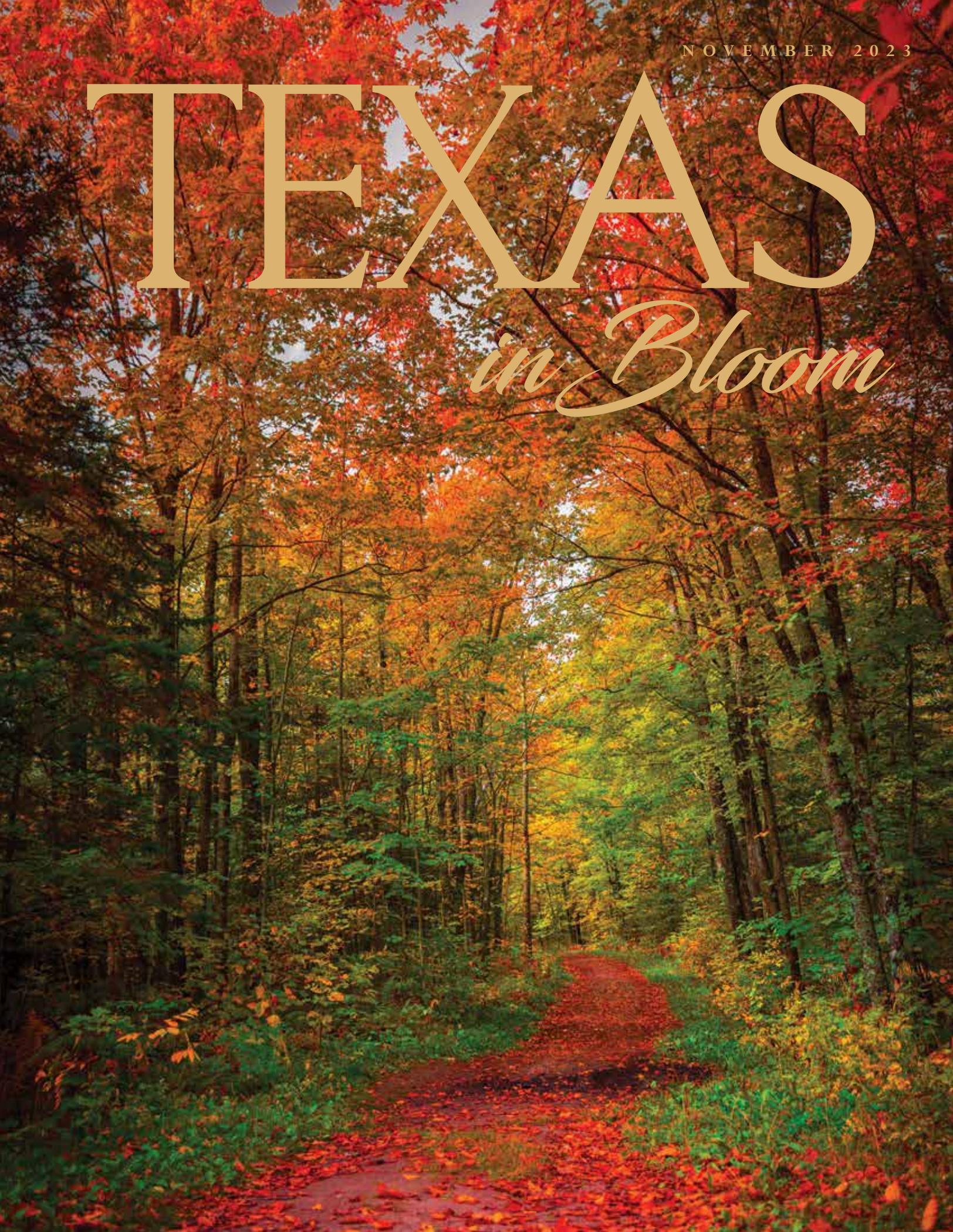


NOVEMBER 2023

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



please visit tsfa.org for the most up-to-date list of underwriters and their links

FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

Hello TSFA Family,

It's incredible to believe that November is already here-my favorite time of the year and I know I'm not alone in that sentiment. This season is refreshing with the cooler weather and the new array of floral material we are so privileged to get to work with, providing endless inspiration.

As we embrace this change, we also find ourselves immersed in the hustle and bustle of fall weddings, preparing our shops for holiday shopping and delighting our clients with Christmas installations that showcase the professional touch these clients desire.

I'm sure your shops are decked out with festive displays of holiday cheer that leave your customers in awe! Don't forget to share snapshots of your holiday offerings on social media to attract eager customers to visit your shop! Remember to get your orders in quickly for fragrant evergreens to assure a fresh shipment from your dedicated wholesaler.



In this edition of TEXAS in Bloom, we continue to shine a spotlight on the numerous talented floral artists who shared their incredible knowledge during the Expo. Their contributions were nothing short of inspiring, and we're excited to continue sharing their talent with you. Thank you for the many Underwriters who support these amazing programs and bring the best education and floral artistry to Texas!

Our dedicated Board and Committee members have been hard at work with numerous fall meetings, planning for a successful 2024. I am profoundly grateful to all of you who generously contributed your time and expertise to make TSFA the premier floral association it is. You are the strength of this incredible floral community, and it's because of each one of you that our association is so highly regarded.

Be thankful, be blessed!
All for the love of flowers,
Susan

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TEXAS FLORAL *Spotlight*

PRESENTED BY
NORMAN NORTHEN TMFA

Graduating from the University of Mary Hardin-Baylor in 1975, Norman Northen TMFA was named Distinguished UMHB Alumni in 2017. The year 2001 was one that met two floral career goals when he received his Texas Master Florist Advanced Certification and was named Texas Designer of the Year! He is approaching his 50th year in the floral industry. Having served as Design Manager for twenty eight of those years at Precious Memories in Temple, Northen knows holidays and understands the importance of every blossom. This was quite evident when Precious Memories was named Retail Florist of the Year in 2007. His leadership has been expressed on numerous occasions but none more important than when he served as President of the Texas State Florists' Association in 2016-2017.



Norman Northen TMFA brings his best to Hill's for an evening of Seasonal Transformations. First, a glimpse into Valentines Day, to highlight ways to celebrate love and friendship with flowers. From there, his seasonal transformations will embrace the spring holidays with inspired designs to fulfill the countless sales that await!

SEASONAL *Transformations*

Wednesday, January 17, 2024

HILL'S WHOLESALE FLORIST
607 Roenia Circle • Longview, Texas

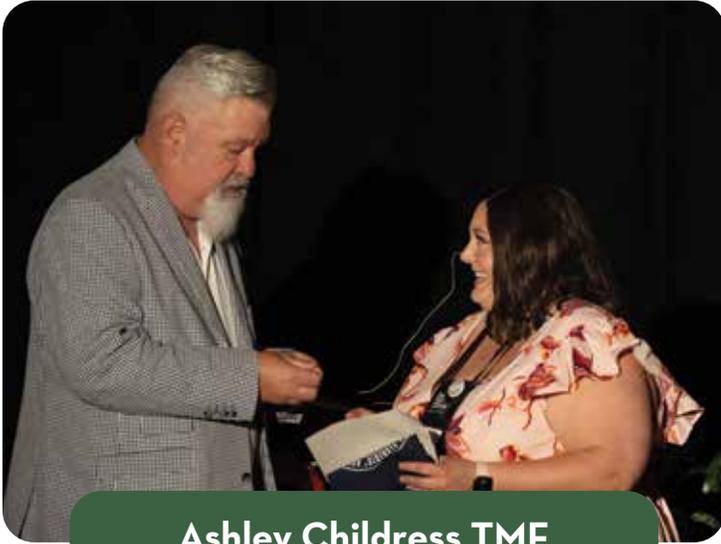
5:00 p.m. Shop Hill's Wholesale Florist
6:00 p.m. Enjoy a light Supper
6:30 p.m. TSFA Welcome
6:45 p.m. Seasonal Transformations

To register visit tsfa.org

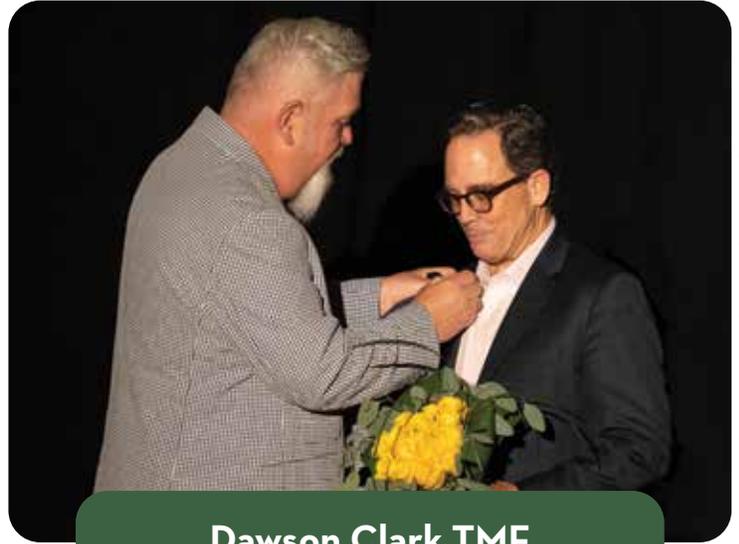
As a benefit to
TSFA members, your
registration is FREE,
but please register so we
know you are attending!
Non-members \$35

TEXAS MASTER FLORIST DESIGNATION

TSFA members achieve Texas Master Florist designation during the Texas Floral Expo. TSFA Past President and Education Co-chair Bruce Easley AIFD CFD AAF TMFA pins each designate.



Ashley Childress TMF



Dawson Clark TMF

Photography Credit | Cody Ash Photography



AWARDS

9

**SCHOLARSHIPS
TOTALTING**

\$3,600

Texas Floral New Attendee Scholarship
Carly Browy

Texas Floral Event Registration Scholarship
Courtney Burkhardt TMF

Tubby Adkisson Educational Scholarship
Courtney Burkhardt TMF

Texas Floral Expo New Attendee Scholarship
Darrin Hammons

Texas Floral Expo New Attendee Scholarship
Faith Hines

TSFA Past President Scholarship
Wenceslao Jimenez-Torres

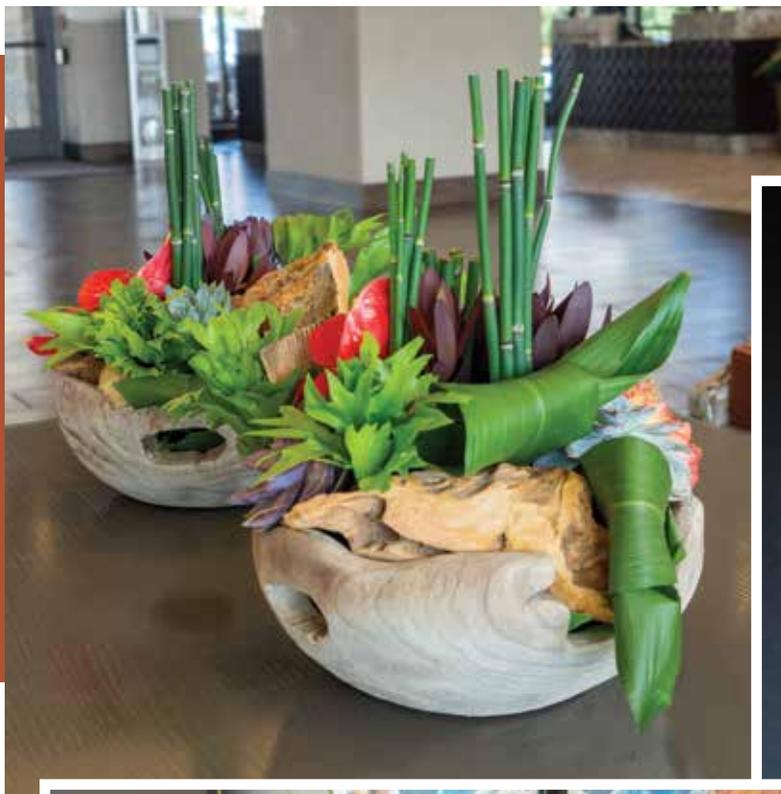
Texas Floral New Attendee Scholarship
Wenceslao Jimenez-Torres

Sheri Montgomery White Memorial Scholarship
Wenceslao Jimenez-Torres

Texas Floral Expo New Attendee Scholarship
Arlene Sefcik

Floral Artistry AT ITS FINEST

From the moment, Texas florists arrived at the Texas Floral Expo, they were greeted with absolute artistry!



Vibrant colors perfectly accent the furnishings and highlight the art in the lobby. The texture of each selected container complements the overall space while adding to the style of each design. Brilliantly curated, the designs welcomed all to what promised to be an event of extraordinary education. Honestly, the education started from the moment one entered and began to discover the numerous lessons in these exquisite placements.

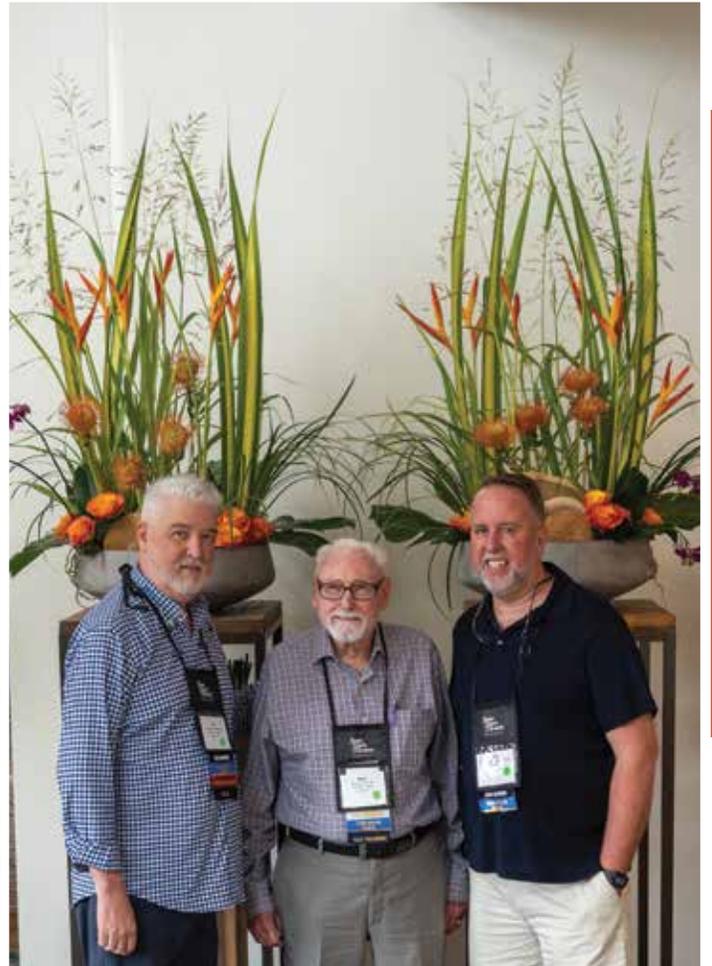


Lobby Decor Creators join TSFA Past President Mark Knox, for a moment in the Lobby, during the Texas Floral Expo.

From left to right Tom Collum-Williams TMF of Mark Knox Flowers in Odessa, TSFA Past President and former FTD President Mark Knox AAF TMF and Chris Collum-Williams AIFD CFD TMF of Flowerland in Midland. With this brilliant team, there's no doubt as to the why these featured florals are absolutely spectacular!



Photography Credit | Cody Ash Photography



PICTURE PERFECT, A PHOTOGRAPHY WORKSHOP BY CODY ASH & ALAN MASTERS AIFD CFD PFCI

Written by Tom Williams TMF

Friday, July 23, 2023, an informative presentation on photography was given at the Texas Expo. Throughout the workshop, key words, rules, and functions such as Rhythm, Pattern, Movement, and Contrast in photography were shown to have some similarities with floral design to create a beautiful end product on both ends.

Emphasis, or the central focus of an image, is not always the center for a picture, much like Focal Point - the area(s) of greatest visual impact or weight; the center(s) of interest to which the eye is most naturally drawn, for an arrangement or photo. Photographs were explained that should tell a story whereas in contrast to arrangements invoking a feeling in the observer.

INTRODUCING A NEW WAY TO ENGAGE NEW CUSTOMERS

Featuring Derek Woodruff AIFD CFD AAF PFCI

Written by Monica Hernandez TMF

At the Texas Floral Expo, Derek presents a snapshot of his website, highlighting his business known as Floral Underground, and explains his different streams of revenue.

All of his business is online without a traditional brick and mortar shop. He offers his branded floral designs strictly via e-commerce, sells his Eco-conscious and on-demand subscriptions, and offers different workshops. While many floral businesses have websites selling online, a few sell steady subscriptions or post educational content with tutorials. What else is there?

Derek shares a very interesting projection. The “experience economy” is expected to reach \$12 billion dollars in 2023 and he notes the shift in consumer spending to dedicated experiences. “Do you want to buy a bottle of wine or do you want to go to a wine



tasting and THEN buy a bottle of wine?” he asked. This is what Derek refers to as “experiential retail”. Derek’s use of the term “workshop” throughout his presentation is a fluid term for what he describes as a project-based product. This can be a hands-on workshop in the traditional sense, a DIY kit sold and shipped to customers, or even hosting social events to engage customers. This will look different from business to business depending on their customer. In another interesting statistic, Derek shares that 63% of consumers like to be part of an experience where they learn something new. People love to have an experience rather than just making a purchase. This experience can be part of a social event such as a bridal shower or bachelorette party.



How do we use this knowledge with our own customers? We have all seen the bouquet bars, or floral classes on social media. Photos posted showing beautiful blooms and smiling customers. Derek shares his ideas.

He talks about the power of networking and collaborating with other local businesses such as a coffee shop, winery or restaurant. Having a setting like this can elevate an experience; customers can enjoy a beverage or appetizer plate as they follow along. These businesses serve as the location to host workshops and create a blended immersive experience for all. Not only does this serve as cross-promotion but also

it allows engagement within your community. Maybe you have a shop or location that can accommodate a large group. You can invite a local musician to play during your workshop or maybe a bakery can bring their baked goods to sample alongside your class. The theme of your workshop can change year-round based on the season. The possibilities are endless and easily tailored to your business.

Derek has done an amazing job building his brand. While displaying his trademark bespoke design work on stage, he also created a floral design utilizing his sustainable and reusable floral grid tool. Creating a beautiful arrangement with the removable mechanic, and presenting it as another easy workshop to host with fresh flowers. Again, the reusable grid can be an upsell at the end of your event.

After his on-stage demonstration, he descends and pulls the audience closer. He allows a few expo attendees to participate and make their own terrariums and arrangements. The live demonstration simultaneously hosting both, the terrarium and fresh arrangement workshop, showed how easy it can be to create the immersive experience and memories our customers are looking for.

So what can you do with experiential retail? What is next for your business and how can you drive sales? Let us continue to evolve and grow this industry as we take our piece of the experience economy.



Social engagement is key and Derek discusses his strategy on marketing. He emphasizes promotion and using email or newsletters to advertise your event a month in advance. Social media campaigns should launch two weeks before a workshop event across all platforms allowing time for discoverability.

With Derek declaring himself a “plant guy”, it comes as no surprise that he offers a terrarium bar concept as one of his events. Derek presents his line of amazing products used in his terrarium class and breaks down how to price and maintain your margins. He goes on to demonstrate the proper method to create a terrarium, highlighting all the mediums, in addition to the tools he provides for his hands-on experience. In addition, all items can be an upsell for the customers who want to recreate the experience at home.



Underwritten by Silver Level Texas Floral Education Underwriter Syndicate Sales



TODAY'S DESIGN: BESPOKE FLORAL FOR A NEW AGE

Written by Debbie Lyon TMF

Derek Woodruff's hands-on class Bespoke Floral for a New Age was just as exciting as one of his workshops held with Floral Underground. It was a great time of instruction and laughter as well as comradery. Our group of designers thoroughly enjoyed Derek's laid-back energy and the "vibe" was only missing the cocktails.

Derek demonstrated how to create a free form bespoke arrangement. Instructing in the use of form, space, texture, color, size and balance highlights that the principles and elements of design are still present in this free form design and give structure to this whimsical style.



Derek showcased the Holly Chapple egg, from Syndicate Sales, as the mechanic used in the compote design in water. As each of us created our own bespoke designs Derek guided the participants through this process allowing each design to be as unique as its designer

Derek Woodruff's enthusiasm and love for flowers and plants shines through his design show. Taking one of his hands-on classes is always highly recommended.



Underwritten by Silver Level Texas Floral Education Underwriter Syndicate Sales

Photography Credit | Cody Ash Photography



GENERATIONAL DESIGN MAKE IT AND MARKET

PRESENTED BY JACKIE LACEY AIFD CFD AAF PFCI

Instructor Extraordinaire Jackie Lacey AIFD CFD AAF PFCI opened a conversation to expand generations.



Designing for five generations can be complex for a florist. Knowing the trends for specific generations and how they shop for floral arrangements is a must to stay competitive in today's market. It is about taking one recipe and manipulating it to sell for the different generations. Jackie stresses the point of designing for each generation. Millennials have moved to number one spot of purchasers of floral arrangements while baby boomers are second. They buy and shop very differently, so you want to appeal to each generation through design and marketing strategies.

Jackie instructed the participants on 4 different arrangements. Taking care to use every part of the flower or foliage. He stressed the importance of reuse, recycle and repurpose.

CUBE NATURAL WOOD CONTAINER

Beginning with three pieces of Aspidistra leaves and being mindful to cut the stems for later use to give the design height and depth, we split the leaf lengthwise to create four loops. The sunflowers were cut being mindful that the stems would be used on another project. The three sunflowers were placed in a triangle. The hydrangea was then placed off center. Jackie encouraged the participants to save the foliage from the hydrangea. Spray roses, carnations and aspidistra leaf loops were then placed in the container. The stems from the Aspidistra leaves were added to give the arrangement depth and height.

WREATH DESIGN

The wreath was covered in green moss, Spanish moss or the aspidistra leaves. Bullion held the moss in place. The aspidistra leaf, with the spine removed, may also be wrapped around the wreath and held in place with Smithers-Oasis Dashes. Skewers were cut in half and tubes were added to the skewers to provide a water source. The skewers with flowers gave the wreath added height



Photography Credit | Cody Ash Photography

TALL CUBE CONTAINER

Two of the stems from the sunflowers were added to the container for height. Two lilies and two protea were placed at staggering heights. Carnations and foliage covered the mechanics. Three of the carnation stems were manipulated to create an angled square at various heights for added interest.

Written by Lynn Huerta



Underwritten by Founding Gold Level Texas Floral Education Underwriter BloomNet

AMY BALSTERS
BRINGS HER BEST
TO PRESENT

TWO

WORKSHOPS
DURING
THE TEXAS
FLORAL EXPO

Written by Courtney Burkhardt TMF



EXPLORING KEY PRINCIPLES AND ELEMENTS OF DESIGN

Amy Balsters presented her hands-on design workshop entitled “Exploring Key Principles and Elements of Design”, at the Texas Floral Expo in June. She lived up to her esteemed reputation as The Floral Coach™. She engaged the class by presenting information in an upbeat and fun way. There was quite a bit of laughter. Within a two hour time frame, she thoroughly covered fundamentals that are pivotal in creating good floral design.

She is a consummate professional. As an accomplished designer and teacher, she came thoroughly prepared for her engaging workshop. Amy Balsters began

her program praising TSFA for their commitment to floral education. Each attendee was given a handout outlining the principles and elements of design. She used easy to understand language, such as describing principles as guidelines used to “put a puzzle together”. Some principles covered were proportion(scale), and balance-which can be symmetrical, asymmetrical, physical, or visual. Another handout highlighted asymmetrical stem placements, in combinations that work well together. Dominance is emphasis on a focal point or focal area. Amy says that by using the principles and elements, “we are honoring what actually happens in nature”. Elements of design were also covered. Her favorite element is line, as it is critical to everything she does. Line flowers and line foliage tell the eye where to go. Form, space, and texture were explored, as well as other elements. Attendees were encouraged to experiment with the principles and elements to create a unique floral arrangement, reflecting their individual artistic expression. We experienced a deeper connection with the concepts being taught, by applying the knowledge in a hands-on setting. Every participant created a lovely, on-trend design.

Through exploration of key principles and elements, Amy Balsters guided our class to understanding how to easily create aesthetically pleasing designs. She inspired us to embrace our distinctive artistic voices, and to design with confidence. Amy’s approachable demeanor and her thirst for knowledge, make her an incredible teacher. She made us feel that there is no limit to our creativity and design potential, when putting these key principles and elements into action.



Photography Credit | Cody Ash Photography



Underwritten by the
Texas Floral Education Underwriters

SEEING COLOR IN NEW WAYS

This year's Texas Floral Expo celebrated the art of floral design, through emersion. Attendees were given the opportunity to attend presentations and hands-on workshops with some exceptional designers. The Floral Coach™ Amy Balsters, presented her hands-on design workshop entitled "Seeing Color in New Ways". She delved into color theory, giving us a fresh perspective on working with color in floral design.



Amy Balsters is a thinker, a questioner. She said, "My entire teaching philosophy is to explain why". The objective for the class was for the students to look at color without bias, and to learn to build color palettes from a core color. She discussed how to utilize the color wheel to create harmonious combinations to evoke different emotions. The overall aesthetic of floral compositions is greatly influenced by color. Amy is committed to sharing the knowledge she has gained during her distinguished career. She empowered attendees to step out of our comfort zones, to create both visually appealing and emotionally resonant bouquets. She introduced color in terms such as chrome- the intensity or purity of a color. Value is the lightness or darkness of color. We have all been taught to add black to a color to darken the tint and tone. She suggests that brown is a naturally occurring color, therefore brown should be added to affect tints and tones. She says that

florists solve simple and complex design problems through our understanding of color.

We were all given a box of colored pencils and instructed to intensely study the inside and outside of a single flower. We drew every color we found within our flowers. It was a surprise to see the array of colors in each flower. This exercise helped us understand how to better coordinate colors in our designs. The Floral Coach™ shared her infamous spiral bouquet-making skills, and we all created beautiful bouquets (with "clean, clean, clean!") stems.

Amy Balsters' approach to teaching is straight-forward, easy to understand, and humorous. This workshop was an enjoyable, transformational experience. Her guidance and passion for teaching, left participants



Photography Credit | Cody Ash Photography

inspired and motivated to approach floral design with newfound confidence. She is playing a critical role in the advancement of floral education. TSFA chose well when including Amy Balsters in the rank of esteemed presenting designers, at this year's floral expo.



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Don't miss the December issue of TEXAS in Bloom where we will highlight the Design & Luncheon Presentations of the Expo!



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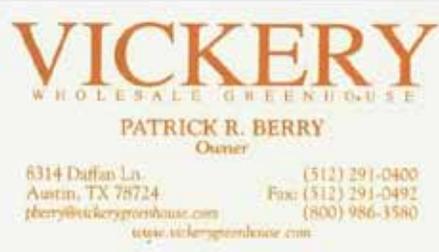
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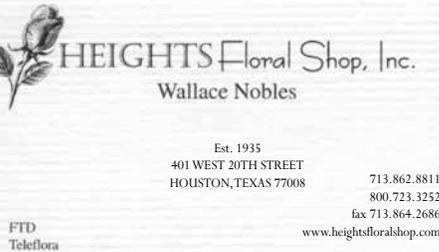
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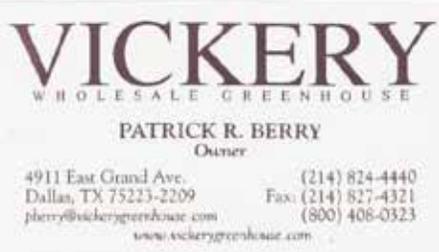
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TSFA *Calendar of Events*

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NOVEMBER

- 5 Daylight Savings Time Ends
- 11 Veterans Day
- 12 TSFA Board of Directors Meeting
TSFA Office | Leander, Texas
- 23 Thanksgiving Day

DECEMBER

- 8 Hanukkah
- 25 Christmas Day
- 31 New Years Eve

JANUARY

- 13-14
TSFA Strategic Planning Meeting
- 15 Martin Luther King Day
- 16 TSFA Membership Committee Meeting | 6:00 pm
Zoom Video Conferencing
- 17 Texas Floral Spotlight
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- 19-21
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- 14 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
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School of FLORAL DESIGN

Let your creativity flower in a series of hands-on classes

Principles of Floral Design

Learn the principles of design and the best mechanics, such as proper balance, proportion and depth, to create beauty, stability and lasting quality.

Wedding Design

Create fundamental wedding designs with the most efficient mechanics for personal flowers to include the study of bridal and attendant bouquets, boutonnieres, corsages and hairpieces. Study a variety of design placements for the ceremony and reception.

Sympathy Design

This study expands the possibilities of today's most appropriate arrangements. Review placements to best express personalized family tributes. Cremation tributes, funeral sprays, wreaths, baskets, creative plantings and arrangements in a variety of styles, open opportunities for those sending flowers and plants in remembrance.

Floral Management

Topics covered will include an introduction to the financial, bookkeeping and personnel needs unique to the retail florist. Other topics will include how to price, sell, market and deliver your products.

Care & Handling of Cut Flowers, Foliage & Flowering Plants

Study the different processes that effect flower quality and longevity as well as techniques on how to help product last for several days in the hands of the consumer.



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