business than to have 50,000 who do nothing.

### 3. OFFERING LITTLE VALUE

Build it and they will come, the mantra goes. If you give others a reason to listen, you will quickly build a relevant following. Find out what your audience cares about. Tweet solutions to their problems. Link to quality content that they'll find useful. They'll eventually pay attention. And they may even tell their friends about you.

### 4. IGNORING YOUR @MENTIONS

Do this at your peril. If followers are trying to connect with you, it's your imperative to respond. Leave them hanging and they're sure to remember your silence. Ignoring your @Mentions also suggests you're just on Twitter for the links, not the networking.

### 5. USING THE PROFILE TEMPLATE

Ideally, businesses should have a custom Twitter background that incorporates a logo, shows what they do and tells how to contact them. At the very least, change the default Twitter background to match the color scheme of your website. This has become a prerequisite for professionalism in social marketing. And nobody wants to seem "sub-professional." Source: [www.iblogzone.com/2011/11/5-twitter-mishaps-bad-for-business.html](http://www.iblogzone.com/2011/11/5-twitter-mishaps-bad-for-business.html)



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Be sure to mention the  
Texas State Florists' Association!



Scan the QR code  
with your smart  
phone for more  
information.

## 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.thefloristfcu.org](http://www.thefloristfcu.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
September	Fall Colors	July 30

### April Winner:

**Sandy Ramirez TMFA**  
**Shop: Bloomstreet**  
**Subject: Showers of Flowers.**

A quick trip to Round Top scored a few rusty wine barrel bands that made their home sitting in my yard for at least a year. Sure that I would NEED them someday they finally made their debut in this arrangement creating a great armature. The design request was for earthy, organic, and green with lots of hydrangeas and a touch of crystal beads. Bells of Ireland, coarse green and white hydrangeas, supergreen and creme vendela roses harmonized well with pale green asiatic lilies, white dendrobium orchids and my current all time favorite green dianthus balls. The dianthus created a soft cushion backdrop for hidden crystals and smooth brown stones that were interspersed within the arrangement. Manzanita branches held hanging jewels and a few dripping dendrobium orchids which also fell to the table below. The greenery of choice was tree fern, bear grass, salal, plumosa fern, cascading confederate jasmine and rolled aspidistra leaves creating a ribbon effect. This design nestled quite naturally into a Texas Hill Country celebration in Wimberley, Texas. Sandy won a \$50 gift card from the Florist Federal Credit Union.

**Congratulations!**



# 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



Designs by Hitomi Gilliam AIFD

*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 \_\_\_\_\_

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Please complete registration and mail or fax to: Texas State Florists' Association, P.O. Box 170760, Austin, TX 78717. Fax: 512.834.2150

**Questions?** Call TSFA at 800.375.0361 or Southern Floral at 512.459.1343.



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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)!



## TSFA Membership Application

Name \_\_\_\_\_ Firm \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Recommended By: \_\_\_\_\_

### Classification & Annual Dues (Membership is on an individual basis)

<b>RETAIL FLORIST</b>	
<input type="checkbox"/> Owner/Manager.....	\$189.95
<input type="checkbox"/> Freelance Designer .....	\$189.95
<input type="checkbox"/> Employee.....	\$96.00
<b>WHOLESALE FLORIST</b>	
<input type="checkbox"/> Owner/Manager.....	\$189.95
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<b>GROWER</b>	
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<input type="checkbox"/> ASSOCIATE MEMBER.....	\$125.00

Total Enclosed \$ \_\_\_\_\_

My Position With the Firm is: \_\_\_\_\_  
 Payment Options: \_\_\_\_\_ Check is enclosed  
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 Available on wire service billing only: Code# \_\_\_\_\_  
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### Complete and Return to:

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

## 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 if you have any questions: 512.834.0361



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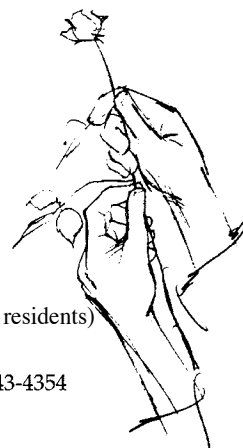
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# TSFA CALENDAR OF EVENTS

## April 2012

- 1** Palm Sunday
- 1** "Weddings For All Seasons", Houston Hilton Post Oak Hotel, 2 am - 5 pm.  
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** TSFA Board of Directors Meeting. 9:00 AM - 5:00 PM, Cedar Park Library Meeting Room, 550 Discovery, Cedar Park, TX
- 28** Memorial Day (observed)

## June 2012

- 13-16** Texas Certified Florist Classes held at the Benz School of Floral Design on the Texas A&M University Campus. For more information telephone the TSFA office at 512.834.0361
- 16** Texas Master Florist Exam, held at the Benz School of Floral Design on the Texas A&M University Campus. For more information telephone the TSFA office at 512.834.0361
- 17** Father's Day
- 20** First Day of summer

## July 2012

- 4** Independence Day
- 20-22** TSFA Convention & Trade Show  
"A Step Beyond Tradition... TSFA's Floral Paradise," The Hangar Hotel and Conference Center, Fredericksburg, TX. Call 512.834.0361 for details.

### A Step Beyond Tradition



TSFA's Floral Paradise  
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## Top Floral Designers will Create Tablesapes for SAFD's Fundraiser Dinner and Auction!


The Society for the Advancement of Floral Design (SAFD) will host its annual tablesapes gala at Northgate Country Club, 17110 Northgate Forest Drive, Houston, TX, on Thursday, April 26, 2012 from 5:30 P.M. to 10:00 P.M. Tablescape viewing starts at 5:30 P.M., and dinner is served at 7:00 P.M. This annual gala will showcase SAFD members and area floral designers with their creation and design of elaborate tablesapes. Please join us for an exquisite dining experience, raffle and silent auction which is attended by over 200 people.

Each year the designers continue to inspire all with their unique presentations. The tables are dressed and adorned to reflect a theme chosen by the designers. Imagination knows no bounds. Each year simply outdoes the previous one, and dining at any one of the show tables is a treat not to be missed.

Money raised supports SAFD, a non-profit organization, promoting the study and enjoyment of floral design through volunteerism, educational programs, charitable work, floral scholarships, and community involvement. Members include area florists and floral designers, novice designers, and floral enthusiasts.

Tickets are \$45 each and are open to the public. Ticket cost includes dinner and silent auction. To purchase tickets, please call Betty Lind at (281) 251-8818, or for further information, send e-mail to [jrlind@comcast.net](mailto:jrlind@comcast.net).



A person in a dark shirt and jeans stands in a room filled with damaged cardboard boxes and a crushed Teleflora paper bag. The scene is dimly lit, emphasizing the damage to the packaging.

# ***Flowers can't thrive under these conditions. Neither can florists.***

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