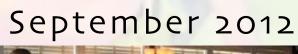


THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

# THE BLOOMIN' TEXAN



















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## The Bloomin' Texan

SEPTEMBER 2012 ■ VOLUME XXXVIII ■ NUMBER 9



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Bruce Easley AAF TMFA

## Letter From the President

WOW! What a great time to be a part of the Texas State Florists' Association! I am excited and honored to be chosen by the membership to lead TSFA for the next year. The past presidents of this organization have set a very high bar and I accept the challenge to make TSFA even stronger. I know that our new board members are all strong workers and they will do whatever it takes to keep us a thriving, productive, and relevant organization. Our retail florists, growers, and wholesalers will be challenged with new and old problems this year and we will all work together to try and ease the financial challenges that all of us face in today's workplace. I would like to congratulate Pat Berry of Vickery Greenhouses on an outstanding

year as President. Those of you who attended the 2012 TSFA Convention and Trade Show in Fredericksburg know the outstanding job done by Jack Cross AAF TMFA, Pat Shirley-Becker AIFD TMFA, Renee Dahl TMFA, and Peggy Franklin TMF. We appreciate all these great volunteers and thank them for all the time and sweat put into an incredible event.

I thought for a long while on what to talk about in this first President's letter and decided that the only place to begin is with VOLUNTEERS.

TSFA currently has 10 different committees to become involved in. There are approximately 80 volunteers on those committees and that is just a start. There are many, many ways to become involved. If you are interested in becoming more active in TSFA, just let us know and we will do everything we can to help you get started. I have heard many florists say, "I just don't have the time to get away from my store". I have never understood how you can stay in your store and learn anything new or meet any other florists. One of the greatest things about this organization is networking with other florists and making new friends. My business has grown so much because I have been involved with TSFA and its volunteering members. You can sit in your store and complain about what's not happening or you can dust off your apron and become a part of new ideas, exciting education, floral technology, and lifelong friendships. I think it's an easy decision and one that you won't regret.

The other subject that I have to talk about is EDUCATION. Our Education Committee offers the most exciting programs around. If you are not a Texas Master Florist, get qualified and get your certification today, TMF's and Texas Master Florists Advanced are members of our Education Committee and they work harder and have more fun than any committee I've ever been involved with. This past year we tested over 600 high school students for an accredited certification given through their schools curriculum programs. We believe strongly in trying to revitalize our floral workforce and this is another way TSFA can be involved and be a service to its membership. We all have employee challenges and this gives young people an opportunity to learn our trade and then decide if it's a career path for them.

I have one last thing to say about TSFA and why every Texas Florist should be a member. KASLOCALFLORISTS.COM". Check it out!

It's going to be a great year filled with exciting opportunities. Our Convention for 2013 will be in Mesquite, Texas at the Hampton Inn Hotel & Convention Center at the Mesquite Rodeo Complex. Ya'll pull out your boots and bandanas and come on down for outstanding education programs, vendor shopping, networking, and entertainment. Oh yes, and don't forget to volunteer.



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

### **Florists Business Education**

## Tim Huckabee.... Telling It Like It Is

#### Floral Strategies for Increasing Sales and Service Written by Ann Cain Sponsored by BloomNet

"Listen, ask questions, take notes and even heckle me if you don't agree", proclaimed Tim Huckabee. Part one of his presentation, "Supercharge Your Sales" got underway Friday afternoon at the TSFA Convention in Fredericksburg. Fast paced, factual, and fun, Tim's tell it like it is style quickly captured the attention of his eager audience.

Tim Huckabee learned every aspect of the flower business while working at Surroundings in NYC. During that time, Tim recognized an unfulfilled need in the industry. In 1997, he developed and founded Floral Strategies, an on-site customized training program for florists. With a goal of teaching florists to think differently about how to interact with customers, his one of a kind on-site training program teaches critically important customer care skills.

Tim provided many great handouts full of helpful suggestions. The cartoon was a crowd favorite and sparked plenty of laughter, but as Tim began pointing out the underlying message in the cartoon, many old habits came



"What flower says you're sorry without admitting wrongdoing?"

quickly to mind. "Look closely at this guy's body language", stated Tim; "He's obviously saying I don't know; **you** guide

ie!"

With his straight forward approach, Tim stressed the facts.

"95% of customers do not know what they want."

"By default you (the florist) are the perceived expert."

"Customers will buy what YOU tell them to buy!"

Tim urged, "Make no more apologies, stand tall in your shoes, and present yourself and your shop as the experts that you are when you interact with your customers." "Customers want their shopping experience to be easier."

Forbidden questions! Sounds like a game show, but as Tim explained in detail, "the standard questions that florist generally ask need to be pulled from our dialogue; customers really do not love all the questions we think they love us to ask!"

The comments and head nodding from the audience seemed to confirm that, just as Tim suggested, many of us do ask the forbidden questions: "What is the occasion?" "What kind of container or basket would you like?" "What do you want to send today?" "How much do you want to spend?" "Do you want your order to include delivery and tax?"

"Every time you ask these questions you underserve and undersell customers!" Tim encouraged, "update and upgrade your sales approach; stop asking so many questions and begin listening to your customers."

One simple tip, take the card message early, learn to listen closely for clues. Tim stressed that a card message can be really illuminating.

Lastly, florists need improved vocabulary. Tim stressed moving from vague, misleading and old-fashioned verbiage to more professional, powerful and courteous phrases.

**Energized!** Tim left his audience energized and excited with a new confidence in our shops and in our industry. Tim's fast paced, factual and fun strategy truly is "training florists to prosper".



## **Designs On-Stage**

## Speak to ME...in Color PLEASE!

By J Schwanke AIFD
Sponsored by Independent
Floral Network —
Creators of the IRIS System
Written by Rey Rodriguez AAF
CFD TMFA

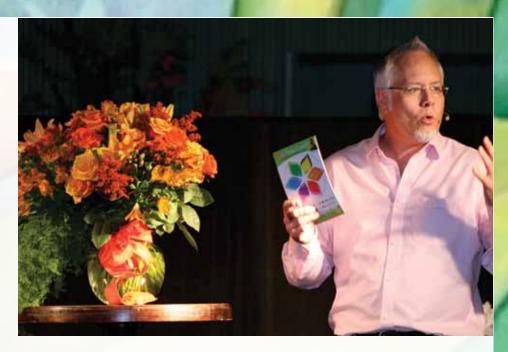
Who else but the talented J Schwanke could command the attention of convention attendees, with his use of color and stories about life and family? As a member of the audience I was mesmerized by his vivid colors and his personal attention

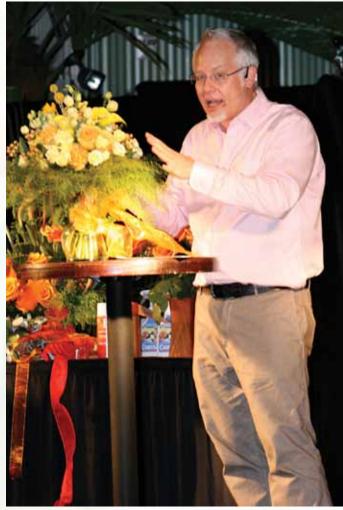
to details. Each of his arrangements told a story, as he reflected on his past adventures, he kept the crowd entertained by asking them what their favorite color was, and educating them of a colors meaning. My favorite is red... others were green, pink and turquoise and blue is apparently a popular color as well.

After J presented his arrangements they were carried through the crowd so that others could view just how magnificent they were. Everyone snapped pictures of his gorgeous creations, some being whisked away for their own up close photo shoot, others being left on tables around the room for the audience to enjoy. As J traveled around the spectrum of the color wheel, he began his show by showcasing the yellow of the sunshine, a color that makes me smile. He crafted arrangements that reminded him of his grandparents. As he told the story of his family, audience members laughed and some cried as he talked about grandpa. I guess you had to be there to really feel the emotions.

It was a journey of health and wealth, trend synthesis, a translation of trends, colors for memorable events. He encouraged those in attendance to create beautiful works of art that create emotions for others. Not only did J use rustic colors, he enhanced them with earthy tones, and textures to create a landscape of color that would easily be pleasing to all the senses. His exploration of colors captivated his audience.

Thanks to J, several different products were introduced to us, for example the gorgeous ferns from Fern Trust, wonderful vases from the Garcia Group, and the vibrant colors by Design Master. I have to say that although red is my favorite color, J created an absolutely gorgeous arrangement of orange roses accented by tangerine ribbon by Reliant Ribbon that just took my breath away. Creating arrangements that leave lasting memories is what designing flowers is about. If you did not stay for the finale, then I have to say you missed out on some gorgeous arrangements. Not only was J informative but he was entertaining as well. He shared secrets to communicating with Colors and tips on turning up the color and profit. I hope to become a better designer because of the lessons learned.





## **Designs On-Stage**

### **Tradewinds**

#### Featuring works by John Hosek AIFD CFD PFCI CAFA CF Sponsored by Teleflora Written by Nora Cisneros TMFA

On Saturday July 21, 2012, to a packed house, John Hosek AIFD CFD PFCI CAFA CF, was introduced and took the stage, with the delight of many florists. John is loved and admired by all in attendance.

John is the owner of Design Circle, a special events company, which is known for innovative style and design. That innovative style probably stems from his degree in Supervision and Engineering Graphics, which was earned from Purdue University. John is the winner of the 2011 Sylvia Cup. He has also won the 1999 Designer of the Year Award at the Michigan Floral Association Convention.

John has been the Floral Designer for the Oscars for the past 10 years. In 2008 he joined the team of Education Specialists for Teleflora. John has recently accepted an opportunity that takes him to Scotland where he is collaborating with other designers on the international magazine, "Fusion".

John said in his opening remarks "Style influences life". Each person's style will be different according to the life that they are a part of. He grew up as a gardener, and later studied structures. His style is structured organic. He wanted everyone to take the ideas that he was showing and scale them to their clients. Some shops will be able to use the ideas directly but others will have to scale them down to fit their customer's needs. He said "Florists sell emotions; we are the only business that sells emotionless when they are ordering the flowers

that they have decided to order." Build on their emotions. "Use photos to sell your ideas to the customer, just remember you must know how to execute it. "

John brought out may different designs to the elation of the audience from arrangements that were garden look arrangements with lacing birch branches, to classic arrangements, and his favorite exotic arrangements and wedding bouquets, each with his sense of style. The glassware used in his presentation was donated by Priest International, Inc.

John gave the audience several tips on sales and design, from how to make more money when selling your arrangements to selling Oasis aluminum wire called Allumeneum. Pronounced Al-lu-men-eum, this sounds more intriguing and you will be able to charge more for it. He also said that Miss Manner's says "If it costs less than \$5 it is a vase. If it is more than \$5 it is a vause." Having problems getting lilies to open? Put lily pollen in the water. If that does not work, take the lilies out of the water for an hour or so, letting them get thirsty, recut them and put into new hydration. They will open for sure. Are Birds of Paradise





sliming you? Put the heads of the Birds in warm water to wash out the slime, take out the beige sheath, which tends to dry and look bad. This will also help the appearance of your arrangements. Using Burgundy Design Master on your Gingers will help them look nice and last longer, sealing in the moisture of the flower. Spraying your heliconias with Design Master helps them too. If you have a Heliconia that is already scared and basically unusable, spray it with gold, copper or silver to give it a new life.

His last comment was to "Close your eyes and dream 'BIG', think about your register continuously ringing. Dream It, Wish It, Make It Happen for 2012 Holiday".

## **Designs On-Stage**



## Put Some Pizzazz in Your Everyday Work

Designer Deborah De La Flor AIFD Sponsored by FTD, Inc. Written by Rebecca Espinosa TMFA

Imagine the possibilities. Make your shopping inviting. Make that person outside your door feel they will miss out on something great if they don't walk in.

Use monocromatic (tints, tones and shades of one color) or monoflora — one type of flower in an arrangement. Do this for a dramatic look. We must remember, color is the most important element of design. It's the first thing we see!

Deborah tells us to educate our customer. Lable the flowers in your cooler by name or feature one flower a week. Get excited about your designs and your customer will get excited too. Educate yourself also and use what you learn. Even if it is only one thing, make it yours.

Animation. Create your designs in the window or on the display floor. Inviting the customer to watch your design process makes them feel like they are part of the design. Remember, color evokes feelings. Green is the easiest color on the human eye. Red is the color of passion. Yellow brings cheer. Sending flowers to someone who is ill? Add some yellow.

Deborah challenges us to turn our everyday design into works of art that our clients won't soon forget.

## **Designs On-Stage**

## Kaleidoscope

Sponsored by Priest International, Inc. and Design Master
Written by Ann Cain



#### ka-lei-do-scope

noun

- an optical instrument in which bits of glass, held loosely at the end of a rotating tube, are shown in continually changing symmetrical forms by reflection in two or more mirrors set at angles to each other.
- 2. a continually changing pattern of shapes and colors.
- 3. a continually shifting pattern, scene.
- 4. an outstanding trade show design seminar at TSFA convention in Fredericksburg.

Saturday morning, July 21st in Fredericksburg, Texas, found florists from across the state waking up to a kaleidoscope of vibrant colors, shapes, and patterns. It was a feast for the eyes to see the spotlight continually change from one beautiful floral creation to another.

The demonstration was seamlessly narrated by Jim Johnson AAF AIFD TMFA. Jim's wealth of expertise coupled with his quick wit kept the early morning, standing room only, crowd engaged and informed.

Two talented designers showcased their creativity, skills, and techniques. Ace Berry TMF from Houston's MC Florist and Gregg Hoppe AIFD TMF from McShan's Florist in Dallas presented one great design after another.

Showcasing eye catching designs sure to increase sales, these talented designers suggested ideas such as creating in a collection or grouping, designing inside the vase to magnify the flowers, utilizing bamboo for water tubes, "sheltering" using large leaves such as Fatsia or Aralia which increases interest

and desire to look closer at the flowers nestled beneath.

Using a variety of products from Kiwi Branches to a new lime green pliable wood strip material, to good old zip ties available in different colors and sizes, to covering a standard clear glass vase with chicken wire for a different look, the designers never seemed to run out of energy or creativity.

Bringing different backgrounds to the design stage, Gregg and Ace have different floral stories.

Gregg began his floral career at age 10 when he competed in his first TSFA event creating a triangular design of pink carnation and statice for which he won a prize as a "Future Florist". He went on to become one of the youngest members of AIFD and has judged competitions, taught classes and enjoyed his successful floral career.

At age 19, Ace began as a delivery driver at a shop in Victoria, Texas. He described himself as the worst driver. One day, his driving skills (or lack thereof) led to the destruction of a casket spray that he was transporting. To save his delivery job, he decided to rework the casket spray behind the funeral home before taking it inside. His disastrous delivery career led to today's successful floral design career.

The floral industry is a Kaleidoscope of ever changing colors, flowers, shapes, patterns, textures and trends. As professional florists, we are challenged daily to provide outstanding designs reflecting a Kaleidoscope of beautiful choices for every customer we serve.







## Texas Cup — "The Sky's the Limit"

#### By Dov E. Kupfer AIFD CFD

This year's Texas Cup Competition took on a new face. The competition was held during TSFA's annual convention in Fredericksburg, Texas on July 20, 2012. It took place in the Hangar Hotel Conference Center, South Pacific Showroom, during the Brew and Blooms Party. The reception was sponsored by Greenboxfloral.com. It was also held in the evening for the first time. An audience of convention attendees was able to watch as the competition unfolded. There was a fairly large group of people watching the competitors create their designs during the two hour contest.

Competing for the Texas Cup this year were Nora Cisneros TMFA, Flowers of Kingwood, Kingwood, TX; Kim O'Brien Jones TMFA, The Blooming Idea, Spring, TX; Linda Menchaca TMF, Cole's House of Flowers, Mineral Wells, TX; Nicola Parker TMFA, g. johnson's Floral Images, Houston, TX; Donna Potcinske, Main Flower and Gift Shop, Yorktown, TX; Marilyn Schuenemann, Leander, TX; and Rebecca Sherman AIFD, The Blooming Idea, Spring, Tx.

The seven designers began the competition evening with an introductory meeting led by Chairperson Kaywin Kubesch AIFD TMFA. During the meeting all the rules were reviewed and any queries the contestants had were answered. The props were measured for the size specification of 30 x 30 and also checked for cost, making sure they did not exceed the \$50 limit. The prop rules were gone over making sure each competitor knew that the finished design could not exceed 30 x 30 with no height restriction and that the pieces had to be able to be moved by one person. Another rule that was discussed was that no outside product could be used for the bridal bouquet or surprise situation. Once everyone was comfortable with all the rules and all questions were answered and everything was measured, each designer was given the product to use for their competition pieces.

Buckets of flowers including Ginger, Yoko Ono poms, Snapdragons, Dendrobium orchids, Roses, Gerbera daisies, Liatris, Hypericum, Pincushion Protea, Lilies, Bells of Ireland, Ornamental Cabbage Blossoms, Spider Mums, Carnations, Wax flower, and others, along with assorted foliages including, Seeded Eucalyptus, Aspadistra, Equisetum, Pittosporum, Galax, Lily Grass and Curly willow were each given to the designers to use for the three designs they would create. Different containers and accent materials including decorative wire, ribbons and green apples were also given to them to add pizzazz and unique-

ness to each of their designs. The three designs each designer would create were a bridal bouquet, Interpretive Design depicting the theme "The

Sky's the Limit", and a Surprise situation, to be done as the last piece. Each piece also had specific time limits. The bridal bouquet — 40 minutes, Interpretive design — 45 minutes and the Surprise situation — 20 min.

The competition began with the bridal bouquet. Within the allotted 40 minutes, each designer created a unique bouquet.

Marilyn created a hand-tied bouquet featuring an equisetum framework armature and mixed flowers. Donna designed an elongated sheaf of curly willow and mixed flowers. Nora made a cascade bouquet featuring red roses and ginger with lily grass loops. Nicola created a Hogarth



style cascade of mixed flowers. Kim did a purple monochromatic cascade of dendrobium orchids, spider mums and liatris with decorative wire accents. Rebecca designed a linear cascade of dendrobium orchids, pincushion protea, green trick carnations and roses accented with flat wire that had orchid blossoms attached to it. Linda created a cascade of red roses and Bells of Ireland with accents of lily grass and hypericum berry beads. Each bouquet was unique and a special work of art!

The second design each competitor had to do was the surprise situation. Not knowing what it was, each one was given an envelope with the situation inside. They were allowed to open the envelope revealing the surprise. The arrangement to be created was for a 13 year old girl in the hospital who broke her leg while skateboarding. Twenty minutes later, the designs were done. Each one having a unique look. Nora created an asymmetrical triangle of mixed flowers and flat wire curly q's. Nicola's design featured a pave'd base of mixed flower rows with Gerbera and curly willow rising up from the base. Kim made a parallel design of mixed flowers with strong 90 degree angle accents of bent equisetum. Linda made an asymmetrical triangle of mixed flowers accented with curled Aspadistra leaves and lily grass loops. A parallel style design was created by Rebecca. It featured parallels of liatris and lilies with flat wire accents. Marilyn's design was very unique. Its base was a flat aspidistra leaf with gerbera daisies that were decoratively wired with the flat wire and poked into the aspidistra leaf base with cut green apple accents. Donna designed a triangular shaped arrangement of mixed flowers with a strong focal point of grouped green apples.

The third and last piece the contestants had to create was the interpretive design. With the theme, "The Sky's the Limit" each floral artist designed a piece that was their own interpretation of the theme. Very unique props were used by each designer.

Rebecca used a tall copper brown metallic vase in which she created her multi-flower design accented with screen mesh. Kim used a tall white vase to create her design of Ginger and curly willow reaching up to the sky, along with roses and dendrobium orchids. Equisetum diagonals accented the design. Nora's arrangement used a very unique prop. It was a propeller attached to a wire crescent that terminated in a glass rectangular container where flowers were arranged to create a floral base. It was accented with silver wire and clear water beads inside the container. Marilyn's arrangement was created in a white disk textured ceramic vase and featured a monochromatic Hogarth of red roses, ginger and assorted foliages. The lily grass was woven with wire to create a very unique accent for the design. Nicola used a very unique prop as well. A large metal ring was attached to a large wok style bowl that had three ball feet as the base. A crescent of ginger mirrored the curve of the ring. A vertical line of liatris rose up from a floral base inside the bowl. Atop the ring was a small arrangement of roses and lily grass that curved down toward the base flowers in the design. Donna's design featured a prop made from hollow bamboo poles and a square container. The design was created with ginger, protea, roses and lilies with a wonderful accent ladder of wired birch twig stems. Last but not least was Linda's design. It was created atop a unique wooden stump. The arrangement was made with dendrobium orchids and roses with accents of lily grass loops and fronds to which orchid blossoms were affixed. Each design was a one-of-akind interpretation of "The Sky's the Limit".

With time called on the last design, the competition was over. Each of the designers gave a sigh of relief and cleaned their respective design tables, leaving only the interpretive design on it to be scored by the judges. This year's distinguished judges were Deborah De La Flor AIFD, Rich Salvaggio AAF AIFD PFCI, and Gregg Hoppe AIFD TMF. They had the daunting task of choosing the 2012 Texas Cup winner.

The party continued a bit longer while the designs were all evaluated. The results would not be known until the announcement on Sunday at the luncheon. Congratulations to all the designers for a job well done!





# Fun, Entertainment and Awards!

## TSFA Awards Luncheon 2012

## Written by Dov E. Kupfer AIFD CFD

TSFA's Awards Luncheon was held on Sunday, July 22, 2012. The Hangar Hotel South Pacific Showroom had tables that were adorned with tropical flower centerpieces. Green bamboo tubes were filled with dendrobium and phalaenopsis orchids and anthurium. At the base were additional tropical flowers with roses and large tropical foliages. The beautifully created room décor was done by David Kurio and his designers from David Kurio Floral Designs, Austin, TX.

Convention Chairman Jack Cross, Jr., AAF TMFA welcomed all in attendance and introduced TSFA President Patrick Berry who in turn introduced his Board of Directors. The 2011-2012 TSFA Board are: Patrick Berry — President; Immediate Past President — Debbie Woltmann TMFA; First Vice President Bruce Easley AAF TMFA; 2nd Vice-President — Pam Fuller AAF TMFA; Retail Directors — Harry Dietz, Jr., Kaywin Kubesch AIFD TMFA, Mary McMcCarthy TMFA and Debbie Wright AAF TMFA; Wholesale Directors — Jon Rommel and Hein Verver and Grower Director John Cochrum. The invocation was given and lunch was served. Everyone partook in a wonderful meal. President Berry introduced visiting dignitaries, past presidents, designers, and committee chairs. Pat gave highlights of the year. He touched on the achievements of each committee and thanked all for their dedicated service.

The Education Committee, cochaired by Bruce Easley AAF TMFA and Pam Fuller AAF TMFA presented certificates to the graduat-



Texas Master Florist Graduates



Education Co-Chairs Bruce Easley AAF TMFA and Pam Fuller AAF TMFA congratulates high school floral design certified students on their accomplishment



TFE Scholarship Recipients joined by TFE Board Members Gayle Johnson AAF TMFA and Ken Freytag

ing class of 2011-2012. Texas Master Florists. Graduates who received TMF certificates are Richard "Ace" Berry TMF, Shana Brittain TMF, Karl "Tony" Goodman TMF, Johnny Hackett TMF, Sheri Jentsch TMF, Lisa Mason TMF, Mikaela May TMF, Ann Marie Payne TMF, Barbara Volk-Tunnell TMF and Courtney Wilson TMF. Each graduate received their certificate, pin and a yellow rose.

This year, high school students were honored with floral design certifications from the following schools:

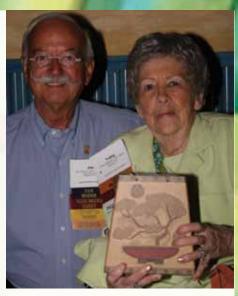
A&M Consolidated High School, College

Station, TX; Alief Elsik High School, Houston, TX; Angelton High School, Angleton, TX; Atascocita High School, Humble, TX; Banquete High School, Banquete, TX: Belton High School, Belton, TX; Boyd High School, Boyd, TX Bryan High School, Bryan, TX; Byron Nelson High School, Trophy Club, TX; Caddo Mills High School, Caddo Mills, TX; Canutillo High School, Canutillo, TX; Cedar Park High School, Cedar Park, TX; Center High School, Center, TX; Chapel Hill High School, Mount Pleasant, TX; Clifton Career Development Center, Austin, TX; Coldsprings-Oakhurst High School, Coldspring, TX; Crowley High School, Crowley, TX; Dawson High School, Dawson, TX; Duncanville High School, Duncanville, TX; Elgin High School, Elgin, TX; Eustace High School, Eustace, TX; Georgetown High School, Georgetown, TX; Granbury High School, Granbury, TX; Greenville High School, Greenville, TX; Hallsville High School, Hallsville, TX; Harmony High School, Big Sandy, TX; Hendrickson High School, Pflugerville, TX; James Madison High School, San Antonio, TX; Judson High School, Converse, TX; Katy High School, Katy, TX; Kingwood Park High School, Kingwood, TX; Kirbyville High School, Kirbyville, TX; Klein High School, Spring, TX; Klein Collins High School, Spring, TX; Klein Forest High School, Houston, TX; Krum High School, Krum, TX; La Porte High School, La Porte, TX; La Vernia High School, La Vernia, TX; Lamar High School, Houston, TX; Lanier High School, Austin, TX; Leander High School, Leander, TX; Lehman High School, Kyle, TX; Madisonville High School, Madisonville, TX; Manor High School, Manor, TX; McKinney Boyd

High School, McKinney, TX; Miller Grove High School, Cumby, TX; Mineral Wells High School, Mineral Wells, TX; Montgomery High School, Montgomery, TX; Mount Pleasant High School, Mount Pleasant, TX; Muleshoe High School, Muleshoe, TX; Naaman Forest High School, Garland, TX; Nacogdoches High School, Nacogdoches, TX; Nimitz High School, Irving, TX; Northwest High School, Justin, TX; Plano East Senior High School, Plano, TX; Plano West Senior High School, Plano, TX; Prairiland High School, Pattonville, TX; Pleasanton High School, Pleasanton, TX; Prosper High School, Prosper, TX; Rouse High School, Leander, TX; Royal High School, Brookshire, TX; Roxton High School, Roxton, TX; Santa Fe High School, Santa Fe, TX; Santa Gertrudis Academy High School, Kingsville, TX: Seven Lakes High School, Katv. TX; Shepherd High School, Shepherd, TX; Shoemaker High School, Killeen, TX; Skyline High School, Dallas, TX; Splendora High School, Splendora, TX; Stony Point High School, Round Rock, TX; Sulpher Springs High School, Sulpher Springs, TX; Summer Creek High School, Houston, TX; Taylor High School, Katy, TX; Tivy High School, Kerrville, TX; Tomball High School, Tomball, TX; Weatherford High School, Weatherford, TX; Whitney High School, Whitney, TX; Wunsche High School, Spring, TX.

High School students from Alief Elsik High School and Royal High School were present to receive their certificates.

Jim Johnson AAF AIFD TMFA, president of the TFE Board thanked the donors for the many donations given to TFE. It totaled \$16,000. The drawing for the raffle was done with Rene Dahl receiving \$250 and Jack Weatherford \$750. Jim, accompanied by Ken Freytag and Gayle Johnson AAF TMFA, then awarded the TFE scholarships to the following recipients — The Allied Florist of Houston Honoring LaVon Bankhead PFCI to Nicola Parker TMFA. The Allied Florist of Houston Honoring Wayne and Mabel Fisher to Rey Rodriguez AAF CFD TMFA. The Floriology Institute in memory of Mildred Riddle AAF TMFA from BloomNet to Sheri Jentsch TMF. The TSFA Education Committee Scholarship in Honor of Judy Rutledge AAF



TFE President Jim Johnson AAF AIFD TMFA awards Tubby Adkisson AAF TMFA the Herman Meinders Visionary Award



Becky Ray, Southern Floral, Austin receives the iPad 2 and \$676 for recruiting new members to TSFA.



Jim Orr Volunteer Spirit Award recipient Susan Weatherford, Southern Floral Co.

## Fun, **Entertainment** and Awards!

TMFA to Sandy Ramirez TMFA. The Seymour Carren Memorial- Teleflora Scholarship to Paige Littlefield. Additional scholarships were awarded. They are The Society for the Advancement of Floral Design to Ann Marie Payne TMF, The SAFD Design- College Student to Perla Aguilar. The SAFD Design Convention Tuition to Sheri Jentsch TMF. The SAFD Floral Career to Kayla Brandes. The Teleflora Floral Industry Tuition to Bruce Easley AAF TMFA. The Texas State Florists' Association Past President's went to Courtney Wilson TMF. The TFE in Honor of Tubby Adkisson AAF TMFA and Ann Hobbs AAF TMF went to Mikaela May. The NAFA Designer of the Year and Sylvia Cup Competition — to the 2012 Texas Cup Winner.

Mark Nance from BloomNet presented the Floriology Institute Scholarship. Congratulations to all.

The Herman Meinders Visionary award was awarded to Tubby Adkisson AAF TMFA.

Convention Chair Jack Cross introduced the convention Committee and handed out thank you gifts to the design symposium co-chairs and other key convention committee members. He thanked and recognized all the sponsors and designers who made the convention such a success.

The 2012-2013 TSFA Board was introduced to the membership. They are, Bruce Easley AAF TMFA - President, Patrick Berry- Immediate Past President, Pam Fuller AAF TMFA -First Vice President, Peggy Franklin TMF-Second Vice President, Retail Directors- Ann Cain, Kaywin Kubesch AIFD TMFA, Mary McCarthy TMFA and Elaine Nevarez. Wholesale Directors Doug Liedtke and Hein Verver and John Cochrum, Grower Director.

Becky Ray from Southern Floral in Austin, Texas was recognized for recruiting 45 new members in just 3 short months and received an IPad2 and \$676 for her efforts! Becky did an outstanding job for TSFA. President Berry thanked her for her contribution to TSFA's membership.

The newly established Jim Orr Spirit of TSFA Award was presented to Susan Weatherford of Southern Floral in Austin and Houston, Texas.

The Hall of Fame Award was presented to Randy Reina of Greenleaf, San Antonio, Texas.

Highlighting the luncheon was the announcement of the 2012 Texas Cup Winner. Chairperson Kaywin Kubesch AIFD TMFA made the announcement of the winner. Honorable mentions went to Donna Potcinske, Marilyn Scheunemannn, Linda Menchaca TMF, and Nora Cisneros TMFA. Third place went to Rebecca Sherman AIFD. Second place was presented to Kim O'Brien Jones TMFA

and the Winner of the Texas Cup is Nicola Parker TMFA!

First Vice President, Bruce Easley AAF TMFA presented Pat Berry with the Past President's pin, plaque and thank you gift.

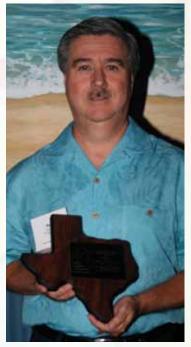
The final award of the event was the Achievement Award. It was presented by Debbie Gordy AAF TMFA to Debby Wright AAF TMFA for her commitment



industry.

Next year's convention will take place July 12-14, 2013 in Mesquite, Texas.

Editor's note: The Award Recipients will be highlighted in future issues of the Bloomin' Texan.



Randy Reina honored with the TSFA Hall of Fame Award



TSFA President Pat Berry



TSFA President Pat Berry congratulates Convention Chair Jack Cross AAF TMFA on an outstanding convention



Nicola Parker TMFA, 2012 Texas Cup Winner

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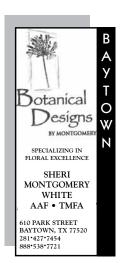
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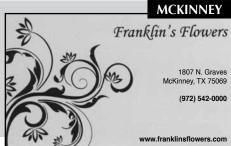


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## TSFA CALENDAR OF EVENTS

#### September 2012

- **19** TSFA Education Committee Meeting, 9am at the Hampton Inn, Austin, TX.
- 29 TSFA Presents: "Kaleidoscope" a design program at the State Fair of Texas to the consumers promoting TexasLocalFlorist.com.

  Designer: Gregg Hoppe AIFD TMF.

#### October 2012

- **14** Southern Floral Company's Austin Fall & Christmas Show. Designer: Loann Burke AIFD PFCI. Call 512.459.1343 for registration information.
- **16** Southern Floral Company's Houston Fall & Christmas Show. Designer: Loann Burke AIFD PFCI. Call 713.880.1300 for registration information.
- **20** Sweetest Day
- **24** TSFA Finance Committee Meeting, 9am at the Hampton Inn, Austin, TX.

#### **November 2012**

- 4 Daylight Savings Time ends
- 4 TSFA Board of Directors Meeting, 9am, Renaissance Hotel, Austin, TX.
- **6** Election Day
- **11** Veterans Day
- 22 Thanksgiving

#### **December 2012**

- 8 Hanukkah Begins
- **22** First Day of Winter
- **25** Christmas
- 31 New Year's Eve



Additional Convention highlights will be in the October and November issues of the "Bloomin' Texan".

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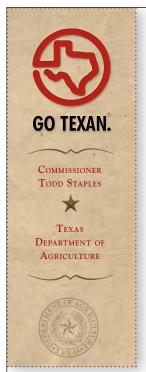
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**Bruce McShan, McShan Florist** 



