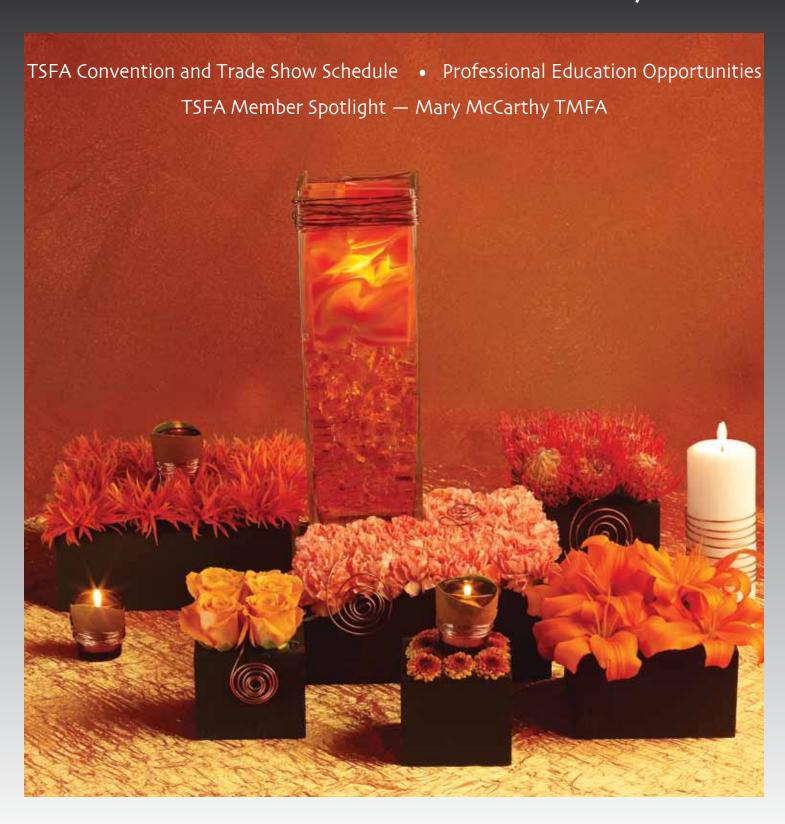
THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

THE DLOOMIN' TEXAN

May 2012



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The Bloomin' Texan

MAY 2012 ■ VOLUME XXXVIII ■ NUMBER 5

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THE BLOOMIN' TEXAN The Official Publication of the Texas State Florists' Association
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Hein Verver Grower Director John Cochrum... STAFF Executive Director ..



Patrick Berry

Letter from the President

Mother's Day already?! It's amazing how fast the days tick by when you have your nose pushed firmly against the grindstone. When we don't do much other than work, day in and day out, the next thing we know one, two, three months have gone by and spring is almost past us. But don't get me wrong, I am not complaining! It seems like almost everybody's business is seeing sales trend upward again and that is certainly a welcome sight. I definitely prefer viewing the recession in the rear view mirror. I am encouraged about our industry going forward.

I am just a couple of weeks removed from going to Washington, DC to participate in SAF's Congressional Action Days (CAD). The last time I participated in this event was 10 years ago. A lot has happened in ten years. The last time I went to CAD there were probably between 400 and 500 participants and this year there were 85-90. It is a sign of the post recession times that illustrates

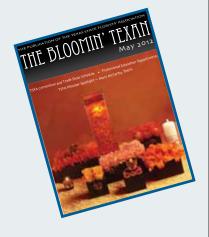
the fact that many shops don't have the money to spend or they don't have the time because they have trimmed staff and have to stay in their shops to work. The people that were there were upbeat and optimistic. The early spring weather that was felt across the country had brought early, brisk spring sales to the attendee's businesses. Their enthusiasm was infectious and I believe that everybody left Washington feeling more optimistic than when they arrived there. I expect the same thing to happen to everybody who attends TSFA's annual convention this summer. The camaraderie can be infectious and it is one of many great reasons to attend this year's convention in Fredericksburg.

If there are any of you who are not familiar with CAD, it is when florists, wholesalers and growers from all over the country converge on Washington, DC to visit their Senators' and Representatives' offices to "lobby" for issues that affect our industry's small businesses. This year's agenda primarily contained three items:

- National Main Street Business Coalition (NMSBC)
- II. Immigration Reform for Agriculture
- Permanent Estate Tax Reform
 - The NMSBC is an SAF venture to attempt to make it easier for smaller businesses, like retail florists, to borrow the funds they need to run their businesses. They hope to achieve this by modifying the Credit Union rules regarding business lending. Most small businesses in this category need small loans that most banks don't want to make because they expend the same energy with a small loan as they do with a larger loan. Thus, the banks would rather concentrate their efforts on making larger loans.
 - Immigration reform is an ongoing issue that is very touchy on Capitol Hill. The proposed E-Verify measure proposes to turn us into police officers and unpaid government employees. We would have to verify the legitimacy of "every" employee no matter where they were born, no matter what language they speak and no matter what nationality they are. AND, we would somehow have to do this without discriminating. This not only affects agriculture but a myriad of other industries.
 - III. The permanent Estate Tax reform is aimed at the so-called Death Tax. Most small businesses are family businesses that in many cases would like to be "handed down" to our children. However, much of the value of many small businesses is tied up in real estate. What ends up happening is that the children have to sell the real estate to come up with enough money to pay the taxes. Thus, the business can't operate without its real estate, so the business has to be closed because of the loss of the real estate.

This is a very brief synopsis and I have a lot more information on these subjects if anybody would like to know more. Feel free to call me or email me at pberry@vickerygreenhouse.com if you would like more detailed information. In the meantime, make your reservations NOW for the annual convention in Fredericksburg, July 20-22. I promise you will benefit in more ways than you can imagine. Do it now! And don't forget that ...

~ FLOWERS MAKE IT BETTER! ~



Dianna Nordman AAF Editor **Barb Donovan Production**

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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

Convention Schedule

	Friday, Ju	ly 20, 201
--	------------	------------

Exhibitor Move In 8:30am-5:00pm

Hangar Conference Center

Hands-On Workshop 2:00pm-4:00pm

"Wedding WORLD 2012" Instructor: J Schwanke AIFD

Sponsor: Independent Floral Network

South Pacific Show Room

4:30pm-6:30pm Hands-On Workshop

"Inspiration Takes Flight"

Instructor: Jim Johnson AAF AIFD TMFA

Sponsor: Design Master

Quonset-A

Business Workshop 4:30pm-6:00pm

"Supercharge Your Sales" — Session One

Instructor: Tim Huckabee AIFSE

Sponsor: BloomNet South Pacific Show Room

Dinner on your own in Fredericksburg 6:30 pm

"Brew & Blooms Party" featuring 7:30pm-10:00pm

The Texas Cup Competition Held at the Fredericksburg Brewery

Trade Show Design Panel 10:15am -11:15am

"Kaleidoscope!"

Shellie Jacob, Ace Berry & Mark Sullivan Sponsor: Priest International, Inc.

Commentator: Jim Johnson AAF AIFD TMFA

Sponsor: Design Master

Hangar Conference Center Stage 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

Design Show 1:00pm-2:00pm

11:45am-12:30pm

"Trade Winds"

Designer: John Hosek AIFD PFCI

Sponsor: Teleflora South Pacific Show Room

Business Program 2:45pm-3:45pm

"Supercharge Your Sales" — Session Two

Speaker: Tim Huckabee AIFSE

Sponsor: BloomNet South Pacific Show Room

Trade Show 4:00pm-4:30pm

"STOP & Smell the Tweets": Flowers, Customers, &

Revenue...in Just 140 Characters

Speaker: JJ Akin TMF

Hangar Conference Center Stage New Member Reception — Officers Club Dinner on your own in Fredericksburg 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 Dance Lesson/Fundraiser Dance /Band/Costume Contest

Saturday, July 21, 2012

Hands-On Workshop 8:00am-9:45am "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 5:30pm-6:30pm 6:30 pm 7:30pm-11:00pm

7:30pm-8:30pm

8:30pm-11:30pm

THE BLOOMIN' TEXAN ♦ MAY 2012 / 4



Sunday, July 22, 2012

8:00 am-8:30am 8:00am-4:00pm 8:00am-10:00am Devotional

 $\begin{array}{ll} {\sf Convention \ Registration-Showroom \ Entrance} \\ {\sf Hands-On \ Workshop-``Tropical \ Reflections''} \end{array}$

Instructor: John Hosek AIFD PFCI Sponsor: Teleflora — Quonset - A

9:00am-5:00pm 9:00am-11:00am Trade Show Shopping — Hanger Conference Center 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

"A Step Outside a Basket and a Bow..." Commentator: Debbie Woltmann TMFA

Sponsor: TSFA Grower's Division Hanger Conference Center Stage

10:30am-11:30am Design Show — "Ev

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

Hanger Conference Center Stage Tradeshow Closes

5:00pm





Orchid BloomNet

Teleflora

Tulip

FTD, Inc.

IFN Enterprises

Texas Floral Endowment Weatherford Farms, Inc.

Iris

Association Insurance Services
Flower Shop Network

Vickery Wholesale Greenhouse

Zoom! Roses

Carnation

Design Master Color Tool, Inc. Green Glo Products

Priest International, Inc.

Daisy

American Argo Products
Pikes Peak of Texas

Chrysanthemum

TSFA Growers Division



Visit these Exhibitors in July — Included in your registration!

Booth Participants 2012

All American Balloons Wholesale
Association Insurance Services
BloomNet

FTD, Inc.

Florist Federal Credit Union

Greenboxfloral.com

IFN Enterprises

Klepac Greenhouses, Inc.

Love Floral

Offray/Lion Ribbon Company

Poor Me Sweets

Priest International, Inc.

Sabrina's Flowers

Teleflora

Vast America Corporation
Vickery Wholesale Greenhouse



Have you created a wedding or special event that you would like to share in the Bloomin' Texan?

Email your story and photos to txsfa@sbcglobal.net

Professional Education Opportunities



Florists Business Education

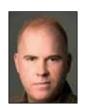
Friday, July 20, 2012

"Supercharge Your Sales"-Session One Presenter: Tim Huckabee AIFSE Sponsored by: BloomNet

In this two-part program Tim Huckabee AIFSE will introduce elements of the Floral Strategies sales and service process that he has been teaching on-site in flower shops around the world since 1997. Expect to be challenged, excited and enthused as you learn innovative ways to serve customers on the phone and at the counter. Shops typically report a 20% increase in their average sale after having Tim on-site! This session, Tim will tackle some of the bad habits that exist in most flower shops and teach how to change them.

Saturday, July 21, 2012

"Supercharge Your Sales"-Session Two Presenter: Tim Huckabee AIFSE Sponsored by: BloomNet



In Session Two, Tim Huckabee AIFSE will make live test calls to local shops to hear how we typically handle customers and then discuss using Tim's approach to make better sales! Tim learned all aspects of the flower business while working at Surroundings and enjoyed working the public. Realizing an unfulfilled need in the industry, he decided to leave the flower shop to start Floral-Strategies, an on-site customer service, sales and POS system training program for florists.



"STOP & Smell the Tweets": Flowers, Customers & revenue... in Just 140 Characters Presenter: JJ Akin TMF Did you know that 41.5% of

Twitter users are 18-29 years of age and 42.3% of users are

age 30-49? That's nearly 85% of the "Twitterverse". This is a huge market section of potential consumers that your flower shop should be wondering about...wondering that...wondering if you are connecting with them. In this workshop JJ will share a few basic functions about Twitter from a high school floral design teacher at Nimitz High School in Irving ISD who connects with young, flower consumer daily. Find out what they want, what they think and walk away with some ideas that you can use in your shop to generate customer, generate traffic and generate "tweets" about your business. #TSFA2012

Designs On-Stage

Saturday, July 21, 2012



"Trade Winds..."
Designer: John Hosek AIFD PFCI
Sponsored by: Teleflora

Tropical designs and treasure transformations await you in this design program presented by the 2011 Sylvia Cup Winner, John Hosek.

"Kaleidoscope!"

Designers: Ace Berry, Shellie Jacob and Mark Sullivan TMF
Designers sponsored by: Priest International Inc.
Commentator: Jim Johnson AAF AIFD TMFA
Commentator sponsored by: Design Master

The principles of multiple reflections are highlighted by our 3 three designers. Each will share their talents with color, form and shape. Join the designers and Jim Johnson as he examines the "Kaleidoscope" and we become the observers of beautiful floral forms.

About the Designers:

Ace Berry began his career in the floral industry at the age of 19, delivering flowers for McAdams Floral in Victoria TX. He left the floral industry for 8 years. During this time Ace worked many jobs, but still yearned for a "Career". Having a desire to spend his life doing something he loved, Ace returned to the floral industry in 2007. Ace joined the staff at g. johnson's Floral Images, Houston TX and spent the next five years developing his own personal style of floral design. In 2012, Ace is continuing his floral adventures at MC Florist, he is the current President of the Teleflora South Texas Unit, and is finishing his required studies to obtain his TMF accreditation.





Mark Sullivan TMF. Mark has a B.S. Degree from Texas Tech University in Ornamental Horticulture with a minor in Landscape Architecture. He began his floral design career working for Louis Patillo, of College Flowers, Lubbock, TX. He worked for Louis for five years learning all the aspects of the floral industry while also attending school at Tech. After graduating, he moved to Dallas and worked for Green Expectations interior plant design firm where he was instrumental in opening a fresh floral design division that complimented the interior plant division. Mark was then hired by interior plant company Exotica, of Denver, CO, where he once again was instrumental in opening a fresh floral design division. Later,

Mark returned to his home town of Plainview, TX where he owned and operated Sullivan's Floral and Interiors until branching out to the Horseshoe Bay Resort area where he operated a very successful Wedding and Event business for over six years. Currently, Mark is employed at Arthur Pfeil Florist as a manager where he over sees the design room and heads up special events and weddings for Jack Cross AAF TMFA.

Shellie Jacob. Shellie has won the following titles: 1996 Allied Florist Houston Cup, 1998 Alamo Allied Harris Cup and the 2011 Texas State Florists' Association Texas Cup. At the age of 18, deciding that Flower Desinging was her calling, she attended the Andy Gariza School of Floral Designs in Louisiana. She worked for shops in LA. before moving to Clear Lake, TX. In 2000, she had the pleasure of working with French Designer, Emilio Robba. Traveling all over Europe and different countries she designed for Celebrity Cruises. The Conservatory, a flower shop on the Millennium Class Ship is where she designed flowers for the entire ship and held classes for the passengers. Presently working for FRESH by Brookshire's, which is a specialty store, as a Head Designer. Shellie has been designing for 32 years.



Sunday, July 22, 2012



"A Step Outside a Basket and a Bow"
Commentator: Debbie Woltmann TMFA
Sponsored by: TSFA Growers Division

A collection of Texas Grown plants used in ways your customers aren't expecting. For funerals-, yes, but not the basket and bow so commonly done. Weddings-yes, but not a fern basket rental. Parties-yes, but not what you would think. Come see new looks using plants by a collection of terrific Texas designers.

Sunday, July 22, 2012



"Everything Old is New Again" — A look at wedding bouquet styles! Designer: Rich Salvaggio AIFD • Sponsored by: Teleflora

This presentation will be a study of traditional wedding bouquets that have been "reinvented" to meet the needs of today's bride and her wedding party. See how easily a round-mound bouquet can turn into an architectural work of art! Rich Salvaggio, Teleflora's Vice President of Industry Relations and Floral Publications, shares his pursuit of excellence in the art of floral design with audiences across America. Rich's long term, active participation in floral design and education has brought him to the culmination of his career as a nationally recognized educator, designer, and commentator.

Don't miss this presentation that will have you fired up and excited about doing your wedding work again.

"Put Some PIZZAZZ in your Everyday Work" Designer: Deborah De La Flor AIFD • Sponsored by: FTD. Inc.

Turn everyday designs into works of art that your clients won't soon forget by using the latest techniques and fun accessories. Deborah will encourage you to think outside the box and will inspire you to make every design a masterpiece.



"Speak to ME...in Color PLEASE! **Designer: J Schwanke AIFD**

Sponsored by Independent Floral Network ... Creators of the IRIS System Join Host of Fun with Flowers and J on uBloom.com for this Color Communication Extrava-

ganza. J will share secrets to communicating with Colors... and tips on turning up the Color (and Profit)... J will feature the NEW adaptations of Color for 2012... and share the Emotional Impact you create... and how to cash in on your customers Color Horoscopes! J's Seminar will include Color Theory, the Use of Color in Communications, Popular Color Adaptations for 2012, The

Emotional Impact of Color and Color Horoscopes! How to Use COLOR Effectively in Flower Design. It's time for you to learn a NEW Language... the Language of COLOR... with FLOWERS!



Friday, July 20, 2012

"Wedding WORLD 2012" Instructor: J Schwanke AIFD

Sponsored by Independent Floral Network ... Creators of the IRIS System

Join the Flower Expert... J Schwanke from uBloom.com for Hands-on workshop creating a hand tied cascading bridal bouquet... and concealed water supply "hand bouquet". J turns your flower world upside down... with tips, tricks, and secrets for wedding bouquets! It's your chance to learn up close and personal with a True Flower Industry Celebrity... it's time for FUN with Flowers and J!





"Inspiration Takes Flight" Instructor: Jim Johnson AAF AIFD TMFA • Sponsored by Design Master

Pack your bags – including your tools - and get ready for take-off! We will practice various mechanics and types of balance in creative designs that could be hung on a wall, on a chandelier or from a ceiling. Interpret a bird – a plane – a rocket – a Frisbee – a kite – a firefly... Create an armature – an abstraction – let your imagination fly!

Saturday, July 21, 2012

"Bridal Bouquets and Beyond" Instructor: Deborah De La Flor AIFD • Sponsored by: FTD, Inc.

Learn how to create the perfect hand-tied bouquet and then challenge your creativity with a unique structured bouquet that co-mingles the past with the future. Deborah De La Flor found not only a career in the floral industry, but her passion. Her resume includes such titles as Greater Miami Designer of the Year, Florida State Designer of the Year and winner of the FTD Great Masters Design Competition, Deborah was first runner up at the FTD America's Cup Finals in 2000. Her most recent accomplishment was her presentation entitled Imagination on the Main Stage at the 2009 AIFD National Symposium in Kansas City, MO. De La Flor owns De La Flor Gardens, a retail floral, gift and full service garden center, with her husband Gus in Fort Lauderdale, FL.



Sunday, July 22, 2012

"Tropical Reflections" Instructor: John Hosek AIFD PFCI • Sponsored by: Telelfora

Braiding and weaving with tropical flowers and foliages. John Hosek AIFD, CFD, PFCI, CAFA, CF, is co-owner of Design Circle, a special events company, and is known for his innovative and original style of work and ability to think on his feet. With a degree in Supervision and Engineering Graphics from Purdue, he first began selling his floral artistry while employed at General Motors. John's forward thinking and design talents have placed him on top in numerous competitions. He is the national Sylvia Cup Winner for 2011. John will share trick, tips and

techniques in this tropical workshop.

Entertainment and Awards!

Friday, July 20, 2012

"Brew & Blooms" party featuring... Texas' Showcase for

Unique and Innovative Design...the 2012 Texas Cup Competition, held at



the Fredericksburg Brewing Company. The contestants will be competing in wedding design, interpretative design and will be presented with a surprise design situation. The Fredericksburg Brewing Co. is the oldest and most acclaimed brewpub in Texas, so grab a brew and cheer on the contestants.

Saturday, July 21, 2012

TSFA Annual Meeting & boxed lunch

Join TSFA President Pat Berry as he shares TSFA's many and exciting accomplishments this past year. Meet the candidates that are running for TSFA's board of directors. Enjoy a quick box lunch (included in



your registration) and stay for your chance to win a Texas flag flown over the State Capitol.

USO Style Dance and Dessert Party (and costume contest)! Held at the Hangar Hotel, South Pacific Showroom

A little rusty on your dance skills? Don't fret; we'll have you swinging in no time. Swing dance lessons will begin at 7:30 pm (lessons are included in the ticket price, but you can donate to scholarships if you would like) before Bill Smallwood and the Lone Star Swing Orchestra takes stage at 8:30 pm. They'll take you back to the 1940's with their big band sound. Ladies, slap on some red lipstick and pin up your hair to help set the scene for the evening. Gentlemen, if you have military attire feel free to wear it. Everyone dressed in a 1940's inspired outfit will be entered into our costume contest with the chance to win prizes, including a gift certificate to the Hangar Hotel! The tiki bar will be staffed to help quench your thirst during and after dancing! Enjoy a little dessert between songs too!

Sunday, July 22, 2012

TSFA Awards Luncheon

TSFA President Pat Berry and Convention Chair Jack Cross AAF TMFA will recognize those that have worked hard to earn their Texas Master Florist designation, announce the newly elected board of directors and scholarship recipients. TSFA's most prestigious awards, The Hall of Fame and the Achievement Award will be presented as well.

2012 TSFA Candidates for Office

President



Bruce Easley AAF TMFA is owner of Capt'n B Florist in Gun Barrel City, TX. I have been an active member of TSFA for the past 13 years and worked in the floral industry for 36 years, owning and operating two flower shops, Designed freelance, and worked in the wholesale flower industry. I currently serve as TSFA's First Vice-President and Education Co-Chair. I was Convention Chairman in Dallas and have

also served on the Education, Finance, Texas Cup, and Bloomin' Texan Committees. In 2007 and 2008 I was North Texas Unit President for Teleflora and received the Regional Outstanding Presidents Award. TSFA is very important to me for many reasons but continuing floral education will keep our trade alive and assure florist owners that we have new generations of creative florists waiting to carry on our traditions as well as creating some new ones along the way. I will continue to support TSFA as it has supported me all these years.

Second Vice President



Peggy Franklin TMF, is owner of Franklin's Flowers in McKinney, Texas. I have been in the floral industry for 30 years and a shop owner for 13. In 1978, as a nursing student needing a part-time job, I began delivering for my mother's florist. A delivery job grew into designing and my passion for the floral industry has continued to grow. I currently serve on the TSFA Education Committee and am Past President of the North

Texas Teleflora Unit. I also am co-chair of the Design Symposium for this year's TSFA Convention. I believe education in all areas of our business and the strength of an industry that has common goals is the best way to meet the challenges of today's marketplace.

Wholesale Director

Hi, I'm **Doug Liedtke.** I am a second generation florist, literally



growing up in the industry. My family founded and still operates J & E Wholesale Floral Co. in Amarillo. Along with my brother Roger, we have been in business for 40 years now. I have been very active in the industry, severing with The Panhandle Allied Florist, West Texas New Mexico Florist, Texas State Florist, and the New Mexico Florist Associations. I have served as President

of both the PAFA, and WTNM, and participated on committees at TSFA and on the board of NMFA. I've been very active in my community, where I have been a member of the Optimist Club. I am also involved with our community emergency services team, serving as a volunteer firefighter and EMT. Another of my most notable endeavors has been my membership on the board of The Florist Federal Credit Union. A lifelong member of the credit union, I've served on the board since my election in 1996. I've seen a lot of change in our industry over the years, but there has been one notable constant. The majority of our industry still consists of the family owned small business. Small business is still the back bone of our nation's economy, and always will be, as long we continue to have the right to be self sufficient. We are a hard working, community involved, and family loving industry. You won't find an industry that serves our nation with any more dedication, loyalty, and service than florist. I hope you will allow me work for you at TSFA, with your vote of confidence.

Retail Directors (Elect 2)



Ann Cain. Relatively new to the retail floral industry, Ann Cain, owner of The Flower Box in Rockwall, Texas, has a long-held passion for creativity. She constantly looks for creative ways to exceed expectation with designs, customer service, and community relations. Prior to opening The Flower Box, Ann was involved in numerous activities in her community — always utilizing her passion for creativity. She co-authored *Bubblin*

Over ... Simple Ideas for Spectacular Parties and worked as Creative Consultant on Southern Living's book, Holidays & Celebrations. Bringing her passion for all things creative to the TSFA Board of Directors as a Retail Director would be an honor.



Elaine Nevarez. The headline in the *Houston Chronicle* read "Former Banker Has Floral Biz Blooming" as it named Elaine Nevarez of Elaine's Florist & Gift Baskets the "Ultimate Business of the Week". Having eight years of accounting experience in Corporate America has provided me with knowledge that I can offer to the floral industry. You can delivery flowers all day long, but

if you're not making the profits you should, I can show you why.



Nicola Parker TMFA. Nicky has been in the floral industry for 12 years. A single mom, Nicky began her career as a delivery driver and soon through friends and associations found herself immersed in all aspects of the floral community. As a member of Allied Florist of Houston and Texas State Florists' Association, Nicky began to further her love for the business through education like the TMF program and in 2011 received her

TMFAdvanced certification. She has volunteered for many years at TSFA's convention and Allied meetings but for the last 2 years has served on the TSFA Education Committee and served as the Design Co-Chair for the 2011 TSFA convention, her most recent accomplishment is winning the 2012 Houston Cup competition. Nicky's passion stems from her education in the floral industry. She wants to give back as much as she can to the industry that has been so good to her over the years and understands that the Education Committee's work with the high schools across Texas is a very important part of our future. Nicky is ready and willing to take on new challenges for TSFA.



Sandy Ramirez TMFA. Sandy Ramirez, TMFA is a teacher at heart. Flowers and Design is one of her passions. Teaching or helping others to appreciate and learn the many facets of this passion is nothing short of a priviledge. For this reason, Sandy has been on the TSFA Education Commitee for three years and truly believes in the value of Texas State Florist Association as

a tool of success for our industry today. She truly loves to see the floral industry from the inside out and contributes often to the TSFA convention by designing with guest designers, filling buckets, moving flowers or writing feature stories for *The Bloomin' Texan*. Her theory? "Wherever there is a need there is something new to learn, where there is something new to learn there is something new to try and to teach". Open to new ideas but careful to be wise before throwing out old ones, Sandy has a mind for creative marketing in the retail world. She has owned and operated Bloomstreet Designs for 30 years, working as a freelance floral artist, a small town florist and is currently an events only designer specializing in weddings. Sandy is the mother of four beautiful children and resides in Wimberley, Texas.

SFA ANNUAL CONVENTION REGISTRATION

		less than five days in advance. Remember to bring your tools for all Hands-On Workshops. Stay the weekend and help keep TSFA's Convention costs down! TSFA has two hotel options: The Hangar Hotel, 155 Airport Road, Fredericksburg, TX, 830.997.9990. Special 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 PAYMENT INFORMATION (Registration will not be processed without full payment) U.S. Check/Money Order (payable to TSFA) UISA MasterCard American Express Credit Card# Keep TSFA Me Now and Save on Convention Registration amount pour registration amount pour registration registed to TSFA) Signature Locate American Express Code: Individual E-mail	A Step Beyond Tradition Company Address Address City/State/ZIP Phone Phone Facebook Frederickburg Treas Register early by mail or fax: Save on low advance registration desk listed by your name. Registration lnstructions 1. Each attendee must have a badge which will reflect the informedistration form. For additional forms, go online at tsfa.org, TSFA office. a. Faxed forms require authorized credit card payment date. Fax to 512.834.2150. If you fax your form, please b. Mailed forms should contain full payment. The cancellation policy for convention registration should refund if canceled 30 days in advance. b. Full refund less \$50 if canceled 5-30 days in advance.
		advance. for all Hands-On Work for all Hands-On Work for all Hands-On Work ts down! I options: Oad, Fredericksburg, TX, s for the TSFA attendees rates guaranteed until com block is full. S. Washington St., O2. Special room rates r Queen Rooms \$139* breakfast bar gegistration will not be proc ayable to TSFA) American Express Indivi	Company Company Address Address City/State/ZIP Address Femail Femail
		mber Your ation oxes ate in to save stration. Inager	Company
		REGISTRATION OPTIONS	-
		Please check if you are first time attendee	ADVANCED (Before 7/18) Member Non-Member (After 7/18)
		FULL DAY OF EDUCATIONAL FLORAL DESIGN S AND TRADE SHOW SHOPPING	Member Non- Member Member Non-Member SHOWS
		Saturday, July 21, 2012 (includes box lunch)	
		Sunday, July 22, 2012	\$ 30 \$ 80 \$ 40 \$ 90
		OPTIONAL EVENTS	\$ 25 \$ 75 \$ 35 \$ 65
		Friday July 20, 2040	4 00
-		Hands on Workshop "Wedding WORLD 2012" Hands on Workshop "Inspiration Takes Flight"	\$ 55 \$ 65 \$ 55
		Hands on Workshop "Supercharge Your Sales"	\$ 55 \$ 65 \$ 75
		Saturday, July 21, 2010	\$ 55 \$ 65 \$ 65 \$ 75
		Hands-on Workshop "Bridal Bouquets" USO Style Dance & Dessert Party	\$ 55 \$ 65 \$ 75
		Sunday July 22, 2010	\$ 35 \$ 50 \$ 45 \$ 60
-		Trailus-on Workshop "Tropical Reflections"	\$ 55
		TSFA Awards Luncheon	\$ 40
70		2012 Texas Cup Competition Registration (20 max enrollment)	\$ 50 \$ 55 \$ 60 \$100 (Awards Luncheon ticket included)
TOTAL \$		TSFA Membership	
		SUB	\$189.95 (Owner/Manager) or \$96 (Employee)
		Note: All hands-on workshops are limited. Early registration is recommended.	

Member Spotlight

Name: Mary McCarthy TMFA

Title: Owner/Designer

Shop: The Blooming Idea, The Woodlands, Texas

Year: 10 years

Family: Husband Brian — married for 32 years, 4 children — Kirsty, Neil, Michael and Fiona, 1 son-in-law — Matt and 2 Grandchildren — Charlotte and Jack

College: Victoria Infirmary School of Nursing, Glasgow, Scotland — Registered Gen-

eral Nurse and Midwife

Favorite Movie: Love Actually — I believe "love actually is all around" as quoted from the beginning of the movie

Favorite place to go to get away: Galveston Island

How did you get into the floral industry: I took classes at Houston School of Floral Design and tried to get a job in a flower shop, but nobody would hire me without experience, so I decided to open my own flower shop in Magnolia, Texas. We were in that location for 5 years and then relocated into The Woodlands in 2007.

Years involved with TSFA: 10 years. I attended my 1st TSFA convention in Austin in 2002. Joined the Education Committee in 2009 and was elected to the TSFA Board in 2011.

Passions: My family. I also love flowers and floral design, gardening, scrapbooking and quilting (although haven't had much time for the later since I started my business)

What about them inspires you? I'm inspired by beautiful things — makes me happy and contented.

Greatest accomplishments: My children and seeing them grow into beautiful, intelligent and responsible adults. Being a successful business woman and being voted best florist in The Woodlands for 3 consecutive years.

Who is your hero? My husband, who firstly, let me run with my passion and open a flower shop and secondly, believed in me when I didn't think I would succeed in the floral business.

Biggest thing left on your "to-do" list? Visit the bulb fields in Holland.

What would you be doing if you weren't in the floral industry? Perhaps working in a pre-school or a craft store.



Quick Takes



How to Opt Out of Facebook Social Ads — It's easy to do

Facebook social ads show your friends when you have Liked a product, service or company that's running a campaign. If you'd rather your activity stays private, Go to your "Account Settings." These can be found by clicking the small drop-down arrow at the top-right of your screen.

Facebook Ads

Now select "Facebook Ads" at the bottom of the sidebar menu.

Click "Edit social ads setting"

at the bottom of the next section.

Change Your Preferences

Now click on the drop-down menu and choose "No one." Hit "Save Changes."

You've Opted Out

And that's it! You have now opted out and will no longer appear in the social ads that Facebook displays to your friends.

Quick information You Can Use Now

THERE ARE HOW MANY APPS?

- There are now more than 1 million apps
- The 2008 app universe was 8,000
- There were 100,000 apps by December 2009
- 500,000 apps appeared by January 2011
- About 15,000 apps were introduced per week in November 2011

Source: New York Times, Dec. 12, 2001



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
August	Sympathy	May 30
September	Fall Colors	July 30
October	Fall Festivals	August 30

May Winner:

Rebecca Sherman AIFD Shop: The Blooming Idea Subject: May Flowers

April showers bring May flowers of hydrangea, delphinium, stock, salmon roses and tulips set in a

stone pot. Rebecca won a \$50 gift card from the Florist Federal Credit Union.







call **800-321-2665** or email ecohen@teleflora.com.

Be sure to mention the Texas State Florists' Association!



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



Texas Certified Florist Courses Announced

Date: June 13-16, 2012

Location: Benz School of Floral Design

Texas A&M University

Instructors: Jim Johnson AAF AIFD TMFA and

Jack Cross AAF TMFA

When a person applies for the Texas Certified Florists' Program, that individual is on the way to becoming the best. You will join a select group of professionals who have made a commitment to individual excellence within the floral industry.

Course Content Includes:

- Principles of Design
 Care & Handling of Cut Flower & Foliages
 Current Design Techniques & Styles
- Concepts of the Care & Handling of Foliage & Flowering Plants
- Wedding Design Techniques Funeral Design Techniques
 - Customer Relations Delivery Merchandising
- Employee Relations
 Advertising, Promotion, Marketing and Public Relations
 Daily Business Procedures

Online Courses are available

For more information or to register to attend this TCF series, telephone the TSFA office at 800.375.0361.

Have You Encountered Online Companies Posing as Local Texas Florists?

It's against the law in Texas!



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

revenue from the sale of flowers.

For more information and to file a complaint with the Texas Attorney General's Office, go to the TSFA Website, http://www.tsfa.org/default.aspx?p=HB989FileComplaint





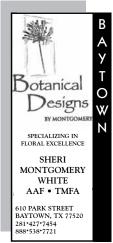
2012 TEXAS CUP DESIGN COMPETITION OFFICIAL ENTRY FORM

☐ 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 S	State Zip
Email	Cell	
•	to Texas State Florists' Association and are not refu Box 170760, Austin, Texas 78717, or fax form to 512	
Please bill my account as indicated: Credit Card Billing	ng:MasterCardVISADis	scoverA/E
Card#	Exp. Date	Code:
Cardholder's Name	Cardholder's Signature	



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	
City	State Zip	
Telephone ()	FAX ()	
E-mail:		

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

RETAIL FLORIST
□ Owner/Manager\$189.99
☐ Freelance Designer\$189.99
□ Employee\$96.00
WHOLESALE FLORIST
☐ Owner/Manager\$189.9
☐ Employee\$96.00
GROWER
□ Owner\$189.99
☐ 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#Exp. DateCode:
Cardholder's NameSignature
Wire Service Account Billing:TelefloraFTD
Available on wire service billing only: Code#
Account Holder's Signature

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

TSFA CALENDAR OF EVENTS

May 2012

- **5** Cinco De Mayo
- 8 National Teachers' Day
- 13 Mothers' Day
- **19** Armed Forces Day
- **28** Memorial Day (observed)

June 2012

- 3 TSFA Board of Directors Meeting. 9:00 AM 5:00 PM, Riveria Cub House, Cedar Park. TX
- **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 Converence
 Center, Fredericksburg, TX.
 Call 512.834.0361 for details.



Advertisers

14 Benz School of Floral Design (972) 845-1699 www.aggie-horticulture.tamu.edu.benz

Inside Front Cover: BloomNet

(866) 256-6663

- 13 Botanical Designs By Montgomery (281) 427-7454
- 13 Capt'n B Florist (800) 542-8483 CaptainBFlorist1@aol.com
- 13 Edgar Flower & Gift Shops (512) 756-4401 - Burnet (830) 693-7006 - Marble Falls
- 11 Flowers& Magazine (800) 321-2665 www.flowersandmagazine.com
- 13 Franklin's Flowers (972) 542-0000 www.franklinsflowers.com
- 13 Freytag's Florist (800) 252-9145 www.freytagsflorist.com
- 13 Heights Floral Shop (713) 862-8811 • (800) 723-3252 www.heightsfloralshop.com
- 14 McShan Florist (800) 331-3349, ext. 7931 www.mcshanflorist.com

Back Cover: Teleflora (800) 421-2815 www.myteleflora.com

13 Tubbs of Flowers (800) 288-1978 www.tubbsofflowers.com

Compliance posters free for employers

The Texas Workforce Commission (TWC) urges employers to be aware of unscrupulous business operators who may try to coerce employers into purchasing required workplace posters. Obtaining these compliance posters through TWC, as always, is free.

All workplace compliance posters required by law can be obtained free of charge from the TWC website at http://www.twc.state.tx.us/ui/lablaw/posters.html. Employers do not need to purchase these posters from private vendors. Furthermore, government-issued compliance posters do not have to be laminated to satisfy an employer's regulatory obligation. Employers should never pay for a government service that is free.

TWC has investigated reports of vendors claiming to be state contractors, inferring that employers are not in compliance with state law and urging employers to buy the posters from the vendor. TWC advises employers to disregard these vendors and consult with TWC directly to determine which posters are needed.

The number of workplace compliance posters required to be displayed can vary from one employer to another. Posters

can be printed directly from TWC's website or by following links to the U.S. Department of Labor, where they can also be printed free of charge. Employers needing information about which posters they need to display should call TWC's Labor Law Department at 512.475.2670.

All Texas employers must display posters containing information on the Texas Payday Law, the Workers' Compensation Program, the Uniformed Services Employment and Reemployment Rights Act, the Fair Labor Standards Act, the Employee Polygraph Protection Act, and the Occupational Safety and Health Act. Also, every employer with 15 or more employees, and smaller employers with federal grants and contracts, must post the notice entitled "Equal Employment Opportunity Is The Law," which contains information about the Equal Employment Opportunity/Americans with Disabilities Act laws.

Employers also may obtain a combined Texas Payday Law and Unemployment Compensation Act poster, and a list of other required posters by calling the agency's tax department at 512.463.2747. Those posters can also be obtained online via the Unemployment Tax Services website at http://www.twc.state.tx.us/ui/tax/emtaxinfo.html.

To report inappropriate vending of posters, call the TWC Fraud and Program Abuse Hotline at 800.252.3642.

