



Making Texas Floral Education Possible

PLATINUM





California Association of Flower Growers & Shippers

GOLD









SILVER

























BRONZE













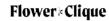






























Texas in Blaam NOVEMBER 2020 | VOLUME XXXXVI | NUMBER 10

FROM THE President



TSFA President Gina Waters AAF TMFA

Looking for some motivation, new ideas and the latest in design techniques? Well, look no further. During this pandemic, Education Co-Chairs, Cheryl Vaughan TMF, Debbie Woltmann TMFA, Bruce Easley AAF TMFA, Susan Piland TMF, Kassie Baker TMF, Debbie Gordy AAF AIFD TMFA and Debbie Wright AAF TMFA have put the finishing touches on TSFA's new Professional Certified Florist (PCF) Program. Countless hours have been invested over several years to produce this program. Working with the numerous authors selected to write the programming, the committee moved each detail forward working with Dianna Nordman and the

TSFA Staff. TSFA's newest staff member, Amanda Meredith, brought with her a talent for graphic design creating the new books for this curriculum.

The pandemic has created numerous changes in the everyday demands of the floral industry. This new PCF program provides an outstanding instruction for your training as well as an addition for your library. Whether you are looking for your first Professional Certification or feel like you simply need a refresher course, this program has something to offer for everyone, from the sales person, the designer, those who deliver, those who oversee the office as well as the shop owner that oftentimes does it all. The professionalism of this Professional Certified Florist Program will be recognized throughout the industry. I know you will learn so much from the new curriculum. Whether you simply take the online portion or schedule time to complete the hands-on classes for full certification, make the decision today to do this for YOU. Look for the new classes in March of 2021 at tsfa.org under the Floral Education tab.

I want to finish with a HUGE THANK YOU to all who have invested so much in completing this amazing project. With your dedication and knowledge, TSFA has so much to offer our members. It will be a great benefit for all of us. I am most grateful.

Happy Fall and Happy Flowers!

Eleanor Roosevelt

"I am who I am today because of the choices I made yesterday."



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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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The Value of TSFA Membership

Cultivating Member Success and a Strong Floral Community for 106 Years!

Professional Development • Professional Certification • High School Certification Education • Scholarships • Recognition • Industry Involvement • Promotion & Marketing Legislative • Competition • Supporting One Another • Volunteer

> TSFA On Demand

TSFA's innovative approach to Virtual Learning encompasses a variety of subjects hosted by a wealth of talent! The selected subjects address the most relevant of topics and highlight the most creative of techniques. In case you missed the Live Presentations and Demonstrations or in the event you wish to watch one or more again, each is catalogued for your learning 24-7.

This is TSFA On Demand! It's original and available to you, to learn at your leisure, in the comfort of your own home!

Visit tsfa.org for the complete TSFA Virtual Learning Catalogue.

VIRTUAL Demonstration

This component meets today's need of seeing just how it is done. Oftentimes this is the best format for a clear understanding of mechanics and technique. Demonstration of even the most complex illustrates the steps to completion and a successful composition.

Virtual Event

TSFA again shows that we are at the forefront of the industry in education and technology. We are pleased that we can provide TSFA members these opportunities to be a part of our community and continue to thrive as an organization.

TSFA Virtual Hands-on In the event a hands-on component is included in the lesson, a list of materials will be shared online at tsfa.org for you to gather! Perhaps you have the list on hand at the shop or can take the time to purchase from your local wholesaler. Hands-on is certainly not required to take part. More good news is that with the class being catalogued at TSFA On Demand you can gather the materials in advance or at your convenience and go back and watch it again and again and again!

TSFA Classioom The high school teacher may use this provision to gleam information as well as invite high school students to step into the TSFA Classroom to expand their learning!



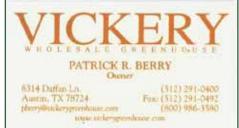
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TSFA encourages you to support these companies.

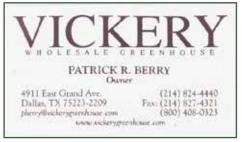
Thank you for your continuous support!

We invite you to join these companies and advertise in TEXAS in Bloom. For information contact Dianna Nordman AAF at 512.528.0806 or email dnordman@tsfa.org





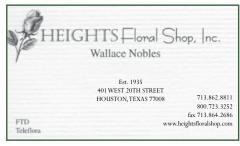
AUSTIN





DALLAS

DENTON





HOUSTON

ΜΙΔΜΙ









CORPUS CHRISTI



Transformations

Texas Floral Expo June 25-27, 2021 The Westin Galleria Houston 5060 West Alabama Houston, Texas

Chair Gina Waters AAF TMFA



JODY MCLEOD AIFD WILL TRAVEL TEXAS IN 2021

Back by popular demand Jody McLeod AIFD will travel Texas in 2021 presenting two Texas Floral Showcases complete with a Hands-on Design Workshop and Product Gallery!

CENTRAL REGION

Wednesday, August 11, 2021 The Baylor Club Waco, Texas Chair Tom Wolfe, Jr.

WEST TEXAS

Wednesday, October 6, 2021 Louise Hopkins Underwood Center for the Arts Lubbock, Texas Chair Kassie Baker TMF



Jody McLeod is a 30 year seasoned veteran of the floral industry. He is the owner of Annie V's Florist Inc. in Clayton, North Carolina. Jody is an award winning designer and his designs have been published in both industry magazines and product catalogs. He is a former North Carolina Designer of the Year, two-time champion of the Jim Treadaway Cup Interpretive Design Competition and has served as President and Chairman of the Board of the North Carolina State Florists Association. In 2008, Jody was inducted into the prestigious American Institute of Floral Designers and in 2018 was selected to present a main stage program for AIFD symposium. Jody has been invited to present at the 2021 AIFD Symposium in Chicago.

Jody is a Teleflora Education Specialist and a member of the Syndicate Sales design team. Jody is a graduate of East Carolina University with a Bachelor of Science in Management with a concentration in entrepreneurship and small business. Jody McLeod AIFD is a highly sought after floral presenter who is dynamic, engaging and message driven. He is also the Mayor of his hometown, Clayton, North Carolina, a position he has held since 2003.

Jody enjoys sharing his journey and his knowledge of the many aspects of the floral industry. "We are placed on this earth to support, cultivate and grow others. Otherwise, why are we here?!"

TSFA LAUNCHES AN EXTENSIVE SERIES OF STUDY IN 2021

Each Presenter has branded a Signature through their floral STATEMENTS

Introducing





August 17-19, 2021 High Pointe Estate Liberty Hill, Texas

Ian Prosser AAF AIFD PECINDSF

Queen Elizabeth. Grace Ormonde. Tom Cruise. Katie Holmes. John Lynch. Kirstie Alley. Ian Prosser's list of accolades and achievements, as well as the list of celebrities he counts as clients, runs long. Ian approaches each event with the utmost creativity and care, making him one of the most sought-after floral designers in the world.

lan began his career more than 30 years ago and he has owned successful floral shops in both Scotland and Tampa, Florida. His current business, Botanica International Design & Décor Studio in Tampa, Florida, designs events on the international stage. In 2012, he established Ian Prosser Productions, expanding his design division for creative events.

lan's most recent achievements include being named the recipient of the 2012 Paul Ecke Jr. Award by the Society of American Florists (SAF) and receiving the 2011 Wedding Innovator of the Year Award by Rockstar Wedding Planner. In 2010, Ian was awarded Designer of the Year at the Event Solutions Spotlight Awards and he won the prestigious Sylvia Cup at the 2007 SAF Convention. Also in 2007, Ian was inducted into the Professional Floral Communicators – International (PFCI). Ian's most prized successes include invitations by SAF to serve as the Floral Design Chairperson for the second inauguration of President George W. Bush and to design the inaugural decorations for President Bill Clinton.

lan was inducted into the American Academy of Floriculture (AAF) in 1994 and the American Institute of Floral Designers (AIFD) in 1992. He has also been a featured presenter at AIFD National Symposia. lan earned his National Diploma of the Society of Floristry, the highest European honor in floral design, and was the youngest person to receive the honor of Floral Designer of the Year in Scotland.

MAKING TEXAS FLORAL EDUCATION POSSIBLE Texas Floral Education Underwriters

FTD provides additional funding to launch the first Signature Statement in this Extensive Series of Study.



TSFA Education Committee, led by the TSFA Education Committee Co-Chairs and TSFA leadership, work together to provide opportunities for the Texas State Florists' Association to provide the absolute best in industry education and professional development.

Co-Chair Kassie Baker TMF House of Flowers

Co-Chair Bruce Easley AAF TMFA

Co-Chair Debbie Gordy AAF AIFD TMFA Compton's Florist

Co-Chair Susan Piland TMF Susan Piland Floral Studio

Co-Chair Cheryl Vaughan TMFA Creative Petal Designs

Co-Chair Debbie Woltmann TMFA Sunny Day Blossom Floral Design Studio

Co-Chair Debbie Wright AAF TMFA Enchanted Florist

Sandy Alford TMFA Bloomstreet

Yolanda Amos TMFA Kroger

Pat Becker AIFD TMFA

Pat Becker AIFL
PS Designs

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Shawn Coyle TMF Dallas ISD Skyline Career Dev. Center

Mary DeBerry TMFA The Florist, Ltd.

Ed Fimbel TMFA

Virgina Glover TMF Willow Creations

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Kimberly Norman-Prater TMFA Gary's Floral Gallery

Lisa Peiper TMF Caldwell High School

Julie Rogers AIFD CFD TMFA Reliant Ribbon

Courtney Rosenbalm TMF Sam Houston State University

Tina Rosenbalm TMF East Texas State Fair

Cassandra Sanders TMF Byron Martin ATC

Jessica Smith TMF Caney Creek High School

Rebecca Sullivan TMF Banquete High School

The comittee oversees Professional Certification, High School Certification and the TSFA School of Floral Design. These TSFA members give most generously of their time making a difference for so many through the established certification programs.

Visit tsfa.org for the class schedule and the opportunity to advance your floral design career.















FIVE STEPS TO BECOMING A PROFESSIONAL CERTIFIED FLORIST

- 1. Complete the Professional Certified Florist Program Application available at www.tsfa.org or by calling the TSFA office at 512.528.0806. Email the completed application to txsfa@sbcglobal.net.
- 2. Upon approval of the application, you will be eligible to register online for seven of the ten courses in the Professional Certified Florist Program. Proceed with the seven online courses, successfully completing the online exam for each class.
- 3. Register online for the three hands-on courses that are offered in person.
- 4. Once you have successfully completed all ten courses, you may register for the Professional Certified Florist Program Final Exam.
- 5. Upon successful completion of the Professional Certified Florist Program and receipt of State Certification, you are eligible to test for Certified Floral Designer certification (CFD®) through the American Institute of Floral Designers (AIFD®). An additional preparatory course, to support the creative process, is also offered through TSFA.

The all NEW Professional Floral Certification Program is Officially Launched

The Professional Certified Florist Program provides a standard of professional excellence which will soon be recognized as one of the most complete educational curriculums in the floral industry. The series offers classes in Design Production and Floral Management with Professional Certified Florist Certification. From the sales floor to the design room, from the delivery personnel to the office staff, from entry level employee to shop manager to owner, the content addresses the variety of skill sets required for a successful retail environment.

ONLINE COURSES INCLUDE THESE SUBJECTS

Advertising and Marketing

Care & Handling of Foliage and Flowering Plants

Care of Cut Flowers & Foliage

Floral Business Procedures and Policies

Floral Sales & Profitability for the Retail Florist

Flower Shop Delivery Concepts

The Art of Effective Visual Merchandising

HANDS-ON COURSES ADDRESS THESE AREAS OF DESIGN

Celebration of Life: Sympathy Design

The Elements & Principles of Floral Design

Wedding Florals from Consultation to Completion

Once you successfully complete the required Professional Certified Florist Program final exam and three hands-on evaluations, you will receive your Professional Certified Florist Certification (PCF®) and State Master Florist designation. Those successfully completing the program in Texas will be certified Texas Master Florist (TMF®). Texas Recertification is required every three years.

Your successful completion of this program also provides the opportunity to achieve the Certified Floral Designer (CFD®) designation from the American Institute of Floral Designers (AIFD®). Texas State Florists' Association (TSFA) is an approved AIFD Education Provider and will submit your contact information to AIFD. At that time, if you are interested in pursuing this designation, you will complete the CFD®

Application and submit with a \$164 certification fee to AIFD. This fee includes your re-certification fees through June 30.

Upon invitation from AIFD you will take the AIFD online test based on *The AIFD Guide to Floral Design*. This book is referenced throughout the Professional Certified Florist Program curriculum and is a mandatory reference to achieve the Certified Floral Designer (CFD®) designation. The book is available through TSFA.

To receive CFD® certification, you must receive at least an 80% score within two (2) weeks of receiving access to the online test. There is a procedure in place to retest in the event your score does not meet the minimum requirement.

INTRODUCING THE AUTHORS



Pat Becker AIFD TMFA
Advertising and Marketing
The Art of Effective Visual Merchandising



Jack Cross AAF TMFA
Care & Handling of Foliage and Flowering Plants
Care of Cut Flowers & Foliage
Floral Business Procedures and Polices
Flower Shop Delivery Concepts



Tim Farrell AAF AIFD PFCI Celebration of Life: Sympathy Design



Vonda LaFever AIFD and Lori Wilson Floral Sales & Profitability for the Retail Florist





Lynn Lary McLean AAF AIFD PFCI TMF Wedding Florals from Consultation to Completion



Kevin Ylvisaker AIFD PFCI CAFA
The Elements & Principles of Floral Design

2021 HANDS-ON COURSE SCHEDULE

Friday April, 23, 2021 The Elements and Principles of Floral Design

Saturday April 24, 2021 Celebration of Life: Sympathy Design

Sunday April 25, 2021 Wedding Florals from Consultation to Completion



The Texas Floral Endowment awards \$7.000 to date in 2020

Allied Florists of Houston Scholarship honoring Lavon Bankhead AAF AIFD PFCI TMFA Recipient Amy Neugebauer AIFD TMFA

Allied Florists of Houston Scholarship in memory of Mabel and Wayne Fisher Recipient Joy Hunt

Floriology Institute Scholarship in memory of Mildred E. Riddle Recipient Debbie Woltmann TMFA

Judy Rutledge AAF TMFA Education Scholarship Recipient Lydia Oxley

FTD Boot Camp Scholarship Recipient to be determined in 2021

Sheri Renee Montgomery White AAF TMFA Memorial Scholarship Recipient Luliia Prokhorova

SAFD Floral Design TMF|Career Change Scholarship Recipient Joy Hunt

SAFD Floral Career Scholarship Recipient Kelly Hutchinson

Tubby Adkinson AAF Education Scholarship Recipient Kristie Keys

Freytag Family Scholarship 2021 Texas FFA Winning Team To support team participation in FFANational Competition Recipient to be determined in 2021

Central Texas High School Floral Teacher Scholarship in memory of Becky Ray Burt Recipient Kelly Hutchinson

Texas State Florists' Association Past Presidents' Scholarship Recipient Kristie Keys

2020 Recipients Speak Out!

I applied for the scholarship to complete my TMF. As one who teaches floral design, I wanted to improve my skill set. I also believe that if I am to encourage my students to obtain their certifications then I should do the same. My plan is to complete my TMF certification and use all learned in my classroom, helping my students improve their skills and achieve their certification.

- Kelley Anne Hutchinson

I applied for this scholarship to honor my mother, Charlotte. My mom died 17 years ago of breast cancer when I was just 18. She was a wonderful and talented florist. I grew up getting dropped off by the school bus at her wedding shop in St. Petersburg, Florida. I have always adored weddings, but I went the food service route and received degrees in Culinary Arts as well as Baking and Pastry. With my Texas State Florists' Association TMF Certification, I hope to combine both passions in a new business venture of my own to serve Houston area brides.

- Joy Hunt

I live in downtown Austin, but grew up wandering my grandma's garden of tall sunflowers in rural Indiana. Whether it was dying bunches of Queen Anne's Lace or waiting for the first spring bloom of yellow Daffodils, flowers have always uplifted and grounded my soul. Learning floral design as a meaningful creative outlet, I intend to take on weddings and corporate gatherings. With a specialty in marketing and design around branded events, I can't wait to bring my first installation to life and look forward to meeting more industry professionals.

Lydia Oxley

I would have never fathomed that I would work, much less teach floral design, being an agriculture science teacher. However, I have had amazing mentors to guide me along the way and become more confident. Kassie Baker TMF encouraged me to apply for these scholarships after attending the floral workshops that our education region center conducts. I also had the opportunity during the 2020 Mother's Day rush to work in her shop and gain a deeper understanding and appreciation for the floral industry. My goal and reason for applying for the scholarship is to work towards my Texas Master Florist certification to gain more formal training in the industry. With this education, I am able to equip my students with technical skills for an easier transition to the floral industry if they so choose.

- Kristie Keys



Participating in Level 1 Floral Design Certification

Abernathy Alba Golden

Alief

Angleton

Anna

Aubrey

Austin

Banquete

Beckville

Belton

Ben Barber

Big Sandy

Birdville Center of Technology & Advanced Learning

Brazos

Breckenridge

Brenham

Bridgecity

Bridgeland

Bridgeport

Burleson

Bush

Canton

Carroll

Cedar Park

Central

Chapel Hill

Christoval

Cisco

Clear Springs

Cleburne

Clements

Comfort

Community

Cooper

Covington

Cy-Fair

Cypress Creek

Cypress Lakes

Cypress Park

Cypress Ranch

Cypress Springs

Cypress Woods

Dan Diepert

Dawson

Dr. Gene Burton College & Career Academy

Dulles

Eastlake

Edna

El Campo

El Dorado

Elkins

Elvis Ballew

Fayetteville

Fort Bend ISD

Foster

Frankston

Fruitvale

Fulshear

Gainesville

George Ranch

Glenn

Graford

Grapevine

Hearne

Hempstead

Hendrickson

Highlands

Hightower

Hitchcock

Jacksonville

James Madison

Jersey Village

Judson

Kempner

Klein

Klein Cain

Klein Collins

Klein Forrest

Klein Oak

Lake View

Lake Worth

Lampasas

Leander

Life HS Waxahachie

Louise

Lovelady

Lubbock Cooper

Magnolia West

Marion

Marshall ISD

McKinney Boyd

Medina Valley

Mexia

Midway

Miller Grove

Mineloa

Mount Pleasant

Naaman Forest

Navasota

New Caney

Nimitz

Northwest ISD

Oak Cliff

Odyssey Academy

Palestine

Pflugerville

Pilot Point

Plainview

Plano East

Plano Senior

Plano West

Porter

Premier

Ridge Point

Sam Rayburn

Sandra Day O'Conner

Santa Fe

Santa Gertrudis

Santo

Seminole

Skidmore

Skyline

Snook Somerset

Southwest

Stafford

The Woodlands

Tidehaven

Tomball Memorial

Travis

Tuloso-Midway

Warren

Waskom

Waxahatchie

Weatherford

Weslaco

Wharton

Willowridge

Winnsboro

Wylie



KEN SENTER AIFD PLACES SECOND RUNNER-UP IN DESIGN CHALLENGE INTERNATIONAL

Florida State Florists' Association hosted Design Challenge International with great success! It is a pleasure to share this achievement with Texas and recognize the incredible talent of Texas' own Ken Senter AIFD!

Take a look at Ken Senter's winning design and a glimpse into why competitions are an important source of education and growth!



What led you to enter the Design Challenge International?

When you have the opportunity to compete against an international group of designers, it forces you to bring your A game. Also knowing that FSFA Executive Director Bob Tucker AIFD and FSFA President Deborah De La Flor AIFD would create and promote an awesome competition peaked my interest. Did I mention the \$1,000 First Prize?!

Once you decided to enter, what was your inspiration?

We were told to select a photo, piece of art or anything that inspired. I have always been a very vegetative designer. Interpretive and Botanical styles of design have always appealed to my senses. If I can add a succulent, a branch or moss to a design then I'm a

What about competing interests you?

Competing provides a place to think outside the box. It also offers a place of expression and an outlet to push boundaries. Due to Covid-19, the new virtual competition, where the competitor submits a photo, is easier in some ways, than an in person competition. Your nerves remain calm. The adrenaline rush of competing live is the best, where your peers and audience watch your every move and cheer you on!



happy designer. I had seen this photograph of the field of Sarracenias growing under the grove of deciduous trees and fell in love with it. The contrast of the bright colored sarracenias against the harsh bare trees seemed incredible. I knew from the moment that FSFA announced the competition, this image would be my inspiration.



Once you found your inspiration, what was your design process?

The large concrete container was chosen because of the grey color and visual weight. To depict the swamp, the sarracenias appear as if each is growing through the calla stems. Adding the kudzu branch added dynamic movement and reinforced the trees in the image. The one gloriosa

lily balanced the movement and added a touch of color. At the base, bright green reindeer moss was placed for color and of course, the succulent.

Does a competition centered around a photographed entry present any challenges?

When you are competing in a competition that revolves around a photograph, the camera sees the arrangement differently than you see it. I would take a photo and email it to myself. Then view it as the judge would, and go back and edit. 10-15 changes later, I was happy enough to submit the image.

In closing I must share a favorite quote.

"The Distance between Your Dreams and Reality is called Action." — Anonymous

You never lose, you learn. Competing will always make you a better and more efficient designer. The best part is the forever friends that you will make along the way. Let's root for each other and watch each other grow! — Ken Senter AIFD

If you have never competed and would like some help, please reach out to me at kensenter1@gmail.com

TAKE A LOOK AT THIS SUCCESS! CONGRATULATIONS FSFA!!

88 Competitors from 14 countries and 27 states within the United States
5 World Renowned Judges determined the Top 10 Finalists
2439 voters from 6 continents and over 35 countries determined the Top 3!
First Place Winner Edana Hee Kar Yen from Malaysia
First Runner-up Jorge Uribe AIFD EMC

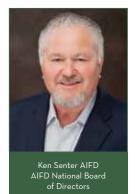
Second Runner-up Ken Senter AIFD
FSFA celebrates 100 Years in 2021! Best wishes for continued success!



TSFA MEMBERS RECOGNIZED FOR THEIR LEADERSHIP









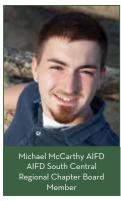












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Tom Wolfe Sr. Wolfe Wholesale Florist

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Debbie Gordy AAF AIFD TMFA Compton's Florist

Cheryl Vaughan TMFA Creative Petal Designs

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Tiffany Houck-Albrecht TMF House of Blooms

Sheri Jentsch AIFD TMF Sheri J Floral Designs

Jodi McShan AAF CFD TMF McShan Florist

Stephanie Minar CFD The Flower Market

Tricia Won Romantic Florals

The Value of TSFA Membership

We welcome these new members who have recognized the Value of TSFA membership

ALEXANDRIA, VA Kimberly Hay • (703) 838-5231 khay@safnow.org

AQUILLA, TX Molly Sughrue • (254) 205-5407 mollysughrue@gmail.com

AUSTIN, TX Carl Anderson • (512) 926-1163 austin@billdoran.com

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TOGETHER WE STRENGTHEN

An association by definition is "a group of people organized for a joint purpose." The Texas State Florists' Association (TSFA) has been just that for over 100 years. With the relationships made, goals accomplished and our continued growth and outreach, we have collectively exceeded far beyond what any one of us might accomplish individually. There is no time like the present to test ourselves and the role we play in this association and truly examine the reason for its existence. Time will reveal the answer through the success of established programs and the far reaching effects of all that we offer.

The cover for this issue illustrates growth. Literally thousands of plants, with proper nutrients surrounded by all that is needed for each to excel, grow from a seedling lovingly planted. Each take their time to fully blossom. Some need a little more encouragement and care to fully bloom. When viewed collectively, witnessing the accomplishment from seedling to full blossom, is purpose fulfilled. The nurture received is reflected when viewed individually. The joy that one individual brings to others lights the way.

From time to time, in reflection, each of us finds ourselves at varying stages of development. From a career stand point many have found their greatest accomplishments achieved through life lessons. Others have reached out to institutions of learning and associations of peers with common goals and interests to pave a path that leads to a plan to ensure success.

TSFA has long been a leader in education and a representative in statewide legislation to do all possible to protect Texas floral entrepreneurs. When the possible impacts of the pandemic were realized, TSFA staff and volunteer leadership relied on long term relationships to solidify all that could possibly be done to strengthen the Texas floral industry.

Webinars were launched to cover the most important of subjects to include Human Resource Strategies to Navigate a Crisis, Creating Digital Engagement in the Era of COVID-19 and a Discussion on Economic Relief/Stimulus and how it applies to You. The support these offered led to the development of TSFA Virtual Learning that would be presented LIVE every other week and then catalogued at TSFA On Demand for online learning 24-7. Underwritten by the best of the best, the companies that comprise the Texas Floral Education Underwriters, this business support and design education were presented FREE to the industry.

TSFA Executive Director Dianna Nordman AAF remained in close contact with the Texas Department of Agriculture (TDA). When TDA sent the letter regarding essential businesses to the Governor's office, floriculture was included. Papers were provided, that TSFA shared with our members, to assist each in making the best possible decisions for their individual business regarding No Contact Sales and Delivery. Updates are still posted today at tsfa.org as well as a list of the most current Covid -19 Resources and Information to include available loans and grants.

I recall saying to Dianna on one of those 12 hour days, "If an association cannot provide the needed resources at this unprecedented time to their members and offer the much needed support, then there is simply no reason for their existence." I am proud to be a member of TSFA. I am thankful for Dianna Nordman and her years of dedicated service that brought forward the needed relationships to see this through, appreciative of the TSFA staff and proud of the leadership that truly led the way to benefit all, knowing that "Together We Strengthen." Thank you to each and everyone who joined together to make a difference for the greater good. I have no doubt that the best is yet to come.

Lynn Lary McLean AAF AIFD PFCI TMF

TSFA Calendar of Events

Photographs courtesy of Klepac Greenhouses





NOVEMBER

6 TSFA / intral learning LIVE Christmas Tidings: Bouquets of Joy and Celebration Laura Dowling | 3 PM CST

13-15

TSFA School of Floral Design 413 S. West Dr., Leander TX 78641 Registration Deadline Oct. 29, 2020 Register at TSFA.org/FloralEducation Class limited to 6 students

- 20 TSFA Virtual Learning LIVE Neo Minimal Stacey Bal AIFD EMC 3 PM CST
- 26 Thanksgiving Day

"Bloom where you are Planted"

Bishop of Geneva
 Saint Francis de Sales

DECEMBER

- 4 TSFA Virtual Learning LIVE Holiday Gatherings Charlie Groppetti AIFD 3 PM CST
- 6 TSFA Board of Directors Meeting TSFA Headquarters 413 S. West Dr | Leander, TX 10:00 am - 5:00 pm
- 25 Christmas Day
- 31 New Year's Eve







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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.

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