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**Did You Know?** When researching products or services in their local area, over 90% of consumers now use online media. And 60% want more than just contact information\*. **They want details.** 



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\*BIA/Kelsey Research Group

# The Bloomin' Texan

JUNE 2012 ■ VOLUME XXXVIII ■ NUMBER 6

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Patrick Berry

#### THE BLOOMIN' TEXAN

The Official Publication of the Texas State Florists' Association
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# Letter from the President

I hope that everyone had a successful spring season this year. Almost everybody that I've talked to has stated that this year has been better than last year; better than the last couple of years and some told me that it was a record year for their shop! What a difference a year makes. I know that many TSFA members have picked up extra business due to the Texas Department of Agriculture's marketing of one of TSFA's websites: www.texaslocalflorist.com. Their marketing push for the website at Valentine's Day and Mother's Day resulted in a huge spike in the website's traffic so I am sure that many TSFA members benefitted from this. The website has a new look as of May 1st. Have you looked to see your listing yet? Want a larger listing at the top of the page for your town? Call the TSFA office and ask how. Your regular listing is complimentary as one of your benefits for being a TSFA member. This is a fantastic benefit. Your TSFA annual

membership dues as an owner/manager only cost 52 cents per day which makes this one thing alone well worth the cost of your membership

However, even though business may be better this year, the recession has taught us that we can no longer be complacent about our businesses. Let us remember to work more efficiently, work smarter and take nothing for granted. If you are not working to get better then you may be falling behind. Whether you need to learn more about the financial end of running your business or to catch up on cutting edge design trends; or to learn more about how social media can benefit your business; or how to supercharge your sales; or to see new plants and learn how to make your plants stand out in a crowded marketplace; or to learn something new for your wedding business or just to network with other florists from across the state... make plans right now to attend the 98th annual TSFA convention that is being held in Fredericksburg on July 20-22 and you can learn all this and more!

If you haven't been to a TSFA convention lately, you should definitely consider changing that this year by making plans to attend. I recently heard someone who hasn't attended a TSFA convention in years comment that nothing has changed with TSFA over the years. "Same old people. Same old designs. Same old stuff." Really? Nothing could be further from the truth and how would you know that if you haven't been? Sure, many members of TSFA have been members for many years and that is a great thing and is a big reason why TSFA is the largest and most stable florist association in the country. But the truth is that TSFA has many new members with new ideas that are very active in the association. You won't see any tired design techniques or boring presenters at a TSFA convention. This year's lineup includes an all-star cast of presenters including Tim Huckabee, John Hosek, J Schwanke, Rich Salvaggio, Debra De La Flor and our own Jim

Fredericksburg is a very fun place and in addition to all the motivation you will gain and all the new ideas that you will take back to your shop; there will still be some time to have some fun and to make some memories that will last a lifetime. The host hotel is the Hangar Hotel which was an actual airplane hangar that has been converted into a WWII era themed hotel at the Fredericksburg airport. There is a South Pacific themed ballroom there also and we will be having a USO style dance party on Saturday night with dance lessons being offered for those who want to learn or brush up on Swing Dancing prior to the party. You don't need a partner so don't be shy! Our dance instructor loves to dance and he will be a roving partner for anyone that wants one. Just come and have fun!

Make your convention plans now, before you make your vacation plans, or make this your vacation and spend some extra time in Fredericksburg and shop or tour the many wineries that are there now or see more of the Hill Country. Make your reservations now! I can't wait to see everybody there!

~ FLOWERS MAKE IT BETTER! ~



Dianna Nordman AAF Editor **Barb Donovan Production** 

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

#### Cover Credit:



1: Wildseed Farms; 3: Wildflower Field -Steve Rawls; 4: Texas Bluebonnets Al Rendon; 5: Wildflower — Steve Rawls; 6: Wildseed Farms. Courtesy of the Fredericksburg Convention and Visitor Bureau





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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

11:45am-12:30pm

1:00pm- 2:00pm

5:30pm-6:30pm

7:30pm-11:00pm

7:30pm-8:30pm

8:30pm-11:30pm

6:30 pm

Friday, July 20, 2012

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

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

"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

6:30 pm Dinner on your own in Fredericksburg "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** 

"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

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



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** 

TRADESHOW Shopping 9:00am -5:00pm Hangar Conference Center

THE BLOOMIN' TEXAN ♦ JUNE 2012 / 4

# Sunday, July 22, 2012

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

9:00am-5:00pm

Devotional

Convention Registration — Showroom Entrance Hands-On Workshop — "Tropical Reflections"

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

9:00am-11:00am Polls Open for Voting. Eligible Voters: Only

Hanger Conference Center

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 — "Everything Old is New Again":

A Look at Wedding Bouquet Styles!

Rich Salvaggio AIFD

Sponsor: Teleflora — South Pacific Show Room

12:00 pm-1:15 pm 1:45pm-2:45pm

3:00 pm-4:00 pm

**TSFA Awards Luncheon,** South Pacific Show Room

Design Show

"Put Some Pizzazz In Your Everyday Work"

Designer: Deborah De La Flor AIFD

Sponsor: FTD, Inc. — South Pacific Show Room

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 our Industry Convention



#### 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

The Buckle Boutique

FTD, Inc.

Florist Federal Credit Union

Genworth

Greenboxfloral.com

**IFN** Enterprises

Klepac Greenhouses, Inc.

Love Floral

MAS Direct Network

Offray/Lion Ribbon Company

Poor Me Sweets

Pressed Garden

Priest International, Inc.

Sabrina's Flowers

Teleflora

Vast America Corporation

Vickery Wholesale Greenhouse

# **Professional Education Opportunities**



# Florists Business Education

Friday, July 20, 2012

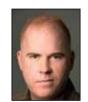
#### "Supercharge Your Sales" — Session One Presenter: Tim Huckabee AIFSE Sponsored by: BloomNet

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.



(C)

#### "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 Extravaganza. 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.

# Fun, Entertainment and Awards!

#### Friday, July 20, 2012

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

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.

# SFA ANNUAL CONVENTION REGISTRATION

			Name	Signature	Credit Card#	□ VISA □ MasterCard □	PAYMENT INFORMATION (Registration will not U.S. Check/Money Order (payable to TSFA)		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*	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.	Stay the weekend and help keep TSFA's Convention costs down! TSFA has two hotel options: The Hangar Hotel, 155 Airport Road, Fredericksburg, TX	Remember to bring your tools for all Hands-On Workshops		b. Full refund less \$50 if less than five days in		<u></u>	<ul> <li>a. Faxed forms require date. Fax to 512.834.2</li> </ul>	TSFA office.	1. Each attendee must have a	Registration Instructions	Register early by mail or fax: Save on low advance registration rates! Avoid de- lays at the registration desk! Your convention materials will be in packets at the registration desk listed by your name	Hangar Hotel, Fredericksburg, Texas The Texas State Florists' Association Annual Convention & Trade Show July 20 02, 2012	TSFA's Floral Paradise					A Step Beyond Tradition
			Indivi			American Express	gistration will not be proc avable to TSFA)	oreaktast bar	t. Washington St., 2. Special room rates Queen Rooms \$139*	for the TSFA attendees ates guaranteed until om block is full.	yp keep TSFA's s down! options: ad. Fredericksburg. TX.	for all Hands-Un Work	for all Hands On Wark	canceled 5-30 days in advance	The cancellation policy for convention registration shall be. Full refund if canceled 30 davs in advance.	contain full payment.	authorized credit card 2150. If you fax your for	ماها الأاالة, في كالساط عد	badge which will reflec		Save on low advance Your convention mate Ir name	E-mail	Phone	City/State/ZIP	Addiess	Address	Company	COMPANY INFORMATION
			Individual E-mail	Code:	Exp	☐ Discover	(Registration will not be processed without full payment)  (Davable to TSFA)		on your Convention registration.  \$189.95 Owner/Manager  \$96.00 Employee	below and include the rate in your registration amount to save money	Become a TSFA Member Now and Save on Your Convention Registration Just check one of the boxes	snops.		Full refund less \$50 if canceled 5-30 days in advance. No refund if canceled less than five days in advance	tration shall be:		Faxed forms require authorized credit card payment including expiration date. Fax to 512.834.2150. If you fax your form, please do not mail the original.	TSFA office.	Each attendee must have a badge which will reflect the information recorded on the		registration rates! Avoid de- erials will be in packets at the		Fax					TION
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# WesTexas New Mexico Florist Association presents .......



# **Hot Trends – Hot Colors – Hot Competition – Sizzling Time**

59<sup>th</sup> Annual Convention

August 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>

#### **DoubleTree by Hilton Hotel Midland Plaza and the Midland Center**

For reservations call - Tel: 1-432-683-6131

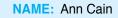
Make your plans early to attend this year's 59<sup>th</sup> annual convention in Midland, Texas. A fun filled weekend full of networking, learning, competition and good times. This year we have four amazing Educational Programs lined up for you, two chances to compete with your fellow peers, and weekend of HOT! HOT! HOT! FUN. To kick off the convention we will have a "Carnivale" mask contest. As you shop the trade fair, make sure you visit each booth because a select few of the wholesalers will be the judges. Mingle and meet the candidates running for office this year. A competition including Past Presidents, Wholesalers, Designers and previous winners of the Silver Cup is a sure recipe for entertainment at Saturday's lunch. You will not want to miss the Sizzling "Carnivale Gala" on Saturday night to honor our President. Too many exciting things planned to mention – you will need to be here to experience them ALL. We look forward to hearing from you and seeing you there.

### Midland es CALIENTE y listo para usted.

(Midland is HOT and ready for you.)

For registration information contact Tom Williams: tomwilliams@flowerlandmidland.com or 1-800-451-2496

Member Spotlight



**TITLE:** Child of God, Wife, Mom, Nana, Friend, Co-Worker, Owner. (Try to keep things in perspective).

**SHOP:** The Flower Box, Rockwall

YEARS IN INDUSTRY: Seven years

FAMILY: Husband of 40 years, Dewayne Cain, 2 adult children, Chris Cain and Amy Cain Cox, son-in-law Wendell Cox, 3 adorable grandchil-

dren: Jackson, age 6, Johnny, age 4, Annie, (yes, she is named after me) 2 years old in June, and the cutest little

Yorkie named Barkley.

**COLLEGE:** BA Degree from Southern Methodist University, Dallas.

**FAVORITE PLACE TO GET AWAY:** Annual family escape to the white sand beach of Destin, Florida.

HOW DID YOU GET INTO THE FLORAL INDUSTRY? I feel blessed to have been given a natural "knack" for color and design and have always enjoyed creating at home and for others. My husband and I own Rest Haven Funeral Homes and Memorial Park in Rockwall. Having an onsite florist at Rest Haven has always been part of the business plan. It was only a matter of time before my God-given "knack" and the business plan converged.

YEARS INVOLVED IN TSFA: I joined TSFA as soon as the doors to The Flower Box were opened, June, 2005.

PASSIONS: My faith, my family, my home, my friends, all things creative.

**GREATEST ACCOMPLISHMENT:** My precious family – there is nothing better or more treasured.

**BIGGEST THING LEFT ON YOUR LIFE "TO DO" LIST?** Finish my "HAVE TO DO" list so that I can compile my "Bucket List".

# WHAT WOULD YOU BE DOING IF YOU WEREN'T IN THE FLOLRAL INDUSTRY? Enjoying more "Nana" time and spending more time volunteering at my church and in the Rockwall community.

#### Picture captions:

Top left: Ann delivering flowers to the VA Hospital in Dallas after TSFA Convention 2010.

Top right: The Flower Box gals celebrating our "Tea Cups and Carols" Open House 2011. Julie, Maria, Christi, Ann, Lela and Bricia.

Middle 1: Ann with one of The Flower Box's loyal customers, Doris Cullins. (Ann's 4th grade teacher).

Middle 2: Love to design and create.

Bottom left: Granddaughter, Annie, visiting with Nana at The Flower Box.

Bottom right: My greatest accomplishments — Jackson, Annie, Johnny.



# **Quick Takes**



#### If You're Using "Password1", You Should Change It. Now.

#### **By Yahoo Finance**

The number one way hackers get into protected systems isn't through a fancy technical exploit. It's by guessing the password.

That's not too hard when the most common password used on business systems is "Password1."

There's a technical reason for Password1's popularity: It's got an upper-case letter, a number and nine characters. That satisfies the complexity rules for many systems, including the default settings for Microsoft's widely used Active Directory identity management software.

Exploiting weak or guessable passwords was the top method attackers used to gain access last year.

So if your password is something guessable, what's the best way to make it more secure? Make it longer.

#### See how your business is listed on Google, Bing, and other major local search engines with Getlisted.org



GetListed.org's "listing score" is a number from 0-100 that approximates how effectively your business is taking advantage of free listings at the major search engines. The website tells you what specific steps your business has taken (or not taken) to list itself effectively.



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 The Florist

Federal Credit Union

Florist Federal Credit Union www.thefloristffcu.org.

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

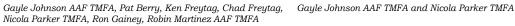
Issue	Subject	Deadline
September	Fall Colors	July 30
October	Fall Festivals	August 30
November	Be Thankful	September 30





with your smart phone for more information.









Ken Freutaa

#### Allied Florists of Houston Reaches Out to **Touch the Future**

#### Written by Robin Martinez AAF TMFA, AFH President

With speakers and topics designed to inspire and educate today's shop owners, designers and future florists, AFH hosted some of Texas' top floral industry speakers. The first annual AFH Outreach Program was held this April at Elsik High School. Everyone attending, from the high school students to the parents, instructors and shop owners, walked away inspired about the 'American Dream'. All of us were left with a much broader knowledge of marketing, merchandising, technology, advertising, selling, growing and the myriad of employment opportunities within the industry.

The enthusiastic crowd was welcomed by AFH President, Robin Martinez AAF TMFA. Robin thanked Kim Crow, Johnny Hackett and Hilda Rodriguez, Principal of Elsik High School, for hosting this event. Elsik High School FFA was well represented with horticulture and floriculture students. Robin encouraged involvement in our industry through education and participation in the monthly meetings. As she stated, "Building your network of industry partners can be your most valuable resource."

Pat Berry, of Vickery Wholesale Greenhouse and the current President of Texas State Florists' Association, was the first speaker of the evening. Pat discussed the programs, scholarships and training available through TSFA's Texas Certified Florist Program and through the High School Floral Design Certification Programs. Approximately 600 students will go through the certification process this year. Pat reminded us of TexasLocalFlorist.com and how the local consumer is encouraged to shop with their local floral shop.

There are many careers in the wholesale floral industry according to Ron Gainey, manager of Greenleaf Wholesale. Ron was very encouraging, going in depth about the different facets that are available in the industry, from sales, marketing, buying, growing and producing, to general office duties. Ron spoke honestly about the long hours that this industry requires, but he sincerely felt that the rewards were boundless.

Gayle Johnson AAF TMFA, owner of G.Johnson's Floral Images, wowed the crowd with her merchandising skills and her use of the beautiful inventory she brought to enhance the blooming plants and green plants provided by Weatherford Farms. Gayle was inspiring and creative and shared her love of the floral industry through a visual

treat in display. Always remember, "Customers or potential customers are influenced by visual elements such as color, lighting, fixtures, etc."

Nicola Parker TMFA, of g. johnson's Floral Images and the current 2012 Houston Cup Winner, was loudly applauded by the crowd for her encouraging story of how she began her floral career. She spoke humorously about her start as a delivery driver to her long journey of classes, seminars, conventions and any other available means to educate, gain experience and to drive herself to become a premier designer. Nicola's fresh floral designs proved to be the finishing touch into the well merchandised displays created by Gayle Johnson.

Ken Freytag, Freytag's Florist, shared his story of inspiration and how the American dream really can come true. He was only 19 years old when he opened his first location in 1973 and it has become one of the top 50 florists in America. No matter your age, you had to be fascinated and in total awe of his story. Ken, like Mr. Gainey, stressed the need for employees in all facets of the business.

Technology empowers the modern florist to grow through efficiency. Chad Freytag, Freytag's Florist and son of Ken Freytag, enlightened the audience with his knowledge of technology and making it work for you and your shop. It assists in the order process by allowing you to track your customer's needs, likes and dislikes, buying trends, etc. It also allows tracking of your advertising and marketing efforts which in turn can lead to more efficient advertising and higher profit margins. Ken remembers the days of pencil and paper order entry and is extremely thankful for what Chad and technology have done for his shop. Chad also spoke about the benefits of a website, the need to update and maintain the website on a consistent basis, the benefits of Facebook, Twitter, etc. All of this, of course, requires employees, employees, and more employees. The audience was again reminded of the endless job opportunities available in the floral industry.

Allied Florists of Houston is a professional trade association working together to provide the highest quality products and services to the greater Houston area. If you are not a member of Allied Florists of Houston we invite you to join, get involved and share in the promising future of our floral industry.

The AFH Board would like to take this opportunity to thank Pat Berry, Ron Gainey, Gayle Johnson, Nicola Parker, Ken Freytag and Chad Freytag for their tremendous contribution in time and effort to make this first Outreach Program a success! It is because all of you were willing to share your expertise, wisdom, experiences and knowledge that we were provided with the opportunity to reach out and touch our future.



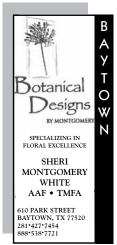
Ron Gainey





Pat Berry

Johnny Hacket and students

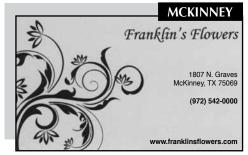


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TSFA has two hotel options:

#### The Hangar Hotel

155 Airport Road, Fredericksburg, TX 830.997.9990

Special room rates for the TSFA attendees King Rooms only \$129

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308 S. Washington St., Fredericksburg, TX 866.990.0202

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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 At-

torney General's Office, go to the TSFA Website, http://www.tsfa.org/ default.aspx?p= HB989FileComplaint



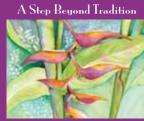
# TSFA CALENDAR OF EVENTS

#### **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
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  Converence Center,
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