

NOVEMBER 2017

TEXAS

in Bloom





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shoppers into
buyers

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Texas in Bloom

NOVEMBER 2017 | VOLUME XXXXIII | NUMBER 11

From the President



Debbie Woltmann TMFA

Building member success is at the heart of TSFA's mission. Every florist needs to continually apply themselves to learning more about floral design, trends, new varieties of flowers, business operations, marketing and social media. Set yourself apart from the status quo. Attend a Texas Floral Showcase. Plan now to attend the Texas Floral Forum in July! Take certification classes. Become a Texas Master Florist!

Expectations are far greater these days than in the past. Social media and the internet, with its worldwide reach, has placed photos of gorgeous flowers in everyone's vision. Information is readily available for your customer to read, observe, and learn. The consumer is educated about our product. Today's consumer is wise.

There are opportunities to expand sales and broaden your market as well as narrow your market. Take a hard look at your business and decide if you should be an all occasion florist or are you better suited as an event florist. Look at the various opportunities to truly discover what works best for you. Well thought out decisions contribute to your success. Success opens opportunities for increased profit and a stronger long term business plan.

The retail industry at all levels is smarter, stronger, and more competitive than ever before. Educate yourself! Stay up to date with the trends. Read, study, listen, watch, follow! There are many avenues providing information including the internet, magazines, classes, television shows, television commercials, chat groups, bloggers, your clients, celebrity decorators and designers. Identify the trends! Find the Inspiration! Seek out classes for skills needed to develop the business you want to have. Identify key employees to share in the involvement to contribute to the overall success.

Keep your finger on the pulse of leading edge floral design. The world is so fast these days. Everything is coming at you from all directions. All at once. Knowledge of all that is new will brighten your work and give you a fresh perspective to offer flowers that satisfy your customers. When you shine, people notice and want to buy from you.

The successes of our Texas florists are proof of the power of teaming with our growers, wholesalers, suppliers and manufacturers as Texas Floral Education Underwriters to make the educational opportunities available for you. They succeed if you succeed.

Smart florists are constantly applying themselves to be the best taking advantage of educational opportunities offered by TSFA. Make plans now to immerse yourself and attend all that you possibly can!!!

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NEW MEMBERS

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

P.O. Box 170760 | Austin, Texas 78717 | 512.834.0361 | FAX 512.834.2150 | 800.375.0361 | www.tsfa.org | E-mail txsfa@sbcglobal.net

TSFA BOARD

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Publisher and Managing Editor | Dianna Nordman AAF
Editor | Lynn Lary McLean AAF AIFD PFCI TMF
Administrative Assistant | Carole Sayegh
Receptionist | Rita Hudson
Production | Graphics by Kandi, Inc.
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The Value of TSFA Membership

Cultivating Member Success and a Strong Floral Community for 103 Years!

Continuing Education | Professional Certification | High School Certification | Education | Scholarships | Competition
Promotion & Marketing | Volunteer | Involvement | Networking | Legislative | Recognition | Insurance | Savings
Support | Sharing with One Another | Supporting One Another | Social

Professional Development

In 2016 - 2017 TSFA has reached 1,118 individuals through our established educational platforms offering a variety of opportunities for professional development for Texas florists.

The Texas Floral Showcase travelled Texas with record attendance! The Texas Floral Expo was the highlighted floral event of the summer!

As we look to 2018, the strength of programming will continue to exceed expectations! Click to Your Calendar and post today to attend a Texas Floral Showcase in your area! Then scroll to July 13-15 and post to attend the Texas Floral Forum when signature personality and celebrity stylist David Tutera spends a day with Texas florists!...and that's not all!!! We can hardly wait to Reveal the Rest!!!

The TSFA Education Committee leads the way to significant updates and rewrites on the Professional Certified Florist Certification. The addition of new subjects adds to the relevance of the certification. This opportunity for Professional Certification will reach not only Texas florists but also those across the nation registered in this program.

The High School Level 1 Certification expansion to a Level 2 Certification continues to be strong. Level 1 Certification Program embraced the interest of Texas High School youth with the TSFA Education Committee testing 5,022 students in 2016 and 2017. 45 were tested in Level 2 Certification.

The Texas School of Floral Design educated 71 students in classes offered in 2016 - 2017.

Opportunities for professional development were experienced in other areas as collectively we work to sell more flowers! The success of our efforts led to additional possibilities with the Dallas Market Center and Florescence at the Museum of Fine Art in Houston with an additional 3,000 experiencing Texas educational offerings.

The success of our social media highlighted all that we accomplished and more, reaching over a half a million this year and over 4,049 followers with these numbers still climbing today!



Texas Floral Showcase in the
East Texas Region
January 24, 2018
Longview
Chair Patty Fair

Texas Floral Showcase in the
Metroplex Region
April 11, 2018
Fort Worth
Chair Kelly Norvell AIFD TMF

Texas Floral Showcase in the
West Texas Region
October 3, 2018
Lubbock
Chair Kassie Baker TMF

July 13-15, 2018
South Shore Harbour Resort
and Conference Center
League City
Chair René Johnson



Texas Thanks Tim Farrell



Tim Farrell AIFD AAF PFCI exceeded expectations in his presentation that provided a strength of programming for the 2017 Texas Floral Showcases! With his knowledge of design combined strategically with his accounting background and long term business success he had what it takes to take the lead on this multi level subject that is most important to the success of today's retailer.

With a marketplace that offers our customers expanded options *Exceeding Expectations* is a key to successful retailing. *Exceeding Expectations* in every component of the business is a must to insure success today. Whether it be the quality and variety of product or the visual value of design or perhaps it is the first impression entering the front door

or the receipt of the florals that are delivered out the back, each and every aspect of retailing and the importance of *Exceeding Expectations* was addressed in this well thought out presentation.

Texas is grateful to presenter Tim Farrell for traveling Texas and sharing not only his incredible design talent but also his business savvy offering a knowledge based performance that will long make a difference in the businesses of all who attended this incredible presentation!



Exceeding Expectations as we traveled across the state!

The incredible programming this year and record participation is largely credited to the outstanding presenter Tim Farrell AIFD AAF PFCI. This program written exclusively for Texas far exceeded our expectations. The content provided knowledge for professional development to lead the way to expanded business opportunities!

In addition to the overall support of the Texas Floral Education Underwriters, these companies have partnered with Texas and *Exceed Expectations*.

Acolyte | Design Master Color Tool, Inc.
Go Texan | J.B. Parks Wholesale Florist
Priest International, Inc. | Oasis Floral Products
Rio Roses | Southern Floral Co. | TSFA Past Presidents
TSFA Growers Division

Texas Thanks You

for not only providing the product to make these ideas profitable to produce but also for the additional funding to bring these ideas to Corpus Christi, Waco, and Houston.

A special thank you to each local chair and to the design assistants and committee in each local area that contributed to the overall success of the event! Thank you for giving so generously of your time and talent to elevate the event. Your dedication is reflected in the record attendance in each area! Texas Proud!

EXCEEDING EXPECTATIONS IN THREE REGIONS OF TEXAS

Texas Floral Showcase in the Gulf Coast Region

January 25, 2017
Emerald Beach Hotel | Corpus Christi
Chair Debbie Castro

Texas Floral Showcase in the Central Region

March 29, 2017
The Baylor Club | Waco
Chair Tom J. Wolfe Sr.

Texas Floral Showcase in the Southeast Region

June 7, 2017
The Houston Racquet Club
Chair Amy Neugebauer TMFA

Texas Announces the 2018 Texas Floral Showcase

Presenter Sharon McGukin



Texas is *Trending* and Sharon McGukin will be with us throughout the year as she travels to the three Texas Floral Showcase locations. This presentation will highlight the *Trending* points that retail florists must learn, understand, and apply to stay in business. This well researched presentation written exclusively for Texas will take us to the top!

Sharon McGukin AIFD AAF PFCI inspires others to 'celebrate life with flowers'. She is nationally known for her floral expertise, southern charm, and energetic connection with audiences as an entertaining and informative speaker.

She began her career as a small town florist with floral adventures leading her around the world. She has consulted in Asia for the home décor industry and presented flower demonstrations and tracked floral trends across the United States, Canada, and Europe. From decorating floats at the Rose Bowl Parade to designing flowers for the White House, this floral fashionista has lots of flower stories to share.

Within the floral industry, Sharon is quite involved. She is the Smithers-Oasis Design Director and Floral Blogger. She is a Past President of the American Institute of Floral Designers. She is a member of Professional Floral Communicators International and recognized in the American Academy of Floriculture. She often contributes articles or design tips for industry and lifestyle magazines, national newspapers, and blogs.

Sharon and her husband, Tim, live in Carrollton, Georgia. They enjoy a busy life filled with grandbabies, grandpuppies, gardening, and large, noisy southern mealtime gatherings of family and friends.

Texas is delighted to welcome Sharon McGukin to Texas!



**Register Today for the First
Texas Floral Showcase in 2018 and Save!**
For Complete Information and To Register Visit tsfa.org.

Texas Floral Showcase
January 24, 2018
Hilton Garden Inn
Longview, Texas

6:00pm | Shop the Product Gallery and see all that is New!
7:00pm | Dinner and Time to Network
8:00pm | Sharon McGukin to present *Trending*
9:30pm | Purchase a Design from the Program to support
Texas Continuing Education

Register by January 1 and Save!
Save \$19.50 as a TSFA member

Staying the night in Longview?
TSFA has a special rate of \$119.00 at the Hilton Garden Inn.
Visit tsfa.org for complete information.



Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



Our Business Is Blooming!



Past Presidents



BRONZE



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

Experience Expo Education

This feature will highlight education experienced during the Texas Floral Expo. Just in time for fall, John Hosek offers ideas with easy to do techniques to upscale your every day designs! Create and Cluster these several designs for merchandising impact! Bring these into the shop to add to the experience that we know is important to the consumer of today!



This design was created in a bamboo container offered by Teleflora. Creating a sheltering technique with the Italian Ruscus reflexed over the design expands visual space and highlights the Cymbidium orchids in the design. The succulents and hypericum berries are among the several textures that reflect the season and add interest to the design.

This Phoenix styled design, with vegetative influence and a simplistic focal, features Cymbidium orchids to ground the expansive tea leaf treatment extending from the focal. The reflexed leaves with the tips curled under use either an Oasis UGlue Dash to hold in place or pin as another option. This treatment balances the horizontal while expanding visual space. The vertical line carries color upward and with little product creates a wow. Of course the Oasis floral foam supports the multiple insertions.



The beauty of Accent Décor containers elevate to floral art with the simplicity of a mono floral featuring echeveria. The glass crystals placed in the base of each container give visual weight and color to the design. Perfect to accent a cocktail table in today's home or to place repetitively down a gathering table for an evening dinner party, this idea opens multiple possibilities.



In this design the banding technique reinvents our standard glassware to create something new. Using some of the eco-friendly packaging from Accent Décor along with aspidistra leaves creates a decorative exterior to the vase. Adding the Cymbidium blossoms to create interest elevates the idea in development in a highly creative application. A different twist with floating candles inside the containers sets you apart from the rest! Let this be a reminder to always be looking at what we use everyday with a sense of style and just what can we possibly do different to expand an idea and use an everyday product in a different way!

Thank you John Hosek for the amazing presentation at the Texas Floral Expo and for sharing these additional tips and techniques with Texas!

Thank you Gold Level Founding Texas Floral Education Underwriter Teleflora for believing in the importance of continuing education and for the support offered to Texas!





July 13-15, 2018
South Shore Harbour Resort
and Conference Center
League City, Texas



David Tuter is the Signature Personality for the
2018 Texas Floral Forum

JULY 14TH IS THE DAY!!!

From *Time with Tuter* to start the morning to a *Trending Main Stage Presentation* followed by a *Step and Repeat*, with plenty of time for pictures, you will be entertained, educated, and amazed.

An intimate evening with cocktails and dinner and wedding bouquets elegantly presented will complete what we know will be a day long to be remembered. Thank you David Tuter for scheduling Texas in 2018!!....and this is only the beginning!!

Watch the subsequent issues as we roll out the complete programming for the Texas Floral Forum!

This presentation is brought to you by Texas State Florists' Association and underwritten by

PLATINUM



Continuing Education



The TSFA Education Committee leads the way to significant updates

and rewrites of the Professional Certified Florist Certification. The addition of new subjects adds to the relevance of the certification. This opportunity for Professional Certification will reach not only Texas florists but also those across the nation registered in this program.



In Texas, the Professional Certified Florist Program is referred to as the Texas Certified Florist Program. This program currently consists of six design and six management classes and workshops with updates and additional components in development. This certification will expand upon the completion of the rewrites. Upon successful completion of the classes an individual may test to become a Texas Master Florist.

The Texas Master Florist Certification was first awarded in 1981. In 2017 eight TSFA members were acknowledged and awarded certification.

Nine of the Texas Certified Florist Courses are now available online for students registered in the Texas Certified Florist Program. The three hands-on courses must be taken in a classroom setting offered prior to the June Texas Master Florist testing. All Texas Master Florist candidates passing the exam in June will receive their TMF credentials during the Stars of Texas Awards Luncheon scheduled during the Texas Floral Forum in July.

The 2017 Graduates are:

Yolanda Amos TMF	Abel Gonzalez-Mencio TMF
Teia Bennett TMF	Tina Jackson Hill TMF
Mary Ann DeBerry TMF	Debbie Lyon TMF
Jennifer Gildon TMF	Jodi McShan TMF



The Texas Master Florist Advanced Certification

The Texas Master Florist Advanced Certification is one of the most comprehensive educational programs offered in the floral industry. This unique opportunity is designed for members who have already obtained the prestigious Texas Master Florist designation. The Texas Master Florist Advanced Certification Program of professional excellence is presented through comprehensive hands on workshops and seminars. Texas recognizes Kimberly Murphy who received this designation in 2017.

Professional Certification

Kimberly Murphy receives *Texas Master Florist Advanced Certification*

Two life changing moments have taken place for TSFA member Kimberly Murphy TMFA. She received Texas Master Florist Advanced Certification during the Texas Floral Expo in July and married the love of her life James Prater in October!

Congratulations Kimberly Murphy who we will now come to know as Kimberly Norman Prater!

Born and raised in Abilene, Texas, Kimberly grew up in the flower shop managed by her father, TSFA long time member Gary Norman. As years went by she helped at the Christmas Open House every year, not ever once thinking that she would follow in Dad's footsteps. After high school, she taught pre-school and directed the after school program for 8 years. In 2005, her Dad opened Gary's Floral Gallery, and Kimberly joined the staff. The spark



In 2016, she joined over twenty designers from around Texas to create bouquets for over 1300 brides during David Tutera's *Your Wedding Experience* in Houston. Later that year, she completed her Texas Master Florist Advanced Certification and was awarded her gold pin at the 2017 Texas Floral Expo in San Marcos.

Becoming the only Texas Master Florist with an advanced credit in Abilene and several surrounding areas, to Kimberly, those are not just some letters behind a name. The certification exemplifies a serious approach to a craft that enables her with confidence to showcase her art.

She has two beautiful daughters. Kaitlyn is a freshman at Hardin Simmons University, and Mariyah is a freshman at Cooper High School.

*Flowers are
sunshine,
food, and
medicine
to the soul.*

~ Luther Burbank



ignited that very first year and she was soon immersed in learning as much as possible about the floral industry.

In 2007, Kimberly earned her Texas Master Florist certification. She became involved in several committees for TSFA to include the Education Committee, the Industry Relations committee, and has occasionally written articles for the *TEXAS in Bloom* publication. Most recently, she captured the moments shared when we were all *Surrounded by Love* in the presentation by Jacob McCall during the Texas Floral Expo. The credit due Kimberly was incorrectly noted in the September issue. Many thanks to Kimberly for sharing her writing talents with TSFA.



TSFA recognizes these Texas High Schools participating in Certification



Texas High Schools Participating in Level 1 Floral Design Certification

Akins High School
Alba-Golden High School
Allef ISD
Allen High School
Angerton High School
Azle High School
Banquete H.S.
Belton HS
Ben Barber HS
Big Sandy
Birdville Technology
Blue Ridge
Bonham
Brazos High School
Breckenridge HS
Brewer HS
Bryan High School
Bullard ISD
Bryon P Steele
Byron Nelson HS
Calallen ISD
Caldwell High School
Caney Creek HS
Canton High School
Canyon High School
Canyon Lake High School
Carroll Senior High
Cedar Park High School
Center High School
Central High School
Cesar Chavez High School
CH Yoe
Chapel Hill High School
Cinco Ranch High School
Clear Springs High School
Clifton Career Development School
Coldspring HS
Coldspring-Oakhurst High School
College Station High School
Como-Pickton HS
Cuero High School
Cy-Fair High
Cypress Falls High School
Cypress Woods High School
Dawson HS
East Central FFA
Eaton High School
Edinburg High School
Edna
Floresville
Friendswood High School

Frost Technical
Gatesville
George West High School
Gilmer HS
Gonzales High School
Grapevine HS
Greenville High School
Guthrie Center
Harmony HS
Hendrickson High School
Henderson
Jacksonville High School
James E Taylor HS
James Madison HS
Jersey Village HS
Judson High School
Katy High School
Kingwood Park High School
Klein
Klein Collins HS
Klein Forest HS
Klein High School
Kingwood Park
Kouontze ISD
Lago Vista High School
Lanier High School
La Porte HS
Leander High School
Louise ISD
Lubbock Coronado High School
Luling High School
Magnolia High School
Magnolia West High School
Manor High School
Marcus High School
Marion ISD
Martinsville ISD
Maud ISD
McAllen ISD
McKinney Boyd HS
Medina Valley High School
Millsap HS
Mineral Wells High School
Montgomery HS
Mount Pleasant High School
Muleshoe ISD
Naaman Forest High School
Nacogdoches High School
Navasota
New Caney
Nimitz High School
North Hopkins ISD
North Lamar ISD
Northwest High School
O'Donnell HS
Palo Duro HS
Pearland High School
Pflugerville High School
Plainview HS
Plano
Plano East Senior High
Plano West Senior High
Pleasanton ISD
Prairie Land ISD

Prosper High School
Quitman ISD
Rice Consolidated
Rio Vista HS
Rouse High School
Royce City
Rusk High School
Saltillo ISD
Sam Rayburn
Samuel Clemens High School
San Marcos CISD
Santa Gertrudis Academy HS
Schulenburg ISD
Seven Lakes High School
Shepherd High School
Shoemaker HS
Skyline High School
Somerset High School
South Grand Prairie
Southwest ISD
Splendora High School
Stoney Point High School
Sulphur Springs High School
Sweeny High School
Tascosa HS
Tomball High School
Tomball Memorial HS
Tompkins High School
Troup
Turner High School
Van
Vandegrift High School
West Hardin
Whitehouse
White Oak
Woodville HS



Texas High Schools Participating in Level 2 Floral Design Certification

Atkins
Banquette
Big Sandy
Gonzales
Jacksonville HS
James Madison
Klein Forest HS
Louise HS
McKinney Boyd HS
Mule Shoe ISD
Nimitz HS
Rusk HS
Skyline

High School Certification

Texas Co-Chairs meet with TSFA Leadership

The Education Co-Chairs and TSFA leadership work together, making it possible for the Texas State Florists' Association to offer the very best educational opportunities in the country.

Please visit tsfa.org for the classes scheduled to advance your floral design talent!



From Left to Right: TSFA President Debbie Woltmann, TSFA Past President and Education Committee Co-Chair Debbie Gordy, TSFA Past President and Education Committee Co-Chair Debbie Wright, TSFA Past President and Former Education Committee Co-Chair Judy Rutledge, TSFA Retail Director, Instructor, and Education Committee Co-Chair Cheryl Vaughan, TSFA Past President and Education Committee Co-Chair Pam Fuller, TSFA Past President and Education Committee Co-Chair Bruce Easley, TSFA 1st Vice President Tom Wolfe Sr.

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

Bruce Easley AAF TMFA, Co-Chair
Mabank

Pam Fuller AAF TMFA, Co-Chair
Bloomer's Flower Shop | Harlingen

Debbie Gordy AAF AIFD TMFA, Co-Chair
Compton's Florist | La Porte

Cheryl Vaughan TMFA, Co-Chair
Creative Petal Designs | Lytle

Debbie Wright AAF TMFA, Co-Chair
Enchanted Florist | Pasadena

Sandy J. Alford TMFA
Bloomstreet | Wimberley

Yolanda Amos TMF
Houston

Joshua Anderson TMFA
James Madison High School | San Antonio

Kassie Baker TMF
House of Flowers | Lubbock

Pat Becker AIFD TMFA
PS Designs | Austin

Teia Bennett TMF
Blumen-Meisters | New Braunfels

James Burrage TMF
Dazzled By Deams | Georgetown

Shawn Coyle TMF
Dallas ISD Skyline Career Dev. Center
Dallas

Marry Ann DeBerry TMF
The Florist Ltd. | Denton

Ed Fimbel TMFA
Northlake

Able Gonzalez-Mencio TMF
Acolyte | La Feria

Gayle Johnson AAF TMFA
Sugar Land

Lupe Martinez TMF
Brandon's Flowers | Pampa

Jodi McShan AAF TMF
McShans Florist | Dallas

Kimberly Murphy TMFA
Gary's Floral Gallery | Abilene

Amy Neugebauer AIFD TMFA
The Blooming Idea | Spring

Susan Piland TMF
Susan Piland Floral Studio | Mesquite

Brandon Richards TMF
Brandon's Flowers | Pampa

Courtney Rosenbalm TMF
Gilmer

Sheri Sandlin TMFA
Baytown

Marilyn J. Schuenemann AIFD CFD
Moore Design Styles, LLC | Leander

Gina Waters AAF TMFA
The Flower Forrest | San Antonio

Principles & Elements Curriculum



Principles and Elements of Floral Design Teacher's Edition Curriculum continues to offer the high school floral design students the needed student projects, worksheets, thinking questions, and economical hands on classroom design ideas and more to prepare those interested in a career in floral design the skills needed to be the very best entry level employee for today's floral business.



TSFA teaches the fundamentals of design. Flowers, books, and tools are provided in the low tuition cost. Classes are kept small providing personal instruction. Students will take the designs home as a reminder of all accomplished through understanding the beginning techniques that may be used to advance a career in floral design.



The Texas Floral Endowment congratulates the following 2017 Scholarship Recipients.

Allied Florists of Houston Scholarship Honoring
Lavon Bankhead AAF AIFD PFCITMFA
Recipient | Yolanda Amos TMF
Donor | Allied Florists of Houston

Allied Florists of Houston Scholarship Honoring
Sheri Montgomery White AAFTMFA
Recipient | Allison Hengst
Donor | Allied Florists of Houston

Floriology Institute Scholarship In Memory of Mildred E. Riddle
Recipient | Mary Ann DeBerry TMF
Donor | BloomNet

FTD Boot Camp Scholarship
Recipient | Mary Ann DeBerry TMF
Donor | FTD

Judy Rutledge AAFTMFA Education Scholarship
Recipient | Katherine Keltner
Donor | Texas State Florists' Association Education Committee

NAFA Designer of Year
Recipient | Debbie Lyon TMF
Donor | Texas Floral Endowment

SAFD Floral Career
Recipient | Yolanda Amos TMF
Donor | Society for the Advancement of Floral Design

Texas State Florists' Association Past Presidents' Scholarship
Recipient | Payton Blackwood
Donor | Texas State Florists' Association Past Presidents

Texas State Florists' Association Texas Floral Expo Tuition
Recipient | Payton Blackwood
Donor | Texas State Florists' Association

Texas Floral Endowment Memorial
Recipient | Miami Robertson
Donor | Texas Floral Endowment

Tubby Adkisson AAFTMFA Educational Scholarship
Recipient | Lydia Clavero
Donor | Texas Floral Endowment

Additional Scholarship Opportunities that are funded include:

Freytag Family Education Scholarship in
Memory of Ann Hobbs TMF

Sheri Renee Montgomery White AAFTMFA Scholarship

Mary Ann DeBerry TMF

It was such an honor to have been awarded the FTD Bootcamp Scholarship and the Floriology Institute Scholarship in memory of Mildred Riddle.

I look forward to receiving the FTD schedule of classes to finalize my registration! I hope to attend the Floriology class in June 2018 that provides the information to prepare for CFD and AIFD qualifications. The Texas Designer of the Year Competition inspired me to complete these applications which resulted in these opportunities. It is a special honor to be a member of TSFA and to have earned my Texas Master Florist.

Cheryl Vaughan TMFA

I was honored to receive the Floriology scholarship in 2016! It is always inspiring to learn from Jackie Lacey AIFD. I also learned from the others taking the class with me. The class helped me see my strengths and weaknesses. Our strengths were acknowledged while information was shared to assist to overcome the weaknesses. It is so exciting to grow and to learn new techniques and ideas. It is even more exciting when these techniques are brought to my daily work! Thank you TSFA and the Texas Floral Endowment for the countless opportunities!

To Contribute to the Texas Floral Endowment is a wonderful way to...

Honor one who has made a difference
Memorialize an extraordinary person
Celebrate a special occasion

Your generous donation will help the TFE offer floral industry members educational scholarships. Enclosed is my tax-deductible donation.

My gift is (select one):

in **honor** of _____

In **memory** of _____

To **celebrate** _____

☐ Birthday ☐ Thank You ☐ Anniversary ☐ Special recognition
☐ Birth ☐ New Business ☐ Baptism ☐ Graduation
☐ Wedding ☐ Bar/Bat Mitzvah ☐ Holiday gift
☐ Veterans Day ☐ Quincenera ☐ Other _____

Please send acknowledgment of this gift to:

Name _____

Address _____

City _____ State _____ Zip _____

Notification of gift is sent immediately. The amount remains confidential.

DONOR:

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Make checks payable to: Texas Floral Endowment

PO Box 170760 • Austin, TX 78717 • Phone: (512) 834-0361

Scholarships

Debbie Lyon named 2017 Texas Designer of the Year

Competition design is both exciting and exhilarating but I also find it educational. My creativity grows exponentially with each competition. In competition I am required to refine my time and product management, while keeping my design technically precise. No one enjoys being evaluated, but with the ability to accept constructive comments I am better able to apply the principles and elements of design in my work. I am always amazed by the creativity of the competition, and surprised at how many different designs are produced from the same product. Every new technique becomes part of my repertoire. In competition, everyone is a teacher and everyone is a student. I compete to challenge myself. I am not willing to remain unchanged. I compete to force myself to grow because if you stop growing you have nothing left to offer.

Debbie Lyon TMF



TSFA ANNOUNCES THE

2018 Texas Designer of the Year Competition

to be held in conjunction with the 2018 Azalea Trail Blossoms on the Bayou and featuring guest author and former White House florist Laura Dowling



Saturday, March 3, 2018

Lora Jean Kilroy Visitor and Education Center at Bayou Bend
Houston, Texas

The Texas Designer of the Year Competition is the longest running and most prestigious competition in Texas with the winner representing Texas in the National Alliance of Floral Associations National Design Competition.

The first ten designers to complete registration will compete in Blossoms on the Bayou.

To enter this Prestigious Competition visit tsfa.org for complete information. Download the Entry form and mail the completed form with the entry fee to:

Texas State Florists' Association | PO Box 170760, Austin, TX 78717

or email the form to txsfa@sbcglobal.com

and contact the office 512-834-0361 to make payment.



TSFA reached over 3,000 consumers in this most important event.

A Texas Thank You to TSFA Past President Susan Weatherford who chaired this event, to the Designers who shared their extraordinary talent and to the Judges who brought a level of expertise to the competition.

TSFA shined because of this representation and we are so grateful for the opportunities provided to our members as they shared the love of the art of flowers with all who attended !



Florescence is one of the largest competitive national flower shows sanctioned by The Garden Club of America in the United States, presented by The Garden Club of Houston, River Oaks Garden Club & The Museum of Fine Arts, Houston.

Florescence staged floral & horticultural arrangements by garden club experts, renowned floral & garden designers & other noted personalities. Many of these flower arrangements were interpretations of masterpieces from The Museum of Fine Arts, Houston's permanent collection.

TSFA was honored to have four members represent our association in...

Florescence WAVES "Art by Invitation-America's Cup"

April 25-26, 2017

These designers had a rare & extraordinary opportunity to showcase their individual talent & passion through masterpieces of floral artistry they created to exhibit. Their inspiration for interpretation was derive specifically from the artwork assigned to our Association's Division & Class. (Division: VI • Class #3)

The four Members chosen to represent TSFA...



Fabian Salcedo
Designer
F² Floral Designs, Austin



Stacey Rene'
Owner
SR, Tomball
(A Division of Cornelius Florist NW)



Rene' Johnson

Owner
Lush Flowers, Clear Lake



Alan Masters AIFD CFD

Designer
Compton's Florist, La Porte



The Panel of TSFA Judges for Florescence/TSFA awards were...

Debbie Wright AAF TMFA
Enchanted Florist, Pasadena

Gayle Johnson AAF TMFA
G. Johnson's Floral, Houston

Pat Becker AIFD TMFA
PS Designs, Austin & Instructor at
TSFA School of Floral Design, Austin

TSFA Chair for Florescence ... **Susan B. Weatherford**

Immediate Past President of TSFA & Vice President of Southern Floral Company, Houston

TSFA Florescence Support ... **Dianna Nordman** AAF

Executive Director of TSFA, Austin

TSFA Floral Events Coordinator ... **Lynn Lary McLean** AAF AIFD PFCI TMF

Owner-Lynn Lary McLean LLC, Frisco



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Blumen-Meisters | 830-629-1604

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The Flower Market | 979-836-2252

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Zoom! Roses | 817-226-3459

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The Flower Forrest | 210-822-6766

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Clay Honeycutt
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Melanie Kay Hugele
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Kroger | 832-963-2034

Alan Masters AIFD CFD
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Gary's Floral Gallery | 325-695-7000

Amy Neugebauer AIFD TMFA
The Blooming Idea | 281-465-8740

Grace Peterson
Woodshed Works Gifts & Flowers
940-567-3504

Susan Piland TMF
Susan Piland Floral Studio
214-564-9117

Patricia Viviana Valverde
832-794-1219

Gina Waters AAF TMFA
The Flower Forrest | 210-822-6766

Investment Committee

Patrick Berry
Vickery Wholesale Greenhouse
214-824-4440

Ken Freytag
Freytag's Florist | 512-345-4142

Gayle Johnson AAF TMFA
713-249-7460

Mary McCarthy AIFD TMFA
The Blooming Idea | 281-465-4288

Elaine Nevarez
Elaine's Florist & Gift Baskets
713-661-6788

Hein Verver
Zoom! Roses | 817-226-3459

Tom J. Wolfe Sr.
Wolfe Wholesale Florist, Inc.
254-752-3351

Legislative Committee

Patrick Berry
Vickery Wholesale Greenhouse
214-824-4440

Chad Freytag
Freytag's Florist | 512-345-4142

Pat Houck
House of Blooms | 281-451-7744

Tiffany Houck
House of Blooms | 281-451-7744

Jodi McShan AAF TMF
McShan Florist | 214-324-2481

John Priest
Priest International, Inc.
972-620-9889

Jack Weatherford
Weatherford Farms, Inc.
281-498-7261

Nominating Committee

Bruce Easley AAF TMFA
903-880-2955

Pam Fuller AAF TMFA
Bloomer's Flower Shop
956-425-2500

Debbie Gordy AAF AIFD TMFA
Compton's Florist | 281-471-2124

Jimmy Klepac, Jr.
Klepac Greenhouses, Inc.
830-833-4574

Susan Weatherford
Southern Floral Company
713-880-1300

Debbie Wright AAF TMFA
Enchanted Florist | 713-944-4303

School Oversight Committee

Pat Becker AIFD TMFA
PS Designs | 512-422-9633

Jack Cross, Jr. AAF TMFA
Arthur Pfeil Smart Flowers
210-734-5166

Bruce Easley AAF TMFA
903-887-1571

Debbie Gordy AAF AIFD TMFA
Compton's Florist | 281-471-2124

Cheryl Vaughan TMFA
Creative Petal Designs | 512-970-3446



Lynn Lary McLean
AAF AIFD PFCI TMF
AIFD Foundation CEO



Ken Senter AIFD
South Central Regional Chapter
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Teleflora
Central Texas Unit President




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President



Alex Torres AIFD
Nicola Parker AIFD TMFA
& Gail Terrill AIFD
Presented AIFD National
Main Stage Presentation

Involvement



HEIGHTS Floral Shop, Inc.
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VICKERY
WHOLESALE GREENHOUSE

PATRICK R. BERRY
Owner

6314 Daffan Ln.
Austin, TX 78724
pberry@vickerygreenhouse.com
www.vickerygreenhouse.com

(512) 291-0400
Fax: (512) 291-0492
(800) 986-3580

AUSTIN



Jimmy Klepac

Ph: (830) 833-4574
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P. O. Box 790
Blanco, Texas 78606
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PATRICK R. BERRY
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4911 East Grand Ave.
Dallas, TX 75223-2209
pberry@vickerygreenhouse.com
www.vickerygreenhouse.com

(214) 824-4440
Fax: (214) 827-4321
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MIAMI

Legislative

SIX TEXAS DESIGNERS INTERPRET THE TIMES THAT
SIX FLAGS FLEW OVER TEXAS AT TSFA

Legislative Action Day

TEXAS STATE CAPITOL | AUSTIN, TEXAS



Six designers shared their amazing talent interpreting the times that each of the six flags flew over the state of Texas at the recent Texas Legislative Action Day in Austin. Displayed in the ground floor of the Rotunda, each design was staged in a gallery concept with the representative flag alongside. The amount of research and creative thought that went into the planning of the event was evident in the interpretations. Chair Chad Freytag and Legislative Committee members Tiffany Houck and Jodi McShan attended with great enthusiasm. Past President Jimmy Klepac, Past President and Grower Director Pat Berry, TSFA Board member Sandy Alford, and TSFA member Clay Honeycutt joined the committee throughout the day to greet State Senators, State Representatives, and those staff members who took the time to share their day.

TEXAS HONORS OUTSTANDING INDIVIDUALS FOR *Service to the Industry*

Please refer to the September issue of
Texas in Bloom for the complete
recognition and presentation.



**Ed Fimbel TMFA is Awarded the
Jim Orr Volunteer Spirit Award**

**Bruce Easley AAFTMFA is Recognized for
Lifetime Achievement
TSEA Lifetime Achievement Award**



**BloomNet President Mark Nance AAF
is inducted into the Texas Hall of Fame**

**Rio Roses and
Texas State Florists Association honor
Lynn Lary McLean AAF AIFD PFCITMF
with a Rose named *Lynn***



Recognition

Insurance

Texas State Florists' Association Insurance Programs:

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- **Individual Health Insurance**

- **Medicare Supplement Plans**

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TEXAS DEPARTMENT OF AGRICULTURE GRANT FUNDING IN SUPPORT OF TSFA

The Texas Department of Agriculture paired two Texas industries with the hope of creating increased opportunities to market combined purchases of Flowers and Texas Wine. With changes in licensing making it affordable for flower shops to add this profit center, the opportunities are endless. In 2017, focus on three areas of consumer purchasing include Romance, Hospitality, and Corporate Giving. What an opportunity for Texas florists to create gifts with flowers paired with Texas Wine!



Attendees had the opportunity to Attend a Texas Floral Showcase and join Go Texan with one of **THREE WAYS TO EARN \$100.00 CREDIT** towards a Texas Floral Expo Business or Design Course of Study



GO TEXAN.

5 attendees at the Texas Floral Showcase in each Region received \$100.00 credit towards the Texas Floral Expo when they purchased a Go Texan membership.



5 attendees at the Texas Floral Showcase in each Region received \$100.00 credit towards the Texas Floral Expo when they became a New Member of TSFA.



5 attendees at the Texas Floral Showcase in each Region received \$100.00 credit towards the Texas Floral Expo when they purchased a TABC Wine Permit.

Support

This is the season to reach out to those companies who have money to spend and need gifts to give. With a wine license these opportunities await! Whether the expression of appreciation is to one who extends an invitation to a holiday gathering or to meet the needs of a corporation saying thanks to many, the opportunities with these ideas are limitless!

The ever so talented Sheri Jentsch AIFD TMF shares these hospitality and corporate gift ideas just in time for the holidays! Thank you Sheri!!



The armature enhanced wine bottle offers a clever yet simple adornment that is easily removed to become a floral necklace, wristlet or shoulder adornment for a romantic night out.

To create this armature cut two 18" long and one 8" long pieces of Oasis decorative wire. Using a thin yarn, wrap the wire. Bind the two 18" yarn covered wires together at one tip manipulating one to show some curves. Manipulate the second wire binding the two at the other end. Leave a tail on the 8" wire and scroll the remaining. Insert this 8" wire off the center of the 18" wires binding it in. This will act as the platform to add dimension. With the armature complete, it is time to add flowers using Oasis Floral Adhesive. Once complete, shape the armature around the bottle.

Most shops have a few pew clips tossed in a drawer. If not these are available at your local floral wholesaler. Oftentimes it is an item tossed aside that provides opportunities for additional use when creative thought takes hold! Simply cover the pew clip with yarn. Place the wrapped pew clip onto the neck of the bottle of wine. Using Oasis floral adhesive secure a few florals to the pew clip providing the simplest of accent to adorn and up sell the wine!



Sometimes forgotten in floral design are the men in our lives. This floral gift with wine offers a masculine appeal while also providing an idea for corporate giving. The Crosswinds vase from Accent Décor is the inspiration for this design. Instead of a traditional opening this vase provides an opening on each side which makes it perfect for a horizontal design. Accent Decor's blue pebbles fill the base to support a planted fern and succulent. These plants remain decorative once the bottle of wine is removed from the design. A swirl of lily grass creates movement inside the vase while a circular statement of Mindollino bound with Oasis bind wire completes the exterior with florals and circular shaped Oasis Diamond Wire added for the perfect finish.



This is an easy way to create hospitality gifts for any party!! As you prepare for holiday events don't forget this one! Using a Dremel tool, hollow out each wine cork. On the back side of the corks, attach an Oasis magnet. In some, add wet Deluxe Oasis Foam and insert a viking mum. In others, add sheet moss and glue a Tillandsia. Display in a clever way on a magnetic surface!



The Clara Hanging Vase from Accent Décor offers the base for this design. These precious hanging vases have a flat back resting perfectly against the wine bottle. A simple hand tied of spray roses and unique foliage drops into the vase as a perfect way to say "Thank you"!



Supporting One Another

Texas florists are embraced with tremendous support as the floral industry steps up to assist those in need following Hurricane Harvey.

AIFD

AIFD Foundation CEO Lynn Lary McLean upon learning from TSFA Executive Director Dianna Nordman that as many as seventy five shops in the greater Houston area had been damaged as a result of Hurricane Harvey reviewed the catastrophic component in the AIFD Foundation and reached out to the AIFD Foundation Board of Trustees to work in concert with TSFA to establish the Hurricane Harvey Florist Fund. At the time of this publication over \$40,000 has been contributed. In addition, an anonymous donor, donated the funds to cover the administrative expense and the TSFA Board of Directors committed to cover the credit card expenses thus enabling 100% of the donations to be awarded to those in need. The AIFD Foundation also established the Hurricane Irma Florist Fund working in concert with the Florida State Florists' Association and the Hurricane Maria Florist Fund working in concert with the AIFD Southern Chapter.

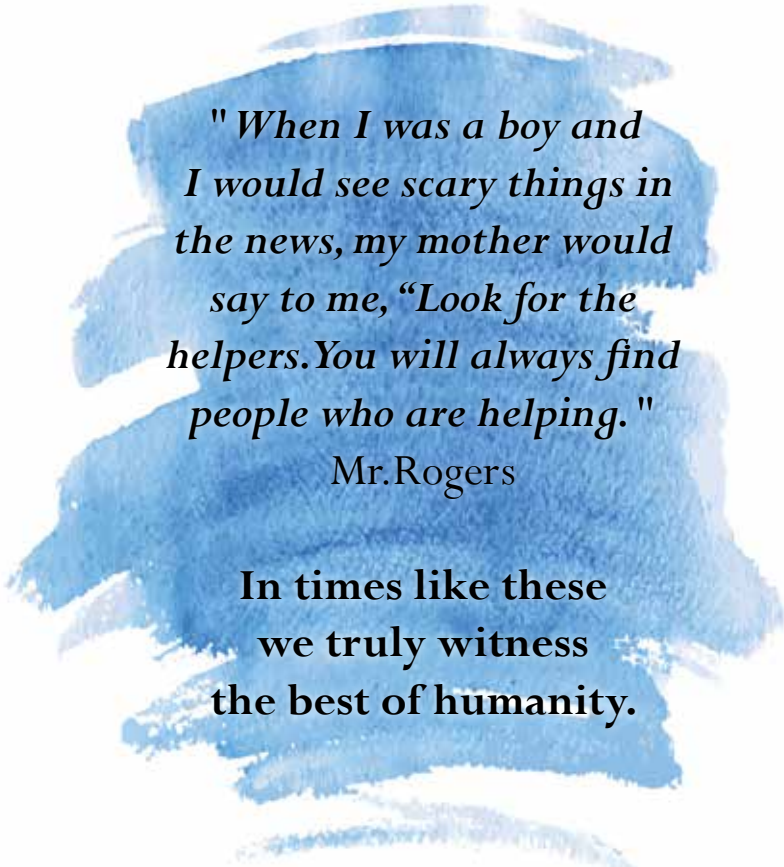
BloomNet

BloomNet collaborated with the AIFD Foundation and state floral associations to raise funds and provide support.

"Through the Hurricane Harvey Florist Fund and the Hurricane Irma Florist Fund, BloomNet is committed to taking a proactive role in assisting retail florists during this very challenging time, doing our part to help florists rebuild their shops and their lives," said Mark Nance AAF, President of BloomNet. "We're pleased that, in addition to proceeds from these funds going to florists, BloomNet will match donations made by BloomNet Florists, now through December 31, 2017."

Complementing the financial relief efforts, BloomNet has implemented a hurricane assistance plan for flower shops in Texas and Florida, working closely with shop owners to help get their businesses up and running again. As part of this effort, BloomNet has been providing shops with items such as floral supplies, fresh flowers, vases, new marketing materials, and computer equipment.

Dianna Nordman, AAF, Executive Director of the Texas State Florists' Association, stated: "We thank BloomNet, The AIFD Foundation and retail florists all over the United States for their energy, resources



"When I was a boy and I would see scary things in the news, my mother would say to me, 'Look for the helpers. You will always find people who are helping.'"

Mr. Rogers

In times like these we truly witness the best of humanity.

and generous financial support. TSFA is very grateful for all you are doing to help the florists of Texas in this time of need."

At the time of print BloomNet has also joined the efforts in support of those affected by Hurricane Maria.

CalFlowers

The California Association of Flower Growers and Shippers (CalFlowers) donated most generously to the Hurricane Harvey Florist Fund to help small businesses in the Texas floral industry rebuild after the ravages of the recent hurricane. The fund will provide relief to local flower shops, wholesalers and their employees affected by the disaster and was established by the AIFD Foundation in

concert with Texas State Florists' Association.

"We knew even before the flood waters receded that our peers in the Texas floral industry would be eager to rebuild and get on their feet again. Many of these establishments are small businesses, sometimes individually-owned, and we wanted to reach out to help them move forward with their lives," said Michael LoBue, CalFlowers Chief Executive Officer.

The donation will provide direct relief to help floral businesses with cleanup and construction costs or other storm-related losses through individual grants. The administration fees are being donated by an anonymous donor with credit card fees covered by TSFA so that 100 percent of the contributed funds will be dispersed as direct aid to affected establishments.

FTD

Most of FTD's hurricane relief efforts were done on a grass roots level. As well as helping to promote the AIFD Foundation's hurricane relief funds, the local field team made personal phone calls to all FTD Members in the affected areas. In addition to our corporate donations to the Hurricane Harvey Florist Fund and the Hurricane Irma Florist Fund, FTD matched employee's personal contributions made to our charitable partner, Good360 up to \$25,000. Good360 is an experienced disaster recovery agency working with corporations and local agencies to deliver emergency and recovery supplies. Along with FTD's corporate and employee cash donations, our distribution center in Dallas is serving as a hub for the flow of supplies being sent to Texas. Good360 is using our Dallas warehouse space and shipping containers to store and process donations for victims over the next 2-3 months to support disaster relief. FTD employees from all U.S. offices and all distribution centers also participated in an employee drive to provide basic necessities such as blankets, pillows, toothbrushes, toothpaste, socks, etc. All these items were also shipped to the DC in Dallas to be distributed by Good360.

WFFSA

The Wholesale Florist & Florist Supplier Association, known to the floral industry as WFFSA, contributed most generously to the Hurricane Harvey Florist Fund established by the AIFD Foundation in concert with Texas State Florists' Association.

"WF&FSA's Board of Directors voted unanimously to support this initiative and offer our financial assistance to those in the floral industry who have been devastated by the catastrophic flooding of Hurricane Harvey," stated Santiago Cock-Rada, general manager of Liberty Blooms and president of WF&FSA. "Our hearts go out to those affected by Hurricane Harvey and as an association, we felt it was our duty to help our colleagues in the floral industry begin to rebuild."

The Wholesale Florist & Florist Supply Association (WF&FSA) is an international association comprised of wholesalers, suppliers, growers, importers and shippers of cut flowers, greens, plants and florist supplies and is headquartered in Annapolis, Maryland. Find out more at www.wffsa.org.

Countless Individuals

Florists in Texas and throughout the nation contributed to help those in need.

**To donate to the
Hurricane Harvey
Florist Fund
or to apply for a
Hurricane Harvey
Florist Fund Grant
visit aifdfoundation.org.**

**Donor Recognition
is online at
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and tsfa.org.**



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

ABERNATHY, TX

Olivia Schniers • (325) 514-0013
oschniers@abernathyids.com

AMARILLO, TX

Haley McWilliams
haley.mcwilliams@amaisd.org

AUSTIN, TX

Chris Aiena • (512) 696-1520
chris@bellaeventstx.com

Natalie Axe • (512) 799-6933
naxe@aol.com

Verna Folsom • (737) 222-0684
verna.folsom@me.com

Amy Johnson • (512) 533-6100
johnsonam@ltsdsschools.org

Cheryl Richter • (512) 439-9670
cheryl@inspiredbycr.com

Sharon Yancey • (512) 940-2070
sharonheit451@gmail.com

BRENNHAM, TX

Meg Grant • (979) 836-3566
grant.or.meg@gmail.com

Destry Pohlmeier • (979) 661-2333
gailflowershop@gmail.com

CARTHAGE, TX

Darcy Johnson • (903) 693-3248
carthageflowershop@yahoo.com

CIBOLO, TX

Lydia Clavero • (612) 272-3117
lyd.photography12@gmail.com

COMFORT, TX

Lori Hohmann • (830) 955-6430
lori.hohmann@comfortisd.net

CONROE, TX

Bonnie Martin • (936) 524-6832
bmartin@clevelandisd.org

COPPERAS COVE, TX

Danielle Sherwood • (254) 319-7464

CORPUS CHRISTI, TX

John Maldonado • (360) 551-2251
john.maldonado@yahoo.com

DALLAS, TX

Sarah An • (213) 220-4929
sarahn80@gmail.com

Michael Cope • (214) 770-1299

Rosa Marquez • (214) 324-2481

Tricia Stammberger • (214) 728-0006

DAMON, TX

Rebecca Giles • (832) 212-4988
rebeccagiles@consolidated.net

DEQUINCY, TX

Christy Matheson • (337) 786-3161

DRIPPING SPRINGS, TX

Christy Trussell • (512) 858-3167
christy.trussell@dsisdtx.us

EDINBURG, TX

Iriselda Ramos • (926) 252-7600
iriselda.ramos@ecisd.us

ELGIN, TX

Carla Martini-Glass • (512) 281-1300
carla.martini13@gmail.com

Nicole Young • paula@flowerconnection.net

FORT WORTH, TX

Dale Chambers • dalechambers2@gmail.com

GALVESTON, TX

Amanda Ochoa • (361) 633-1368
amandaocchoa6@gmail.com

GEORGETOWN, TX

Dawson Clark • (512) 636-9200
highpoint.estate@gmail.com

Elaine Lincoln • (512) 413-6713
elaine@kindredoaks.com

Heather Richards • (512) 863-2023
hricheads5@yahoo.com

HALE CENTER, TX

Kristie Keys • (806) 839-4412
krkeys@hcsidowls.net

HONDO, TX

Callie Riff • (830) 741-0679
callie.riff@mvisd.org

HOUSTON, TX

Luisa Alejandre • (832) 758-2898
pompomflorists@gmail.com

Kristen Carter • (832) 578-9670
kdlcarter@yahoo.com

Alanna Kaiser • (216) 403-9468
lannakaiser@gmail.com

Dalia Makemson • (832) 690-9907
dolly_cross@hotmail.com

Jeffrey Mouton • (713) 974-8008
jeffreymouton@allstate.com

Brianna Owens • (713) 797-6703
gjohnsons@sbcglobal.net

Lisa Stockard • (281) 647-6602
lstock@swbell.net

IOWA PARK, TX

Miami Robertson • (940) 592-2493
robertson.miami@gmail.com

JACKSBORO, TX

Grace Peterson • (940) 567-3504
woodshedworks@att.net

JUSTIN, TX

Johanna Belwood • (817) 505-9278
jbelwood89@gmail.com

KILLEEN, TX

Rosalyn Caldwell • (254) 690-4005
sharonsflower@yahoo.com

LAKE CHARLES, LA

Barbara Bailey • (337) 302-0602
bbailey419@suddenlink.net

LAREDO, TX

Alejandro Martinez • (956) 701-4344
alejandromtz1887@gmail.com

LEAGUE CITY, TX

Allison Hengst • (610) 751-0205
nosilla_14@yahoo.com

LUBBOCK, TX

Russell Plowman • (806) 834-0647
russell.d.plowman@ttu.edu

MARION, TX

Cherilyn Eudy • (210) 529-4117
cherilndogs@gmail.com

MESQUITE, TX
Christopher Pool • (972) 289-7030

MIAMI, FL
Mimi Martinez • (305) 477-0112
mimi@chrysalusa.com

MISSOURI CITY, TX
Ashley Wallace • (936) 537-9030
ashleytaylorwallace@gmail.com

NEW BRAUNFELS, TX
Teia Bennett • (830) 609-7302
ldtea@hotmail.com

ORANGE, TX
Jazmine LaBlanc • (409) 883-7555

PFLUGERVILLE, TX
Jordan Flowers • (512) 718-1688
jordanflowersandevents@gmail.com

RAVENNA, TX
Elisha Silva • (903) 486-5295
elisha.silva.92@gmail.com

RICHMOND, TX
Brenda Harris • (281) 725-4999
richarrisbrenda@aol.com

ROBSTOWN, TX
Rebecca Sullivan • (361) 960-6882
blovesullivan@yahoo.com

SAN ANGELO, TX
Jenn Tilson • (325) 656-3050
tilsonjenn@gmail.com

SAN ANTONIO, TX
Lillie Flores • (210) 279-0929
flores0478@sbcglobal.net

Antonio Rodriguez • (210) 732-6241
prettypetalsfloral@yahoo.com

Leticia Rodriguez • (210) 732-6241
prettypetalsfloral@yahoo.com

SANTA FE, TX
Theresa Sobonasky • (409) 925-9897
dwflorals@outlook.com

SNOQUALMIE, WA
Jules Nesenblatt • (425) 292-0315
amarisdesign@gmail.com

SPRING, TX
Luz Casillas • (832) 603-9150
gaby2ca@hotmail.com

Maxine Hu • (346) 814-8807
hu.maxine@yahoo.com

Vilma Jurado De Lopez • (832) 205-4795
vilmajurado23@yahoo.com

America Parmer • (281) 702-3033
information@arosiedayflorist.com

TAYLOR, TX
Myra Bonney • (512) 584-3135
myrabonney@gmail.com

TEMPLE, TX
Shannon Marburger • (254) 541-8702
shan.marburger@gmail.com

THE WOODLANDS, TX
Karen Williams • (281) 367-0436
rainforest@rainforestflowers.net

TYLER, TX
Wava Ladd • (903) 526-0664
wava@gardenstylefloraldesign.com

Kimberly Taylor • (903) 570-8245
kimtaylorartist@yahoo.com

WACO, TX
Alex Bailey • (254) 752-3351
sales@wolfefflorist.com

Carolyn Bruich • (254) 751-0142
cabru228@gmail.com

Pam Roberts • (254) 752-3351
sales@wolfefflorist.com



TEXAS

in Bloom

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2018-2019 Texas Floral Events



2018

trending

Texas Floral Fourm

July 14-15

South Shore Harbour Resort and Conference Center League City

Chair René Johnson

Texas Floral Showcase

trending
in three regions

Texas Floral Showcase in the East Texas Region

January 24 | Hilton Garden Inn Longview | Chair Patty Fair

Texas Floral Showcase in the Metroplex Region

April 11 | City Club Fort Worth | Chair Kelly Norvell AIFD TMF

Texas Floral Showcase in the West Texas Region

October 3 | McKenzie-Merket Alumni Center Lubbock

Chair Kassie Baker TMF

Texas Designer of the Year Competition

trending

March 3 | In conjunction with River Oaks Garden Club

Azalea Trail

Lora Jean Kilroy Visitor & Education Center at Bayou Bend

Houston, Texas

2019

Texas Floral Expo

July 26 - 29 | Sheraton Georgetown | Chair Cheryl Vaughan TMFA

TSFA *Calendar of Events*

Photo credit | Cody Ash Photography



NOVEMBER

- 1 TSFA Finance Committee Meeting
10:00 am | TSFA Office
Cedar Park, TX
- 5 Daylight Savings Time Ends
- 10 Veteran's Day
- 12 TSFA Board of Directors Meeting
10:00 am | Sheraton
Georgetown, TX
- 23 Thanksgiving



DECEMBER

- 12 Hanukkah Begins
- 25 Christmas
- 31 New Year's Eve



JANUARY

- 1 New Year's Day
- 24 Texas Floral Showcase
Hilton Garden Inn, Longview, Texas



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