

NOVEMBER 2020

TEXAS

in Bloom



Making Texas Floral Education Possible

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

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."

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.

TSFA 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 Classroom

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



TSFA *On Demand* is brought to you free with continued support of the Texas Floral Education Underwriters. 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



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Save The Date



Transformations

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June 25-27, 2021
The Westin Galleria Houston
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Chair Gina Waters AAF TMFA

TEXAS

Floral

2021 • SHOWCASE • 2022

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?!"

Advanced Education

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 PFCI NDSF

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.

Ian 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.

Ian'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.

Ian 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. Ian 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.



The 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.

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Pat Becker AIFD TMFA
PS Designs

Jennifer Nelson TMFA
Cypress Fairbanks ISD

The committee 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.



Educational Development

Professional Certification



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 Policies
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

Scholarships

To Contribute to the Texas Floral Endowment
Visit http://tsfa.org/endowment_contributions

TSFA recognizes these Texas High Schools and School Districts participating in Certification



**Participating in Level 1
Floral Design Certification**

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Wylie

High School Certification

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 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!



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

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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AAF AIFD PFCI TMF
AIFD Foundation CEO



Ken Senter AIFD
AIFD National Board
of Directors



Nicola Parker AIFD TMFA
AIFD South Central
Regional Chapter President



Marisa Guerrero AIFD
AIFD South Central
Regional Chapter Vice President
AIFD Focal Points Editor



Alan Masters AIFD
AIFD South Central
Regional Chapter Secretary



Debbie Gordy AIFD TMFA
Teleflora Regional Unit Director



Jodi McShan AAF CFD TMF
North Texas Teleflora
Unit President



Ace Berry AIFD
AIFD South Central
Regional Chapter Board
Member



Sheri Jentsch AIFD TMF
AIFD South Central
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Michael McCarthy AIFD
AIFD South Central
Regional Chapter Board
Member

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Zoom! Roses

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The Value of TSFA Membership

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

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New Members

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 *Virtual 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

Advertisers

Back Cover TSFA School of Floral Design | 512.528.0806 | www.tsfa.org

Inside Cover Texas Floral Education Underwriters

- 5 Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
- 5 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 5 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 5 Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
- 5 The Flower Forrest | 210.822.6766 | www.flowerforrest.com
- 5 The Florist, LTD | 940.483.1800 | www.thefloristltd.net
- 5 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
- 5 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 5 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com



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

TEXAS in Bloom

The Texas State Florists' Association is annually
required to print this Statement of Ownership.

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18. Signature and Title of Editor, Publisher, Business Manager, or Owner

Dianna Nordman, Editor
Dianna L. Nordman, Editor

Date
09/24/2020

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