

NOVEMBER 2024

# TEXAS

*in Bloom*



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The Texas State Florists' Association (TSFA) is proud to offer one of the most comprehensive educational programs in the floral industry – the Texas Master Florist (TMF) program. Developed to benefit all floral professionals, from sales staff to designers and shop owners, the TMF program provides a standard of professional excellence recognized throughout the industry. Learn more.



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# Texas in Bloom

NOVEMBER 2024 | VOLUME L | NUMBER 10

## FROM THE *President*



TSFA President  
Ed Fimbel  
CFD TMFA

October has come and gone with ghosts and goblins trailing close behind! November is ushering in cooler weather and that certainly makes me happy! Football season is well underway – here's hoping you have experienced a prosperous homecoming season. I have seen numerous social media postings of gigantic homecoming mums! Several posts have illustrated mums, displayed at numerous high schools, well designed by the floral students and their teachers. Just when you think the styles cannot be any bigger, somehow the designer finds a way!

Student design competitions are also in full swing with several TSFA members involved in organizing and evaluating. Our members participate in a number of ways, banding together to make a difference! I handed out TSFA wrist bands at the recent showcases and will have these with me to share with each of you along the way! Let's band together and make a difference in all that we do!

The two most celebrated family holiday seasons, Thanksgiving and Christmas, are fast approaching! I hope that your pre-books are confirmed and that you plan to order the needed products from our generous and

incredibly supportive Texas Floral Education Underwriters. It's best to not be cut short, so gather your numbers and plan early so that you make the most of these sales opportunities! You will always find an updated underwriter list at [tsfa.org](http://tsfa.org) as well as in *TEXAS in Bloom*.

Two outstanding Texas Floral Showcases were presented, with one held October 17 in Midland, presented by Chris Norwood AAF AIFD PFCI on Sympathy Tributes, and one on November 2, in Salado, featuring Chris Collum-Williams AIFD CFD TMF highlighting Holiday Happenings! A hands-on workshop was part of the programming, in each location, offering an approach to truly learn the subject at hand. TSFA is all about education and you will continue to find classes held at the TSFA School of Floral Design as well as at Regional Education Centers. Six TSFA members have recently received their Texas Master Florist designation. Congratulations to Baylee Adams TMF, Betsi Doherty TMF, Bridget Joslin TMF, Kristie Keys TMF, Vikki Li TMF, and Robin Schill TMF on this accomplishment. They will receive their TMF pins and be celebrated during the Texas Floral EXPO in June.

The TSFA Education Team developed the educational offerings to recommend to the TSFA Board and I am pleased to share that the calendar is set for 2025! Visit the TSFA website at [tsfa.org](http://tsfa.org) to check it out! Discover what is of interest to you and plan ahead to take part in as much as you can!

The Advanced Curriculum and Virtual Reality programs for high school students are in their final stages and will be released early next year. The high school student certification testings will resume in January 2025 and continue through the Spring. Volunteers are always needed to assist with these testings and we invite you to lend a helping hand.

TSFA Board of Directors met in early October, holding discussions and making decisions on the upcoming educational events, overall finances and the all-important Texas Floral EXPO presented by TSFA. SECRETS will be shared at the South Shore Harbour Hotel and Conference Center in League City, just outside of Houston, on June 27-29, 2025. The Board strives to keep TSFA the best and brightest floral association in the nation, and with your participation, these goals will be accomplished.

Let's continue to band together to bring out the best in TSFA.

Wishing you a safe and Happy Thanksgiving!  
Ed

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BLOOMING WITH BRANDY



Deborah and Gus De La Flor are extremely proud of the floral talents who have competed over the years in The Gateway to the Americas Cup.

The best and the brightest floral artists are selected for entry into this competition to represent their respective countries.

The event runs over three days of intense competition covering five different categories of design. All competitors must complete the designated design task within the specified time frame.

The competitors are judged on their extreme skill and creativity, as well as their understanding of the principles and elements of floral design.

Several winners have gone on to compete in the Interflora World Cup and become icons in the floral industry. These include:

- Ivan Moreno – Colombia
- Tanus Saab – Brazil
- Deborah De La Flor AIFD – USA. In 1999 FTD ran the competition inviting Deborah to enter.
- Jacob McCall AIFD – USA
- Leopoldo Gomez – Mexico
- Paul Jaras AIFD – Canada

## Journey to the Gateway to the Americas Cup: Panama 2024 An Experience for TSFA Retail Director Iuliia Prokhorova CFD TMF

Experience shared by Iuliia Prokhorova CFD TMF

"I still can't believe I was invited to compete in the Gateway to the Americas Cup 2024. Held in Panama, this event is a stepping stone to the Fleurop-Interflora World Cup. Established in 2006, by Deborah and Gus De La Flor, the Gateway to the Americas Cup is recognized as one of the most prestigious competitions. Receiving the invitation was thrilling and I knew I had to put everything I had into it."  
– Iuliia Prokhorova CFD TMF

### PREPARING FOR PANAMA

The competition drew 33 talented designers from across the Americas and Europe and proved to be a global competition. We could bring an assistant, but I decided to go solo for my first experience at this level to best test my skills without extra support. Looking back, here's my first piece of advice. **Tip:** consider bringing someone, especially if this is your first big competition. An extra set of hands can make all the difference in those high-pressured moments. When the assignments arrived, I dove right into planning and practice. We had four planned tasks, plus a surprise for the top 10 competitors. Hours of sketching and trial runs turned my studio into a jungle of stems, flowers and materials.

### TOUCHING DOWN IN PANAMA: GETTING INSPIRED

Panama's lush rainforest and colorful cityscapes were a designer's dream. I spent a half day exploring the city with fellow TSFA member Tricia Won AIFD, a designer who came to support another competitor. The vibrant rooftop plants, colorful walls and blend of Latin and Caribbean influences gave me ideas I hadn't thought of before. **Tip:** Arrive early to soak in the local environment – it's worth it.



Left to right. Renee Potter AIFD, designer; Kathy Rogers AIFD, assistant; Tricia Won AIFD, assistant; Jenna Sleeman AIFD, designer; Sue Tabbell-Yamguchi AIFD, assistant; Ania Norwood AIFD, designer; Iuliia Prokhorova CFD TMF, designer; and Michael Smith AIFD, designer.

The night before the competition, we had a ceremony where we added white roses to a massive arrangement, symbolizing unity. Standing there, surrounded by designers from around the world, set the tone for the days ahead. I felt both excitement and gratitude to be part of this floral community.

### THE COMPETITION BEGINS: LESSONS IN ADAPTABILITY

The first day of competition was a rush of excitement and nerves. Designers around me were seasoned pros, and watching their techniques was like an impromptu workshop. My first task was creating a design inspired by the tropics of Panama. The materials included full-sized palm trunks, but I didn't have the right tools to work with them effectively. Lesson learned! **Tip:** Ask for advice on tools if you're new to this level of competition. With the buzz of cameras, live-streaming reporters and judges moving from table to table, it was easy to feel distracted. Eventually, I found a quiet spot, focused on my arrangement and reminded myself why I was there. **Tip:** Find a way to block out distractions, whether it's deep breathing, focusing on your work or taking a quick break.

Task One: Tropics of Panama



Task Two: Bridal Bouquet



Task Three:  
Romantic Dinner for Two



Each new task built my confidence—a romantic dinner table for two, a carnival headpiece and a bridal bouquet with a pre-made armature. **Tip:** Approach each task with flexibility. Things rarely go exactly as planned, but keeping a calm mindset can help you find solutions as you go.

Between the tasks, we were able to enjoy world class workshops with Jenny Thomasson AIFD PFCI EMC, Leopoldo Gomez and more amazing design stars.

Task Four: Carnival Headpiece



The final assignment brought the top 10 finalists on stage, where they created their designs as a live opera singer performed. The beautiful music heightened the excitement, anchoring these moments as unforgettable memories for everyone involved.

With the open judging system, our judges, pictured from left to right, were Jacob McCall AAF AIFD FSMD, Hitomi Gilliam AIFD and Ken Senter AIFD, who observed every detail of each design from start to finish. They scored each aspect independently using a new app that finalized results automatically, keeping everything a mystery. Right up to the last minute, no one knew who the Top 10 finalists were, adding an exciting layer of suspense to see who would lead overall.



Centered in the above picture, Attila Nemeth, representing Hungary, took first place at the Gateway to the Americas Cup. He graciously received congratulations from fellow designers and judges, showing genuine humility. Runner-up and second place winner Brenna Quan AIFD from Canada is to his left and to his right is third-place winner Shelly Huynh AIFD from Viet Nam celebrating together, adding to the warm, supportive atmosphere among competitors.

### THE COMMUNITY AND CAMARADERIE

One of the best surprises was the sense of camaraderie. Here I was, surrounded by some of the most talented floral designers in the Americas and beyond, and instead of competition, I found support. We shared tips, offered encouragement and worked through challenges together. **Tip:** Build connections with other competitors – you'll learn just as much from them as from the experience itself.



Deborah and Gus De La Flor prepare to present the awards.

### REFLECTING ON THE EXPERIENCE

Now that the competition has ended, I realize I gained so much more than just the experience of competing. I'm incredibly grateful for the opportunity and for the unique, friendly atmosphere Deborah and Gus De La Flor created – it truly set this event apart.

I've connected with designers across the globe, come away with fresh inspiration and deepened my passion for floral design. For anyone considering a competition like this, I say go for it. The experience will challenge you, inspire you and connect you with others who share your passion. It's an unforgettable journey, and you'll return with insights that can shape your designs and career in ways you never expected.

## JUDGING AT ITS BEST

TSFA member Ken Senter AIFD brings his vast knowledge of the elements and principles of design to judge the Gateway to the Americas Competition.

"This is my third time to judge the Gateway to the Americas Competition and I felt so honored to do so. This is a task that I take very serious. I know the amount of time, energy and finances that each competitor puts into this competition.

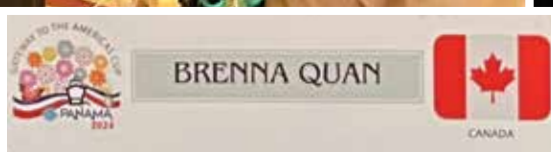
Twenty countries were represented on this world stage. The judging is similar to judging the World Cup Competition. Three judges walk around the room while the competitors are designing their specified design. During this time, we are reviewing mechanics, technical execution and the overall design capabilities of each competitor. Once the Top 10 are announced, the three judges leave the room and later return once the designers leave the stage.

At that time, we conduct a blind judging. This experience is one to be long remembered."

– Ken Senter AIFD



TSFA members Ken Senter AIFD and Luliia Prokhorova CFD TMF



## DO YOU WANT TO KNOW A SECRET?!

First Runner Up Brenna Quan AIFD has accepted the invitation from Texas Floral Expo Chair Marisa Guerrero AIFD TMF to present during the Texas Floral Expo June 27-29, 2025! Her exquisite stylings will grace the main stage followed by her teachings in an advanced hands-on workshop.

*Texas State Florists' Association* PRESENTS  
**SECRETS**  
TEXAS FLORAL EXPO 2025

# INSIGHTS FROM WEDDING FLORALS UNVEILED

Written by Tiffany Houck Albrecht

The floral industry is constantly evolving, and thus, staying updated with the latest trends, techniques and designs is essential for both new and seasoned floral wedding professionals. This presentation, by Andrea Muller AIFD CFD PFCI FSM, provided invaluable insights into contemporary floral arrangements, design principles and business strategies. Navigating a constantly evolving industry requires having an open mind and thinking outside the vase.

Muller is a charming presenter who delivered a one-of-a-kind presentation where she took the audience through a wedding experience as a floral designer and entrepreneur in an open question format. The stage was set as a stunning wedding ceremony and partial reception that showcased traditional designs with modern twists. The event attracted a diverse audience, ranging from budding floral artists to experienced professionals seeking to refresh their skills and knowledge.

Designs were the first topic discussed, because the stage was captivating! However, Muller delved deeper than that as she featured innovative design techniques that emphasized creativity and sustainability. Techniques such as foam-free arrangements and the use of locally sourced flowers were highlighted, encouraging florists to adopt more eco-friendly practices. She encouraged the use of transferring designs from the ceremony to the reception, when feasible, and supported this by maintaining strong professional working relationships with venues. Scott Hasty AIFD CFD TMF and Ashley Bishop TMF were a part of her amazing design team and assisted in transforming the stage during the presentation so we could witness how dramatic they were and what a value these ideas add to your client's event.

The latest wedding floral trends were discussed, including the rise of bold colors,



Photography Credit | Shy Laurel Photography





dried flowers and unique vessel choices. Participants learned how to incorporate these trends into their designs to meet client expectations and stand out in a competitive market. The use of reusable candles was reviewed to achieve the “Pinterest” look while ensuring great profit margins.

Another big topic that was covered was client engagement strategies, and Muller did not mean social media! Effective communication with clients is crucial for understanding their vision and preferences. The presentation emphasized the importance of personalized consultations and the use of mood boards to visualize designs and foster stronger client relationships.

Business growth and marketing experts can help leverage social media and online platforms for floral business marketing. To help professionals expand their reach, Muller shared techniques for creating engaging content, showcasing designs and building an online presence. These proven strategies have helped Muller grow 1,000 Instagram followers to 79,000 in the past two years alone!

In addition to her presentation, she also led workshops allowing participants to practice new techniques under the guidance of experienced florists. This hands-on approach facilitated the immediate application of concepts, reinforcing learning and boosting participants' confidence in their skills.

The floral presentation served as an enriching experience for both new and seasoned wedding professionals. By embracing innovative design techniques, staying informed about trends, enhancing client engagement and utilizing effective marketing strategies, florists can elevate their craft and grow their businesses. Continued education and collaboration within the industry will ensure that floral professionals remain competitive and inspired in their creative endeavors.

# Revisiting the Omni La Mansión del Rio and the **EXQUISITE LOBBY DECOR** created by Gaby Ponsaerts TMF and Blumen Meisters Design Team

Design information written by  
Gaby Ponsaerts TMF

The main lobby at the Omni La Mansión del Rio in San Antonio, where the Texas Floral Forum took place, reflects the building's rich history that dates back to 1852. Dark wood beams and furniture, terra cotta tile, antique gold ceiling and luxurious brown leather couches create an atmosphere of relaxation, elegance and opulence. It was clear from the onset that the floral décor had to enhance this ambience.

The one flower that came immediately to mind was the classic, regal and yet versatile red rose. The rose became the cornerstone of all the designs. As an overall color palette, tones of red, burgundy, peach, pink and green were chosen. To facilitate the ordering of fresh product, recipes for each design were developed and flowers outside the norm were acquired. To name a few, the selections included red Explorer and Freedom roses, red and peach ranunculus, red anthurium, pink and burgundy Cymbidium orchids, burgundy hanging amaranthus, peach and pink spray roses, Leucadendron Jester red and Safari Sunset, pink Asiatic lilies, red Hypericum, burgundy Atrantia and rosette shaped succulents. With the selection of fresh product rather narrow, a nice consistency between all designs was created.

Since first impressions last the longest, it was decided that a grand arrangement, with exquisite detail, must greet the visitors upon arrival. With Accent Decor as an underwriter, there was no need to look any further for a specialty vase to set the stage. The Empress Collection was perfect, with a combination of a Carrara marble base with an antique gold metal cone shaped vessel.



Courtney Burkhardt TMF brought her absolute best to this design. Bamboo was incorporated to create height. Pleated pink chiffon, that could be manipulated, bundled and stretched to create flower like tufts, was featured. This technique captured attention. Her floral placement created balance and harmony. Depth was achieved with the combination of textures and the strategic placements.

Photography Credit | Shy Laurel Photography



Burkhardt also designed the arrangement that was placed at the registration desk. This design was similar in style but smaller. She used Umbrella fern and dried red ferns as accents to differentiate the arrangement. Her sense of scale was well represented.



Photography Credit | Shy Laurel Photography



Wendy Hurley adorned the large windows. Designing for a confined space and creating mirrored images requires a skill set that comes with understanding and discipline. Starting with a curly willow armature, placed on top of the vessel, allowed flowers to be incorporated into the crescent shape. Dark green anthurium foliage, selected from a plant that had outlived its bright red spathes, as well as homegrown equisetum, were added to the design. In conjunction with the peach dried plumosa and tall twisted curly willow, an old world garden style was created.



For the coffee table, I had my heart set on repurposing an amazing armature that Hitomi Gilliam AIFD had made and that Teia Bennett AIFD CFD PFCI TMF had purchased during the Texas Floral Expo in 2023. It was constructed on a large metal hoop with crisscrossed peach yarn and gold bouillon as a base, overlaid with gold bouillon wrapped banyan root, Tortuosa curly willow and yarn wrapped wire. I knew constructing a similar structure would take me weeks, so it made more sense to share this masterpiece with my fellow florists.



### How to Make the “Yarn Snakes”

A series of yarn wrapped wire “snakes” were made to mimic the color scheme.

There are several ways that these may be created:

1. Use Smithers-Oasis 12 gauge aluminum wire, possibly reinforced with Midollino sticks.
2. Use the banyan root, depending on desired flexibility.
3. In this example, the team used heavy gauge picture hanging wire.
4. To accelerate the process, hand wrap a small end with yarn and insert into a drill.
5. With one hand on the trigger and one hand guiding the yarn, they come together fairly quickly.
6. With an armature like this, few flowers are needed to impress.
7. Place on the Empress bowl.

Ponsaerts inserted red roses, peach ranunculus, a few succulents and the burgundy *Astrantia* to appear as if it was dancing above it all. The size was fitting for the coffee table but left enough space for the needs of the guests.



The bamboo installation, placed to the left of the entrance, was totally constructed from scratch. The Blumen Meisters design team worked together to engineer the finished work. After discussing multiple options, we looked to empty flower food buckets and bamboo fencing as the main components.

"At Blumen Meisters, floral design is more than just arranging flowers. It is an art form shaped by the unique talents of our team. Each designer brings a distinct style, adding depth and personality to every arrangement. Courtney, with her organic and earthy approach, plays with textures and natural elements, creating designs that feel grounded and harmonious. Wendy's whimsical flair adds a playful and imaginative touch, infusing arrangements with a sense of wonder. Gaby's European-inspired style lends elegance and timeless beauty, making each design feel classic yet fresh. Together, their collaboration resulted in extraordinary floral creations during the Texas Floral Forum this summer. It was a privilege to follow Gaby's lead on a project that celebrated floral artistry at its finest."

— Teia Bennett AIFD CFD PFCI TMF

### How to Make the Bamboo Structures

1. For the shorter structure, three floral buckets were stacked upside down, producing the desired height and sturdiness.
2. On top, we placed a floral bucket, open side up, and cut out an opening to be able to place floral foam vertically to enable placement of the front placed blossoms.
3. Behind the foam, we placed a support for the Lomey tray holding the top flowers.
4. First, we glued the floral buckets together and spray painted the structure to match the color of the bamboo.
5. Wrapping the bamboo around required using screws to keep it in place.
6. To hide some of the unsightly mechanics, we wrapped decorative rope in strategic places.
7. We inserted reindeer moss between the bamboo.
8. To coordinate with the coffee table design, additional yarn covered snakes were woven into the flowers.

I definitely considered it an honor and privilege to chair this small part of the overall Forum. Hats off to everyone who selflessly volunteers their time and talent on so many occasions in order to keep TSFA strong and a leader in the industry.



## Chris Norwood AAF AIFD PFCI brought the Beauty of Flowers and a whole lot of HAPPY to close the Texas Floral Forum

Written by Norman Northern TMFA

The room was beautiful, featuring the 2024 Texas Designer of the Year competitors' designs on the tables, but you could cut the excitement with your design knife. The audience was anxiously awaiting Chris Norwood AAF AIFD PFCI to take the stage. They looked forward to the later announcements, including the TSFA Board wins, the 2024 recipient of the Achievement Award and the 2024 Texas Designer of the Year Competition results!

But first things first, then TSFA President and the emcee for the luncheon, Susan Piland AIFD CFD TMF, welcomed everyone to the luncheon. She thanked the luncheon décor chair Abel González Mencio AIFD CFD PFCI TMF and those who assisted with the San Antonio inspired centerpieces. A fiesta-themed luncheon complete with warm dessert churros made all feel that they were surrounded by all that is known as San Antonio.

Five new Texas Master Florists were introduced and received their certificates and TMF pins. Piland shared a brief history of TSFA's 110 years and welcomed all of the attending past presidents. Each TSFA Past President received a crystal star and was named a Star of Texas.

Chris Norwood AAF AIFD PFCI soon took stage, presenting "and today's Happy is!" and sharing numerous tricks to produce the ever so famous "Norwood design style."

- Most everyone in the room was familiar with Chris' weekly videos, called "Happy", that started during the early days of the pandemic and expanded globally. Chris, with the help of design assistants Cassie Sanders AIFD CFD TMF, Amy Neugebauer AIFD CFD PFCI TMFA and Elisabeth Stover CFD, shared numerous how-to's!
- Use chicken wire to create forms.
- Remove all of the hydrangea foliage for longer lasting hydrangeas.
- Create a grid with variegated pittosporum.
- Use permanent botanical blossoms where fresh cut flowers might not be seen.
- Create designs in three price points and sizes.
- Try the new crescent styling.
- Remove all the foliage on lilies.
- Use lemon juice on fresh gardenias.
- Add gardenia oil to cotton balls in arrangements for fragrance.
- Cover Lomey trays with large leaves, such as Fatsia.
- Turn mirrors upside down for reflective covering.



TSFA Executive Director Michelle Karns CAE was introduced and presented flowers. This was her first major event with TSFA. Appreciation was expressed to TSFA Past President Jack Cross AAF TMFA for serving as the Forum Chair. Cheryl Vaughan CFD PFCI TMFA was thanked for serving as the Design and Procurement Chair. Yolanda Amos TMFA was recognized for chairing the hands-on workshops with record breaking attendance!

Ed Fimbel CFD TMFA coordinated the workroom and TSFA expressed appreciation for his years of service in this area. He then presented out-going TSFA President Susan Piland AIFD CFD TMF with presidential gifts of James Avery Texas jewelry and a trip to Port Aransas for a little R and R after this well spent year of her life. Susan awarded the Passport Prizes for the Product Gallery game, which encouraged all to visit each and every company that was represented. Everyone seemed to love this new twist to the Product Gallery.

The announcement of the TSFA election results and the design results for the Texas Designer of the Year Competition followed! The election results named Ed Fimbel CFD TMFA as TSFA President, Amy Neugebauer AIFD CFD PFCI TMFA Second Vice President, Brandy Ferrer AIFD CFD TMF Retail Director and Jimmy Klepac Grower Director. Congratulations to all named as well as the returning members.

Brandy Ferrer AIFD CFD TMF was named Texas Designer



of the Year! She subsequently represented TSFA at the Sylvia Cup Competition at SAF. The Lifetime Achievement Award was presented to TSFA Past President and long-time TSFA supporter, recently retired designer Norman Northen TMFA, after 50 years in the floral industry. Northen will continue to support TSFA and floral events near and dear to his heart.

2025 Texas Floral Expo Chair, Marissa Guerrero AIFD CFD TMF, shared a few hidden "SECRETS" about next summer's EXPO event. We are all waiting to learn secrets to better influence our design work and expand our business opportunities. The Forum came to a close, saying goodbyes, to travel home with new ideas, new friends and better selling points while looking forward to seeing everyone next June in League City at South Shore Harbour Resort and Conference Center!





# Bloom with Brandy

## NAVIGATING SEASONAL SALES: HOW TO KEEP YOUR FLORAL BUSINESS THRIVING YEAR-ROUND

The floral industry is a cycle of seasonal highs and lows, with peak times around Valentine's Day, Mother's Day, and especially the holiday season. As Thanksgiving and Christmas approach, now is the time to embrace fresh palettes and inspired designs to keep your shop thriving throughout this season and set the stage for 2025. Thriving year-round means staying on top of trends, managing inventory with care, and crafting marketing that resonates. Here's how to keep your shop in full bloom, from this holiday season into every season ahead.

### PREDICT THE PEAKS: SMART DEMAND FORECASTING

Anticipating demand helps you plan inventory, staffing and promotions effectively. Knowing what to expect during seasonal highs lets you make the most of busy times while still keeping your cool. Fine-tune your forecasting with the 2024 holiday season in mind, so you're prepared for the trends driving customer interest in floral arrangements as you also move into 2025.

- **Analyze Past Sales.** Look at data from previous holidays to find your superstar products and where you might've been able to sell a little more.
- **Set Realistic Growth Targets.** If you grew 10% last year, use that to set goals that stretch you but still feel achievable for the 2024 holiday season and into 2025.
- **Stay Trend-Savvy.** Make sure your inventory reflects popular floral varieties, colors and gifting themes.
- **Factor in Economic Conditions.** Adjust sales targets based on economic forecasts to keep goals aspirational but realistic.

### BLOOM SMART WITH INVENTORY MANAGEMENT

Manage inventory to meet demand without waste. You want enough stock to keep customers happy but not so much that you're left with wilting extras. By stocking smart, you can make sure your blooms are always fresh and ready for the spotlight, especially when it comes to holiday-inspired arrangements. Consider stocking seasonal florals in line with trending color palettes like dark blues, candy pinks, and rustic earth tones to keep things fresh and festive.

- **Just-in-Time Stocking.** Keep inventory lean by ordering closer to when you need it. It's all about real-time demand.
- **Set Low-Stock Alerts.** Let software alert you when popular items are running low, so you're never caught off guard.
- **Work with Multiple Suppliers.** Mix it up with different

suppliers to keep the fresh flowers and unique products coming.

- **First-In, First-Out.** Rotate stock to sell the oldest flowers first, especially during peak times.

### CRAFT SEASONAL FLORAL MENUS

Create themed menus of arrangements that align with customer demand. Think of it like a chef crafting a seasonal menu—only your ingredients are flowers. Make sure your offerings have a cohesive look that's as practical as it is pretty and keep things fresh by adjusting the menu as needed.

- **Design Efficiently.** Work with standard bunch sizes to use flowers wisely across different arrangement sizes.
- **Adjust Availability Dynamically.** As items sell out, guide customers to other options to keep your inventory responsive.
- **Stick to Cohesive Themes.** Offer a range of options that fit various occasions and styles, keeping the overall look unified.

### ENHANCE SALES WITH VALUE-ADDED PRODUCTS

Make every sale count by adding those little extras that make a big impact. Offering more than just flowers boosts the gifting experience and efficient logistics make it all go smoothly. The goal is to turn each order into a thoughtful, complete package.

- **Expand Your Offerings.** Pair bouquets with goodies like organic chocolates, luxury candles or eco-friendly skincare.
- **Smooth Logistics.** Make sure deliveries run like clockwork with route optimization and real-time tracking.

### ENGAGE CUSTOMERS WITH MARKETING AND EXCEPTIONAL SERVICE

Marketing is more than just promotions; it's about connecting with your customers and making every interaction feel special. With holiday-inspired campaigns and services, like early-bird promotions on trending holiday arrangements, you can engage customers in a way that keeps them coming back. Combine smart campaigns with top-notch service, and you'll create experiences that keep customers coming back.

- **Seasonal Campaigns.** Tap into trends like eco-friendly gifts or self-love specials to draw attention and offer early-bird deals to drive sales.
- **Social Media Engagement.** Get creative with quizzes, polls and behind-the-scenes peeks to build buzz. Partner with local businesses for cross-promotions to expand your reach.



- **Elevate Customer Service.** Make sure your team knows the latest trends and can offer suggestions with a smile. And don't forget the little touches, like handwritten notes—they go a long way.
- **Incorporate Feedback.** Your frontline team has the inside scoop—use their insights to keep operations running smoothly.
- **Stay Agile.** Make adjustments based on past performance to keep moving forward.

### REFLECT AND IMPROVE AFTER PEAK SEASONS

Take a moment after each busy period to see what worked, what didn't and how you can get even better. A little reflection goes a long way toward keeping your shop in top shape.

- **Analyze Data.** Review what sold well and where you could refine your strategy.

No matter the season, thriving is about staying flexible, finding opportunities, and always adding those special touches that make a difference. With the right strategies, your floral business will stay in full bloom throughout the holidays and all year long.

## CHRISTMAS 2024 FLORAL DESIGN TRENDS: FRESH COLORS & INSPIRED PALETTES

This holiday season, floral design is all about reinventing classic colors with bold twists and natural beauty. Here are the top floral color trends for Christmas 2024:

- **Modern Dark Blue & Candy Pink.** Deep navy blues mixed with pops of candy pink create a bold, unexpected holiday look. Think blue delphinium and vibrant pink roses with touches of foliage for a festive twist on modern elegance.
- **Rustic Charm.** Embrace cozy, homestead vibes with muted greens, deep browns and burgundy touches. Cedar sprigs, pinecones and rich dahlias paired with plaid ribbons bring a warm, nostalgic feel to floral arrangements.
- **Vintage Fusion.** Classic red and white with a retro twist! Red roses, white carnations and hints of gold create a vintage-inspired look with modern flair. It's perfect for anyone who loves a touch of nostalgia in their holiday decor.
- **Natural & Organic.** Earthy greens, soft whites and rustic textures keep things serene and simple. Eucalyptus, ivory ranunculus and pine are paired with burlap or wooden accents, bringing a cozy, nature-inspired calm to holiday decor.
- **Ice Enchantment.** Icy whites, silvers and soft lilacs set a magical winter scene. Picture white peonies, lavender roses and silver brunia berries with frosty accents—perfect for a sparkling, frosty holiday look.
- **Floral Ornaments.** Add a botanical spin to holiday decor with real blooms like red poinsettias, blush roses and frosted berries in garlands and wreaths. It's a fairy-tale touch that brings elegance and magic to festive spaces.

These trends cover everything from bold color pairings to rustic charm, ensuring your holiday florals shine in 2024!

As I begin planning for the upcoming peak seasons, I use AI-generated images to enhance my creative process, providing visual inspiration that guides my floral artistry. While these AI visuals spark initial ideas, I don't present them as my final work. Instead, they serve as a starting point, helping me shape truly unique designs that reflect the spirit of each trend. It's like having an art museum filled with inspiration right on my computer screen!



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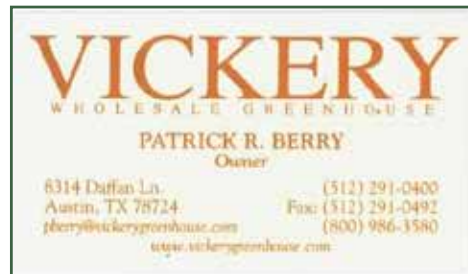
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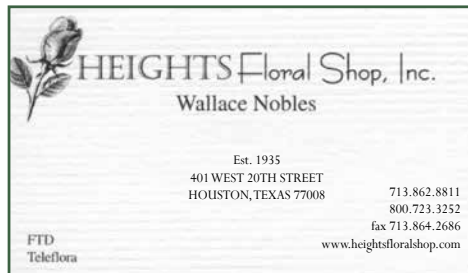
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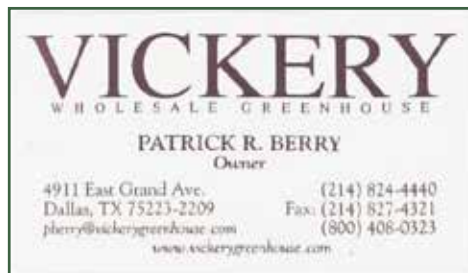
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## NOVEMBER

- 2 Texas Floral Showcase in Salado
- 5 Election Day
- 11 Veterans Day
- 11 World Kindness Day
- 13 TSFA Board of Directors Meeting via ZOOM
- 28 Thanksgiving
- 30 Small Business Saturday

## DECEMBER

- 12 Poinsettia Day
- 25 Christmas Day  
Hanukkah (Chanukah) begins
- 26 Kwanzaa begins
- 31 New Year's Eve

## JANUARY

- 1 New Year's Day
- 2 Last Day of Chanukah/Hannukah
- 10-12  
Fundamental Elements and Principles of Floral Design in Leander
- 20 Martin Luther King Jr. Day  
Inauguration Day
- 28 2025-2026 In-Person High School Certification Testing Cycle Begins - See [tsfa.org/events](https://tsfa.org/events).
- 29 Lunar New Year

**TSFA On Demand**  
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