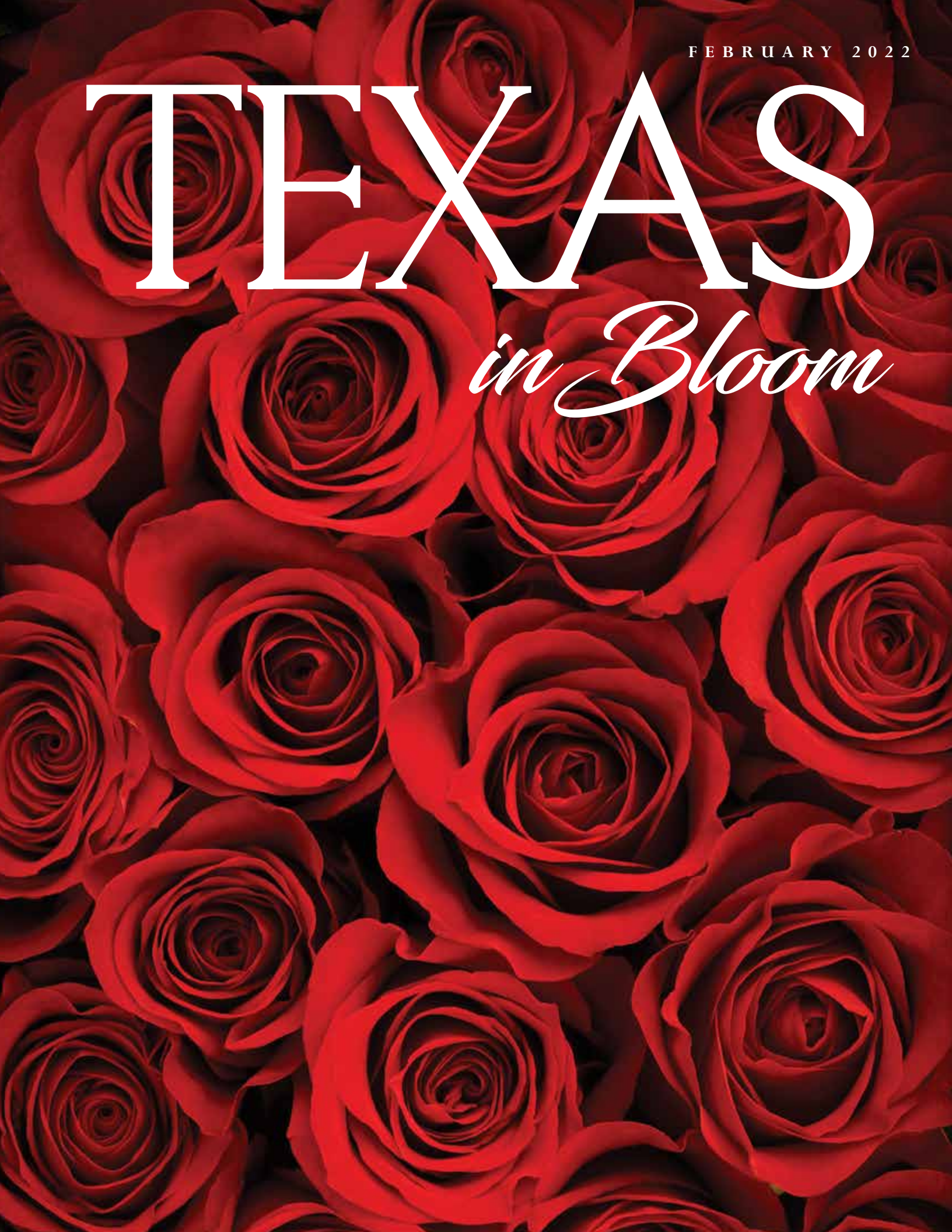


FEBRUARY 2022

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



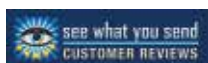
GOLD



SILVER



BRONZE



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

Texas in Bloom

FEBRUARY 2022 | VOLUME XXXXVIII | NUMBER 2

FROM THE *President*



TSFA President
Cheryl Vaughan CFD TMFA

FLOWERS FLOWERS FLOWERS!! This is the month for flowers and don't forget plants! Valentine's Day is fast approaching, and we are all busy preparing for this holiday. With all the pressure for sales, remember this is our chance to share our joy of flowers, plants and nature in each design we complete. With that attitude, our designs will shine and our sales will show it! I'm hoping each of you have an incredible Valentine's Day. Then, don't forget to take some time for yourself – maybe a day off, a massage or just a day relaxing!

January brought our first Certification and Competition Preparatory Class with instructor, Jackie Lacey AAF AIFD PFCI. It was an incredible class and each student stretched themselves with new techniques and creative flair. Jackie has a way of challenging each student to step out of their comfort zone and try something new! If you have ever thought about competition or national certification, you have another opportunity in April to be in this class. So don't waste any time! You can register online or over the phone. You won't be disappointed! Besides this class, we will also have another Texas Master Florist class coming up in April. Don't miss these opportunities!

We also had our first high school testing in Georgetown in January. We will continue with a busy schedule of testings this spring. In our training of these high school students, we are helping to prepare these students for a career in the floral industry or at the least to be informed consumers. This youngest generation "Z" is the most diverse in American History and they embrace flowers. This generation has a twenty percent increase in floral purchases over the younger millennials. Our education committee has contributed to these young Texans' interest in flowers with the hope they will be future owners, wholesalers or consumers.

I know this is going to be a great year for TSFA and the floral industry. Please reach out and get involved. If education isn't your interest, there are many other opportunities to get involved and help our industry flourish. I hope to see each of you soon!



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10 BLOOMNET® OFFERS MEMBERS AN INNOVATIVE LOCAL DELIVERY MANAGEMENT SOLUTION

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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EDUCATION FROM THE EXPO

Written by Jenny Thomasson AAF AIFD PFCI EMC



A wire spiderweb base is the support for this design while open and airy other materials are woven and slightly assisted by cold adhesive. First, the Bunny Tails (*Lagurus*) and Wheat (*Triticum aestivum*) are added with close attention paid to the density and angles created. Next the dried Protea flower heads are laid in and finally the bleached Skeleto Leaves (*Ficus religios*) and bi-color Hydrangea (*Hydrangea macrophylla*) blossoms finish the color and texture playground.



"Wonderland is why I love to create so very much. To listen, to be heard, to be seen in a light you yourself cannot yet understand. From there the truly unexpected is revealed and we are all better for the uniquely and singular human experience. Being that light for myself, my regal awareness that I am me. Doing me, because of me and for me. Understanding my path is alone my journey and my vision is what I was blessed to share with others. Here I am giving that."

- Jenny Thomasson AAF AIFD PFCI EMC

THE BUSINESS OF *Flowers*



Jodi McShan AAF AIFD PFCI TMF

WORKING ON-SITE DURING COVID

As we all continue learning to stay adaptive during COVID, there are some aspects of our industry that just make you go, huh... With weddings moving forward again and large parties, florists are happy for the welcome business, but we have more concerns than we used to! Past articles have looked at insurance, liability, and steps to protect yourself, but now we have more.

From going into someone's home to setting up at a large event venue, we all have precautions we need to take to protect our customers, our employees, and ourselves. While Texas does not have a state-wide mask mandate nor does it have a vaccination mandate, please keep in mind that some venues still do and some people expect these extra steps. Here are some quick bullet points (not all-inclusive by any means) that you can keep in mind when you are looking at an on-site project:

- What are you and your employees comfortable doing? If you/your employee(s) are not comfortable, rethink the project.
- What is the expectation of your customer? Masks? Gloves? Vaccinations? Keep this in mind, especially when entering someone's home.
- Have you spoken with the customer beforehand? Is the customer feeling sick? Has the customer recently had close contact with someone who has COVID? If so, offer to reschedule (at no cost).

- Are you and/or your employee(s) feeling sick or have you and/or your employee(s) recently been in close contact with someone who has COVID? If so, offer to reschedule (at no cost).
- Does the venue have safety measures in place? What areas can you access? What protective coverings do you need, if any?
- If you are tearing down an event or working with a coordinator, what expectations does that person have? Are there any notes about the guests if you will interact with them?
- What cleaning measures are you taking for your delivery vehicles and work tools?

While we all want the pandemic over sooner rather than later, we have to remain cognizant of our customers wants/needs and everyone's safety. If you take the time to check with your customer ahead of time, you can save yourself and your customer a lot of headaches as well as show your customer that you truly care about your customers and your team as a whole!



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DALLAS

FLORAL ART ENHANCES THE BEAUTY OF THE PRESIDENTIAL SUITE DURING THE TEXAS FLORAL EXPO

Designing for a specific placement expands floral design to yet another level. Designers Amy Neugebauer AIFD TMFA and Kim O'Brien Jones AIFD TMFA not only address each specific placement but creatively introduce flowers as the medium to express floral design as an art form.

What inspired the designs that you created for the Presidential Suite at the Texas Floral Expo?

When touring the Presidential Suite at the Westin Galleria in early 2020, we were awestruck by the intricate metal wall screen on the suite's main wall. It had an Asian feel to it. We immediately felt our focal design needed to be a modern flower wall to accent the screen. A further look revealed that the suite was contemporary and monochromatic with natural accents of light, metal and wood.

To design for a specific placement requires a certain skill set. Take us through how you developed the plan for this project and what you might share so that others may gain from this experience.

The hotel required that the flower wall, accenting the metal screen, be freestanding with nothing attached to the metalwork. The screen design needed to be transparent so that the beautiful metalwork could be featured behind the florals. It was evident that the mechanics would be of utmost importance.

Oftentimes, parameters are in place for this level of design and quickly become the rules to live by throughout the project. What parameters were set early on for this project?

Our designs were required to look fresh for the 4 days of the Expo. All designs were to be installed within a short time frame. All designs had to be lightweight, pre-assembled and easily transported.

How did you address the task at hand?

These requirements were met through the development of a bright Neotropical style carried throughout the overall suite. Spaces included a large conference area and living room, master suite, bar area and two bathrooms.

The presentation of this level of design introduces an idea that there may be opportunities in interior placements far beyond the scope that most designers have been a part of. Any suggestion of how interested designers might market this skill.

During these difficult last few years a resurgence of community and appreciation of nature has evolved. Sustainability, recycling and a greater love of our communal world has influenced the floral industry. While social media is still an important form of spreading our talents, showing our work through community and religious based volunteering is fast becoming a personalized form of expression.





◀◀ The freestanding structure was created using 9' bamboo poles, wooden dowels and Ikea Torka sticks. Monstera leaves were attached directly to the structure with bind wire. Flowers and foliage were placed through pillows of green Oasis Floral Netting. Water tubes, inserted through the back, supplied hydration for the roses and orchids. All other florals were attached, without water, using Hitomi Gilliam's technique called "free stemming." Colorful yarn covered wire was added as an accent.



◀◀ Atop a wheeled base, the structure of PVC poles and Oasis Floral Netting supported a moveable Neotropical arrangement of exotics and roses with foliage accents. The roses and orchids were water tubed from the back while all other product was free stemmed. Yarn covered Midollino "extenders," another one of Hitomi's techniques, were used to produce a natural vine-like accent while also stabilizing heavier floral stems.

⤴ The round form of the metallic bowl was repeated in the design of Ranunculus and lily grass accent with black river rocks. A simple armature of foraged twigs and bind wire, placed upon the rocks, stabilized the design.

Mirroring bedside designs of callas and roses gave a Zen like ambiance to the Master Bedroom. The arrangements of simply dished Midnight Oasis Foam were highlighted by raffia wrapped water tube insertions. Black river rock added to the calming feel of the design. >>>



This design uses an inverted four foot tomato cage, >> as the mechanics, with vertically attached dried branches. The structure featured a twenty inch steel hoop decorated with branches, jasmine vine and multicolored yarn wrapped 1 inch Oasis Flat Wire. While the roses and orchids were water tubed from the back, all other florals were free stemmed.



▲ A light weight free form armature of bind wire secured branches hung on simple “Command” hooks. Roses and orchids filled the raffia covered water tubes while all other florals were free stemmed. The design was accented with varying widths of colorful yarn covered Oasis decorative wires.



◀◀ A sustainable horizontal structure was built of raffia covered water tubes, attached to bamboo skewers and then inserted into a predilled wooden plank. Midollino extenders, wrapped first with bullion wire and then yarn, accented and supported the design. Roses, orchids and vines filled the water tubes while free stemmed callas emphasized the horizontal flow of the arrangement.



Amy Neugebauer AIFD TMFA

Amy Neugebauer AIFD TMFA received her TMF certification June 2010 and soon began working as a floral designer at The Blooming Idea in October 2010 where she continued for nearly a decade until March 2020.

While working at The Blooming Idea, Amy became very active in TSFA. Her dedication was acknowledged in 2016 when TSFA presented her the Jim Orr Volunteer Spirit Award. She served on the TSFA Board of Directors from 2017-2019 as a Retail Director. Amy chaired the TSFA Industry Communications Committee from 2018 to 2021. She has served on the TSFA Education Committee since 2015.

Amy was inducted into AIFD in 2016 and received the TMFA Certification the same year. Her interest in education, certification and competition led to the designation of AIFD Certified Floral Evaluator - Judge in 2019. She was soon judging competitions at Regional and County Fairs and evaluating students pursuing High School Certification Levels 1 and 2. Today she often evaluates for Texas Master Certification classes where her journey began ten years ago.

Her passion for floral design education has led Amy to her current position as the Floral Artistry Instructor for the Expression Group at Woodlands Methodist Church.



Kim O'Brien Jones AIFD TMFA

Kim O'Brien Jones' floral career has spanned over fifty years to include designing for and managing seven floral companies. She received her TMF and TMFA certification close to two decades ago bringing forward tremendous knowledge to the various positions of employment.

Kim worked at The Blooming Idea for over ten years and during that time she received several awards including the Lynn Lary McLean Distinguished Service Award presented by the Allied Florists of Houston. She has competed well in several competitions capturing First Runner-up in the 2012 Texas Cup Competition and received the People's Choice Award at the 2019 Houston Cup Competition. Industry leadership was best served when Kim sat on the Allied Florists of Houston Board of Directors for five years.

In 2015, Kim was inducted into the American Institute of Floral Designers and in 2017 became an AIFD Certified Judge-Evaluator. Her love of nature led her to become a Texas Master Gardener in 2017.

With years of experience, Kim now owns Doyenne de Fleurs, a custom floral design company, in Spring, Texas.

CREATIVE FLAIR AND CERTIFICATION PREPARATORY COURSE

Creative Flair students had a wonderful learning experience at the TSFA School of Floral Design. They learned expert techniques to add creative flair to their designs. See each of the student's comments about their class experience in an upcoming issue of TEXAS in Bloom.

The next class with
Jackie Lacey AAF AIFD CFD PFCI
Floriology Director of Education
is scheduled **April 9-11, 2022.**
Visit tsfa.org for registration information.



Back Row from Left to Right
Ed Fimbel CFD TMFA, Susan Piland TMF, TSFA President Cheryl Vaughan CFD TMFA,
Floriology Education Director Jackie Lacey AAF AIFD CFD PFCI, Victoria Howell TMF
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*Last-Mile Optimization Technology from Route4Me™ Helps Florists and
Gourmet Retailers Speed Up Deliveries, Enhance Customer Service, and Increase Profitability*

BloomNet®, the floral and gourmet industry's most innovative service provider, is working hard to support the retail operations of its members with a versatile Local Delivery Management (LDM) solution for use with its proprietary, state-of-the-art Business Management Systems (BMS). The BloomNet LDM solution is powered by Route4Me™, a sustainability-driven, last-mile, route-optimization platform.

"We have been impressed with the deep understanding BloomNet has of logistics technology and its ability to comprehensively integrate with our platform to take full advantage of last-mile optimization best practices"

The BloomNet BMS LDM app was created to improve operational outcomes by optimizing and enhancing the delivery capabilities of retail florists and gourmet shops. The app provides real-time information and automatic updates right from driver smartphone while reducing the number of drivers required to complete deliveries. The joint solution with Route4Me aims to materially improve customer satisfaction by working to get orders to customers as quickly as possible.

"BloomNet is committed to continually researching, developing, and introducing innovative technologies designed to bring selling benefits to our family of florists and gourmet shops," said Dinesh Popat, President of BloomNet. "Dynamic route optimization through Route4Me provides opportunities to improve order processing speeds as well as fulfillment reliability, and ultimately sets a goal to require fewer drivers, which helps increase profit potential for BloomNet members."

Among the key features that are fully integrated within the BloomNet BMS LMS solution is the ability for delivery drivers to safely utilize their smartphones (both iOS and Android) to receive route information, including address verification and real-time driving directions with multi-stop navigation. Delivery routes can be optimized, even while trips are in progress. Driver progress and proof-of-delivery are tracked in real-time on a map, with configurable automated in-app workflows.

"We have been impressed with the deep understanding BloomNet has of logistics technology and its ability to comprehensively integrate with our platform to take full advantage of last-mile optimization best practices," said Dan Khasis, CEO of Route4Me. "They are committed to making every customer experience amazing while meaningfully improving local delivery."

With Route4Me, driver efficiency is improved while making contactless deliveries, with the ability to upload smartphone-captured photos as proof-of-delivery while carefully respecting social distancing.

The state-of-the-art technology can be combined with BMS barcode scanning to bring further efficiency to trip creation and management. Florists can also utilize the technology's capabilities to track delivery drivers and better manage their time.

Florists and gourmet retailers using the BloomNet BMS LDM solution experience multiple benefits, including faster and more accurate order processing, enhanced customer satisfaction, and fewer customer service inquiries about order statuses, due to enhanced visibility into the entire delivery lifecycle.

ABOUT ROUTE4ME

Route4Me is a cloud-based, sustainability-driven, carbon-reducing last-mile optimization platform with over 35,000 subscribers globally. Route4Me's Android and iPhone mobile apps have been downloaded over 2 million times since 2009. Extremely easy-to-use, Route4Me helps businesses that deliver goods or services become carbon-neutral by creating optimized routes that enable drivers to reduce on-road miles by up to 50%. Behind the scenes, Route4Me utilizes high-performance algorithms together with machine learning and big data to plan, optimize, dispatch, and analyze routes of almost any size in real-time.

ABOUT BLOOMNET®

As the leading floral and gift industry service provider, BloomNet, Inc. (www.bloomnet.net), a wholly-owned subsidiary of 1-800-FLOWERS.COM, Inc., is focused on continually exceeding the expectations of its select community of members across the nation and around the globe that rely upon BloomNet as their trusted source for unique personalized service, comprehensive offerings, innovative programs, and quality products designed to increase their viability. BloomNet is committed to working side by side with its members to foster industry education, build community, and develop long term relationships built on trust, commitment, and dependability.

TSFA Calendar of Events

Photography Credit | Cody Ash Photography
 Designer Credit | Amy Neugebauer AIFD TMFA and
 Kim O'Brien Jones AIFD TMFA



FEBRUARY

- 14 Valentine's Day
- 22 Designing in Glass
 TSFA School of Floral Design
 Registration at tsfa.org



MARCH

- 13 Daylight Savings Time Begins



APRIL

- 1 April Fools' Day
- 5 - 7
 Texas Master Florist Certification
 Classes | TSFA School of Floral
 Design | Registration at tsfa.org
- 9-11 Creative Flair, Certification Prep
 & Competition Class | Instructor
 Jackie Lace AAF AIFD PFCI CFD
 Registration at tsfa.org
- 10 Palm Sunday
- 17 Easter
- 19 TSFA Finance Committee Meeting
 2:00pm via Zoom
- 22 - 24
 TSFA Design Classes
 Basic, Wedding and Sympathy Design
 Registration at tsfa.org
- 27 Administrative Professional Day

Advertisers

- Inside Cover Texas Floral Education Underwriters
 Back Cover TSFA School of Floral Design | 512.528.0806 | tsfa.org
- 5 FlowerWeb by Tadzini | 702.421.7987 | www.tadzini.com
 - 11 Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
 - 11 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
 - 5 McShan Florist | 800.331.3349 | www.mcshanflorist.com
 - 11 Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
 - 11 The Florist, LTD | 940.483.1800 | www.thefloristltd.net
 - 11 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
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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.

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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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