

THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

THE BLOOMIN' TEXAN

August 2012

TSFA Member Spotlight — Chad Freytag, Freytag's Florist, Austin

Frequently Asked Questions from Texas Workforce Commission • Focus on Design



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AUGUST 2012 ■ VOLUME XXXVIII ■ NUMBER 8

Table of Contents

Features

- 4 TSFA Member Spotlight — Chad Freytag
- 5 Frequently Asked Questions from Employers
- 5 Design Gallery
- 6 2012 TSFA Convention Sponsors
- 6 Convention & Trade Show Booth Participants
- 8 Quick Takes
- 9 Thanks to the 2012 TSFA Convention Chairs
- 10 Focus on Design
- 12 TSFA Congratulates New TMFs

Departments

- 3 Letter From the President
- 12 In Memorium
- 13 TSFA Order Exchange Network
- 14 New Members
- 15 Calendar of Events
- 15 Advertisers Index



Patrick Berry
President

Letter From the President

This past year seems to have passed more quickly than any year in my life. I know that as we get older time always seems to accelerate, but my time as president of TSFA seemed to pass like a comet in the sky. One minute it is there and then, poof, it's gone! We've all heard the saying, "Time flies when you're having fun", and that is exactly the way it's been. I've had a blast being president of TSFA, but I knew all along that it would be FUN, and it has been a fun ride.

When I say that I've enjoyed participating in TSFA, what I am really saying is that I have enjoyed all the people involved in TSFA. After all, that is what TSFA is; an association of like minded people with common goals. There are a ton of people to whom I owe a debt of gratitude. First and foremost, I am grateful to YOU, the TSFA member. Without you there would be no need for a president to guide the association because there would be no association. Thank you from the bottom of my heart for being a member of this great organization. Whether you take an active part in TSFA or not, you are the backbone of the association. If you have never served on a committee or volunteered at a convention or taken a design class or business class... why not? You are missing an opportunity to make lifelong friends with some remarkable people as well as to have some valuable learning experiences and... wait for it.... tons of FUN! I am very serious about this. It is FUN to participate actively in TSFA. Please consider it!

There are, of course, a large number of folks who do participate on a very regular basis in the many, varied aspects of TSFA, and many have been doing this for years! They have been doing it for years because not only is it FUN, it is very rewarding to them. I can attest to this personally. Since we just had another outstanding convention which was held in Fredericksburg, I would like to extend my gratitude and admiration to Jack Cross AAF TMFA for doing another outstanding job as Convention Chair, along with Design Symposium Co-Chairs Renee Dahl TMFA, Peggy Franklin TMF, and Pat Shirley-Becker AIFD TMFA for their dazzling work! It was another great convention and these folks along with a lot of other TSFA volunteers have worked diligently for the past year to make it so. These conventions don't just happen. There is a lot of planning and hard work behind the scenes to put it all together. Thanks to everybody who volunteered to make it another great TSFA convention!

Thank you to my board of directors for your time, energy, insight and support. I have enjoyed working with you all this past year and I am looking forward to working with the returning members when I also return to the board next year as the immediate past president. Also, I would like to give a huge shout-out to all the committee chairs and committee members for all your hard work, time and dedication to TSFA. I appreciate you all more than you know. Thanks to all the past presidents for setting the bar so high and for your valued advice. I am looking forward to working even more closely with you to pull off TSFA's 100th Year convention in 2014. And, of course, thank you Dianna! TSFA is so fortunate to have you as its Executive Director. I can't imagine being the president of TSFA without your guiding hand, influence, counsel and diplomacy. Thank you for making my job easy and for allowing me to have FUN! Last, but certainly not least, thank you to my wife Marilyn for putting up with all the time that I was away from the house and the greenhouse. You are my rock and I could not have done this without your support. And thanks to all of my employees in Dallas and Austin for keeping things tied down when I was not there when you needed me. I have been blessed to have such great people working for me for so many years.

While there will always be challenges to managing any association like TSFA, I feel good about TSFA's future. TSFA will not only survive, but it will prosper thanks to all of you who care so much about it. Thank you all for making my year so great. May God bless you all.

~ FLOWERS MAKE IT BETTER! ~

THE BLOOMIN' TEXAN

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Member Spotlight

Name: Chad Freytag

Shop: Freytag's Florist, Austin, Texas

Year in Industry: 13

Family: Wife Jordan, Sons Reed and Case

Favorite place to go to get away: Somewhere outside. Not real picky.

How did you get into the floral industry? Family business.

Years involved with TSFA: I have been involved in TSFA ever since I can remember. I started in the Future Florist program years ago.

Passion(s): Hunting and fishing.

Greatest accomplishment: It is a constant challenge to be a good parent. I hope that is my greatest accomplishment one day.

Who is your hero? I'd have to say my dad. He has worked hard his whole life to grow a great family business and to make sure we never had to go without. Of course, my mom would have to go on this list as well, because she had to deal with my sister and me while he was working.

Words of Wisdom? I don't think I've earned the right to answer this one yet. Maybe in a few years.

What would you be doing if you weren't in the floral industry? I hope I never have to find out.



Frequently asked questions from employers

Reprinted from *Texas Business Today*

The following questions were compiled from past Texas Business Conferences around the state and from Texas employers who called the Employer Hotline.

Employer Resources

Q: I would like to get a copy of TWC's book, *Especially for Texas Employers*. Can you please tell me how to go about getting a copy and how much it costs?

A: TWC's book, *Especially for Texas Employers*, is available online free of charge at <http://www.twc.state.tx.us/news/efte/tocmain.html>. You can also order a free copy of the book by going to this link: <http://www.twc.state.tx.us/news/efte/tocmain2.html> and clicking on "Click here to request a printed version." Once you click on that link, an e-mail will pop up addressed to the department that mails out the books.

Q: I want to subscribe to *Texas Business Today*. What do I do to subscribe?

A: An employer can e-mail a request to subscribe to TWC-Updates@businessink.com, or a request can be mailed to our address. Note: The above e-mail address is only for *Texas Business Today* requests such as discon-

tinuing subscription, change of address requests, or requests for additional copies of the newsletter. Be sure the request includes the company name and address where it is to be sent.

Q: Where can I get the required workplace posters?

A: The required TWC posters can be ordered at no cost through our unemployment tax services on our website at <http://www.twc.state.tx.us/ui/tax/emtaxinfo.html>, or you can fax your request to (512) 936-3205. Be sure your fax request includes your TWC account number, your address for mailing posters, and the number of posters you need printed in English or Spanish (Spanish-language posters are not a requirement). You also can order posters by calling (512) 463-2747 or by contacting your local TWC tax office. A list of our TWC tax offices around the state can be found at <http://www.twc.state.tx.us/ui/tax/taxoff.html>. Required posters from other agencies can also be printed using links on our website at <http://www.twc.state.tx.us/ui/lablaw/posters.html>.

Q: How much does it cost to list a local job opening on WorkInTexas.com?

A: Job listings on WorkInTexas.com, TWC's job-matching website, are free.

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.

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

Issue	Subject	Deadline
October	Fall Festivals	August 30
November	Be Thankful	September 30
December	Jingle All The Way	October 30

Congratulations to our August Winner:

Winner: Brenda White
Shop: Claybar Floral Shop
Beaumont, Texas



Subject: August Sympathy

A family wanted something bright and full of life for the burial of their father's remains. I adapted this to fit over the large vault at the ceremony. Using decorative wire and Lily Grass, I created the dome, then filled the wreath with Yellow Sunflowers, Blue Thistle, Red Roses, Orange Alstromeria and Croton leaves with various Greenery. **Congratulations Brenda!**



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Complete contact information for each exhibitor is listed in TSFA's July Yearbook.



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Bruce McShan, McShan Florist

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Quick Takes

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Emotional Marketing Value Headline Analyzer (aminstitute.com/headline/)

This free tool will analyze your headline to determine the Emotional Marketing Value (EMV) score. Reaching your customers in a deep and emotional way is a key to successful copywriting, and your headline is unquestionably the most important piece of copy you use to reach prospects.

Your headline will be analyzed and scored based on the total number of EMV words it has in relation to the total number of words it contains. This will determine the EMV score of your headline.

In addition to the EMV score, you will find out which emotion headline most impacts:

Intellectual

Words which are especially effective when offering products and services that require reasoning or careful evaluation.

Empathetic

Words which resonate in with Empathetic impact often bring out profound and strong positive emotional reactions in people.

Spiritual

Words which have the strongest potential for influence and often appeal to people at a very deep emotional level.



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Nicola Parker TMFA, g johnson's floral images, Houston, TX

Fredericksburg Convention & Visitors Bureau — BLOOMS OVER FREDERICKSBURG DELIVERY

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focus on design

Floral design by Rich Salvaggio AIFD AAF PFCI

Reprinted courtesy of *Flowers&* magazine

Photography by Ron Derhacopian

One versatile base, two completely different finished designs.

For that time of year when the seasons slide quickly from fall into Christmas, here's a design concept that accommodates the quick change. Make the base in advance, complete it with fresh flowers for the fall—then change out the flowers and a few accessories to get a whole new look for Christmas. Dried reeds harmonize the flowers with the willow containers; they also serve as visual connectors. Place three of these designs together, and they create a composite centerpiece that has a high visual impact but sits low on the table and remains easy to deliver.

- Create the base with the dried reeds, some oregonia and pepperberries, artificial fall fruits and vegetables, and dried orange slices.

- For fall, add more permanent materials like grapes and gourds, until the foam is covered.



- Add fresh flowers: here, mums, hydrangeas, and roses. Here's the finished design with an autumn look.



- To transition the design for Christmas, simply remove the fresh flowers and some of the permanent materials and replace them with red and white flowers and glittered snowflakes. ❄️

TSFA Congratulates the Newest Texas Master Florists!

On June 16, 2012, 10 Texas Certified Florist Program students took and passed their Texas Master Florist Exam at The Benz School of Floral Design on the Texas A&M University campus.



Congratulations to:

Richard "Ace" Berry TMF
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Karl "Tony" Goodman TMF
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Sheri Jentsch TMF

Lisa Mason TMF
Mikaela May TMF
Ann Marie Payne TMF
Barbara Volk- Tunnell TMF
Courtney Wilson TMF

In Memorium

Linda Ruth Young

Linda Ruth Young was born on July 23, 1953 to Melvin Clearance Williams and Ethel Mae Priestley Williams in Corpus Christi, Texas.

Linda was a member of East Side Baptist Church where she was in mission, the drama department, greeters, church transporter and church janitorial. She also did nursing home ministry. Linda did tax preparation, fed the homeless and was a part of a gospel group, All of God's Children.

Linda Young was a cherished friend and employee of the Southern Floral Company family for eleven years. She departed this life May 15, 2012.

She married Lawrence Lewis Sr. and to this union, five sons were born. She later married Elliot Young. Both husbands preceded her in death.

She is also preceded in death by her mother, Ethel Mae Williams, father, Melvin Williams; brothers, Roosevelt Williams and Charles Lee Williams; sisters, Sally Elaine Williams and Maxine Trask; nephews, David Lamar Williams and Thomas Triggs III, and niece, Wanda Jean Williams.

She leaves to cherish her memory her sons, Arthur Lee Lewis, Arton Lewis (Ashley) of Austin, Lawrence Lewis, Edward Lewis (Nichole) of Port Arthur, TX, Ashton Lewis (Kim) of Austin; god daughter, Shaniquan Phlucos; sisters, Gloria Jean Pollard of Peoria, IL, Ida Mae Tina of Soledad, CA., Mary Pete (Charles) of Austin, Vcra Seuagal (Wilbert); brothers, James Williams Sr. (Lorraine) of Victoria, TX and Melvin Williams (Athie) of Corpus Christi, TX; 7 grandchildren; 7 great-grandchildren; sister-in-law, Vemell Williams; brother-in-law, Derick Trask; aunts, uncles, nieces and nephews and a host of other relatives and friends.

Memorial contributions may be made to the Texas Floral Endowment, PO Box 170760, Austin, TX 78717.

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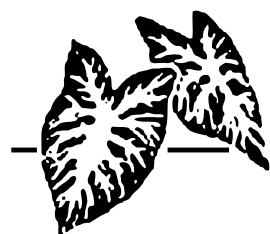
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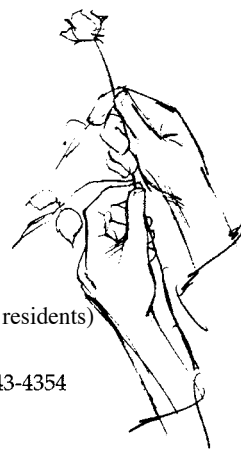
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TSFA CALENDAR OF EVENTS

September 2012

3 Labor Day

9 Grandparents Day

16 Rosh Hashanah

22 First Day of Autumn

26 Yom Kippur

October 2012

8 Columbus Day

16 Bosses Day

31 Halloween

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