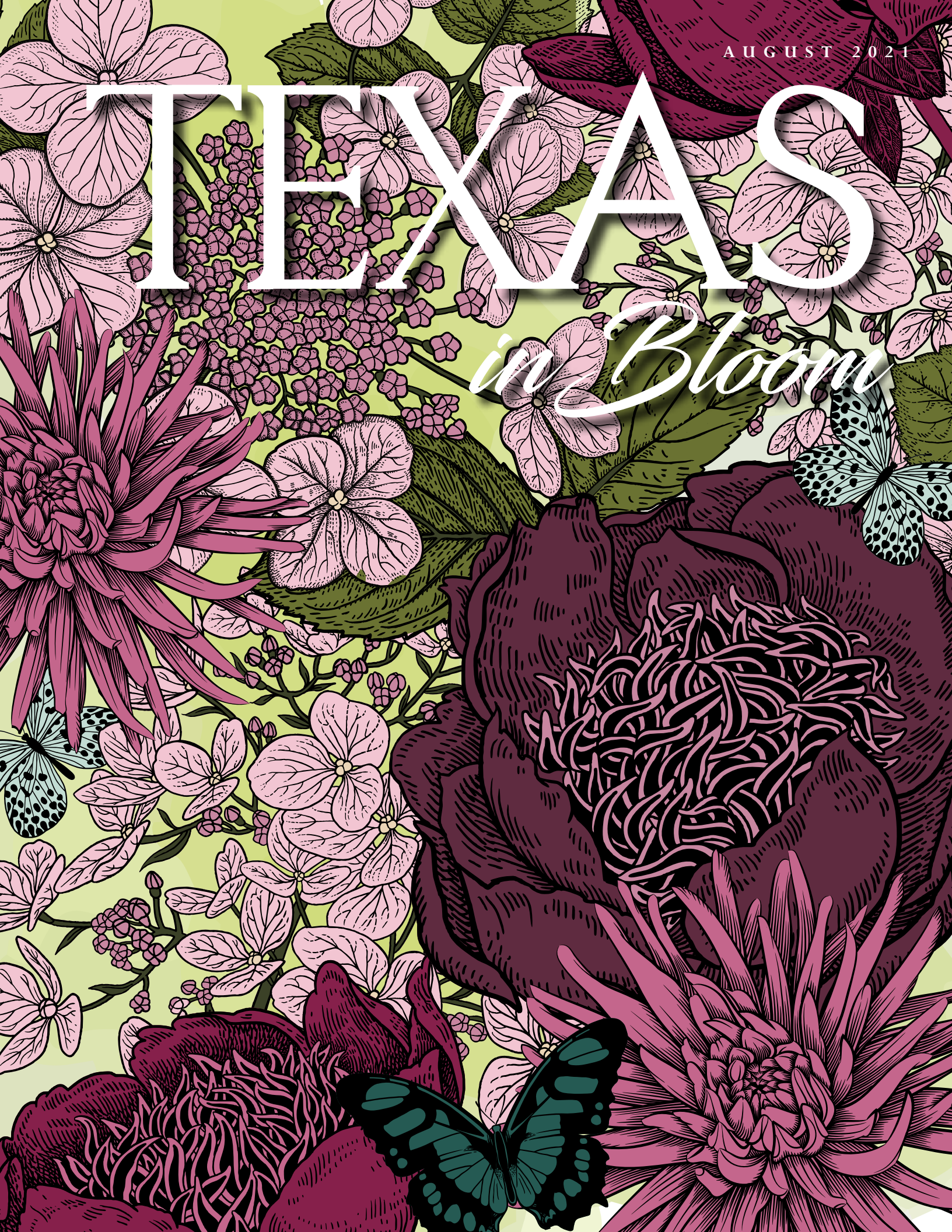
AUGUST 2021

TEXAS *in Bloom*



JODY MCLEOD AIFD TRAVELS TO TEXAS

TEXAS Floral
2021 • SHOWCASE • 2022

Register Now!

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

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

Variations

A TSFA Dinner Presentation

Each and every day we experience some type of transformation. The process of change, while it may be new to us, is nothing new to Mother Nature! Variations will showcase the numerous transformations seen in our botanical world. We must all be open to transform our design styles, selections of materials and perspectives in order to better emulate Mother Nature and be competitive in today's floral industry. This presentation will inspire as it transforms to show you how!

A Hands-on Workshop will be offered to a limited number prior to the Product Gallery and Dinner Presentation.

Variations IN DESIGN

A TSFA Hands-on Workshop

Transform every day designs into conversation pieces, ones that are quick to catch the eye, while increasing profitability and customer satisfaction. Variations in Design offers the opportunity to transform the usual into the unusual while making the most of selected botanicals.

To Register Online visit tsfa.org or Call the TSFA Office at (512) 528-0806

$65.00 Registration includes Dinner • Design Presentation • Product Gallery
$95.00 Registration includes Variations in Design Hands-on Workshop

1:30 p.m. - 3:30 p.m. Variations in Design Hands-on Workshop
6:00 p.m. Product Gallery
7:00 p.m. - 10:00 p.m. Dinner and Variations Presentation

STAYING THE NIGHT IN WACO?
TSFA has secured a special rate at
Comfort Suites
810 I-35 North, Waco, TX 76705
King Rate $104.00 • Double Rate $109.00 • Includes Breakfast
Call Comfort Suites at 254.799.7272 to make reservations.

STAYING THE NIGHT IN LUBBOCK?
TSFA has secured a special rate at
Hampton Inn & Suites Lubbock University
2828 Marsha Sharp Freeway, Lubbock, Texas
$129.00 • Includes Breakfast
Call Hampton Inn & Suites at 806.758.5959 to make reservations.

Mention Texas State Florists' Association to receive the special rates.

Texas in Bloom

AUGUST 2021 | VOLUME XXXXVII | NUMBER 7

FROM THE President

TSFA President
Cheryl Vaughan TMFA

WOW! My head is still spinning from our Expo in Houston! We each had amazing opportunities for education in both design and business. Hopefully, you have claimed some new ideas to implement in your shop or studio. I know I have! If you didn't have the chance to come, we will be sharing many of these ideas over the next couple of months in this magazine. The photographs and ideas will be invaluable in this coming year helping us to transform and reinvent our new "normal."

We have so many exciting new opportunities as we go forward. Our education instructors traveled to Corpus Christi the end of July for the high school agriculture convention. We taught classes along with mini sessions to better equip the teachers to begin their new year. Many of these teachers are brand new to the industry and are eager to learn! This is always a highlight of our year as we share our enthusiasm of the industry with them.

I hope many of you are planning to attend our Texas Floral Showcase in Waco. We are excited to welcome Jody McLeod back to Texas! He will be sharing "Variations" which will showcase the numerous transformations seen in our botanical world along with a Hands-on Workshop titled, "Variations in Design." This will give us the opportunity to transform the usual into the unusual while making the most of selected botanicals! I am excited and am ready to be inspired by Jody! With fall around the corner, there will be opportunities to showcase our new and fresh ideas.

With all this inspiration, I know some of you may be looking for ways to share the inspiration with others. We have so many ways available to serve our industry and association. Please reach out to me or the office, to let us know how you would like to participate. I appreciate each of you and would love to have your input regarding all we do. I hope to hear from you and look forward to seeing you at an event soon!

2 Variations
TEXAS FLORAL SHOWCASE

4 Signature STATEMENTS
WITH IAN PROSSER

6 TEXAS Floral EXPO • 2021
TEXAS FLORAL EDUCATION AND PRODUCT PARTNERS

2021 TEXAS FLORAL EXPO PRODUCTION TEAM

SNEAK PEAK AT THE DESIGNS FROM THE EXPO

10 GINA WATERS SCHOLARSHIP FUND

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION
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LIMITED AVAILABILITY TO REGISTER VISIT TSFA.ORG

DAY 1

9:00 a.m. - Noon	Comprehensive Instruction
Noon - 2:00 p.m.	Onsite Lunch and Product Gallery
2:00 p.m. - 4:30 p.m.	Comprehensive Instruction
Evening	Offsite Dinner on your Own

DAY 2

9:00 a.m. - Noon	Demonstrations and Design
Noon - 1:00 p.m.	Onsite Lunch
1:00 p.m. - 5:00 p.m.	Design
5:00 p.m. - 6:00 p.m.	Onsite Dinner
Evening	Design to Completion

DAY 3

9:00 a.m. - Noon	Installation • Onsite Design
Noon - 1:00 p.m.	Onsite Lunch
1:00 p.m. - 4:00 p.m.	Installation • It's All about the Details!
4:00 p.m. - 5:30 p.m.	Time to refresh for the Evening Events
5:30 p.m. - 6:30 p.m.	Hosted Hors d'oeuvres and Beverages Local businesses will step inside the world of flowers
7:00 p.m. - 9:00 p.m.	Private Signature Statements Onsite Dinner Event with Ian Prosser
End of Evening	Strike It!

ACCOMMODATIONS
Hyatt Place • 1315 East New Hope Drive • Cedar Park, Texas 78641

RESERVATION INFORMATION
TSFA Rate $99.00 to include Complimentary Breakfast
Call 512.337.3001 to receive TSFA Special Rate
Reference Number 28355573

FOR THOSE TRAVELING FROM AFAR
Austin-Bergstrom International Airport
3600 Presidential Boulevard • Austin, TX 78719

So much to see! So much to learn!

MEET YOUR INSTRUCTOR!

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.

AN ADDED ENHANCEMENT!
Corrine Heck will present DETAILS and how the system can best assist your event business!

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TEXAS Floral EXPO • 2021

These Industry Companies Support Education in Texas

Texas Floral Education and Product Partners

These Texas Floral Education Underwriters additionally sponsored a presenter and provided product for a featured program during the Texas Floral Expo

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CalFlowers

GOLD LEVEL
Rio Roses
Teleflora

SILVER LEVEL
FTD

BRONZE LEVEL
Accent Décor
Smithers-Oasis

Texas Floral Education Partners

These Texas Floral Education Underwriters additionally sponsored a presenter during the Texas Floral Expo

GOLD LEVEL
Go Texan

BRONZE LEVEL
Details
Flower Clique

Texas Floral Product Partners

These Texas Floral Education Underwriters contributed product to the Texas Floral Expo

SILVER LEVEL
Choice Farms
Klepac Greenhouses, Inc.
*Southern Floral Company
Vickery Wholesale Greenhouse
Wolfe Wholesale Florist
Zoom! Roses

BRONZE LEVEL
Alexandra Farms
Bill Doran Company
Design Master
DWF Wholesale
Floral Supply Syndicate
Mayesh Wholesale Florist
Mellano & Company
Pikes Peak of Texas
*Taylor Wholesale Florist

* These Houston Area Wholesalers received the Texas Floral Expo Flowers, Containers and Supplies!

Texas Floral Product Contributors

These companies contributed product to the Texas Floral Expo.

Alpha Fern
Glad-A-Way Gardens
Green Point Nurseries
Holland America
Kirksey Gregg Productions
Knud Nielsen
Lion Ribbon
McShan Florist
Prime Petals
Schusters of Texas
Sole Farms
Syndicate Sales
WGV International

Product Gallery Participants

PLATINUM LEVEL
BloomNet
CalFlowers

GOLD LEVEL
Rio Roses
Teleflora
Texas Department of Agriculture

SILVER LEVEL
Flower Shop Network
Lovingly
Southern Floral Company
Zoom! Roses

BRONZE LEVEL
Alexandra Farms
Bill Doran Company
Details
Floral Supply Syndicate
Mayesh Wholesale Florist

Texas Thanks You!

TEXAS Floral EXPO • 2021

Transformations

2021 TEXAS FLORAL EXPO PRODUCTION TEAM

Texas Floral Expo Chair
Cheryl Vaughan TMFA

Business Sessions
Marissa Guerrero AIFD

Design Lectures & Demonstrations
Kassie Baker TMF

Texas Designer of Year Competition
Fabian Salcedo

Hands-on Workshops
Susan Piland TMF

STARS OF TEXAS EVENT
Decor
Kirksey Gregg AIFD TMF

Master of Ceremonies
Cheryl Vaughan TMFA

SATURDAY BREAKFAST
Decor
Mary McCarthy AIFD

Master of Ceremonies
Susan Piland TMF

SATURDAY LUNCHEON
Decor
Mary McCarthy AIFD TMFA
and AIFD South Central Chapter

Master of Ceremonies
Marisa Guerrero AIFD

SUNDAY LUNCHEON
Decor
Fabian Salcedo

Master of Ceremonies
Kassie Baker TMF

Annual Meeting Decor
Melanie Hugele CFD TMFA

Lobby Decor
Sheri Jentsch AIFD TMF

Presentation Bouquets
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Presidential Suite
Kim O'Brien Jones AIFD TMFA
Amy Neugebauer AIFD TMFA

VIP Flowers
Robin Martinez AAF TMFA

Election
Shari Sandlin TMFA

Fresh Procurement
Jodi McShan AAF AIFD PFCI TMF

Supply Procurement
Kim O'Brien Jones AIFD TMFA
Amy Neugebauer AIFD TMFA

Past Presidents' Sale
Debbie Woltmann TMFA

Workroom Manager
Ed Fimbel TMF

2021 TEXAS FLORAL EXPO DESIGN ASSISTANTS

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Jessica Marek TMF

TEAM JORDAN
Karen Goza AIFD
Monica Hernandez TMF

TEAM MASON-MONHEIM
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Tiffany Allbrecht TMF
Sandy Alford TMFA
Melanie Hugele CFD TMFA
Iuliia Prokhorova TMF
Sheri Jentsch AIFD TMF

The TEXAS Floral Expo Design Presentations, Business Sessions and Social Events will be featured in the upcoming issues of TEXAS in Bloom. **HERE'S A SNEAK PEEK!**

Renee Tucci AIFD PFCI

Ken Senter AIFD

Derrick Vasquez AIFD

Sharon McGukin AAF AIFD PFCI

Photography Credit | Cody Ash Photography

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Joyce Mason-Monheim
AAF AIFD PFCI AZMF

Ace Berry AIFD TMF

Beth O'Reilly AIFD TMF

Ann Jordan AAF AIFD MMFD

Gina Waters AAF TMFA Scholarship Fund

The Gina Waters AAF TMFA Scholarship Fund has been established in the Texas Floral Endowment

Texas State Florists' Association President Gina Waters passed away on Thursday, April 29, 2021, in San Antonio, Texas after a brief illness. TSFA flourished under her leadership despite unprecedented times. A series of virtual programming to guide Texas florists through unchartered territories was launched at the onset of the pandemic. She worked with the TSFA Education Committee to bring forward the Professional Certified Florist Program to certify professional florists while thousands of high school students were certified under her leadership. Her words brought information and inspiration each month in *TEXAS in Bloom*. The very essence of the 2021 Texas Floral Expo is filled with her thoughts, wisdom and ideas. Gina Waters believed in the importance of education. With the establishment of this fund her memory will live on.

The Texas Floral Endowment was established in 1991 as an independent, non-profit, 501c3 organization for the expressed purpose of providing scholarships to floral design professionals and to students interested in the floral industry as a profession. The principal of the Gina Waters AAF TMFA Scholarship Fund is protected with only the interest and dividends awarded, ensuring that her dedication to the floral industry will forever be remembered.

TO CONTRIBUTE ON LINE
Visit https://tsfa.org/endowment_contributions

TO CONTRIBUTE BY CHECK
Mail a check to the address below made payable to the Texas Floral Endowment, with the notation of Gina Waters AAF TMFA Scholarship Fund
Texas Floral Endowment | PO Box 859 | Leander, TX 78646

Phone 512.528.0806 | dnordman@tsfa.org | Fax 512.834.2150

Texas Floral ENDOWMENT

TSFA *Calendar of Events*

Photography Credit | Kris Ann

AUGUST

11 Texas Floral Showcase
The Baylor Club | Waco, Texas
For registration information
Visit tsfa.org for registration details

13-15 TSFA Teacher Level 1 & Level 2 Certification Classes
TSFA School of Floral Design
Leander, Texas
Visit tsfa.org for registration details

17-19 Signature Statements with Ian Prosser AIFD
High Pointe Estates
Liberty Hill, Texas
Visit tsfa.org for registration details

20 TSFA On Demand Release Date
BALANCE | Part 9 of a 15 Part Series
Tim Farrell AAF AIFD PFCI
tsfa.org | Members may view TSFA on Demand videos FREE at tsfa.org. Refer to the copy below.*

29 Basic Wedding Design Hands-on Class | TSFA School of Floral Design
Leander, Texas
Visit tsfa.org for registration details

SEPTEMBER

6 Labor Day

10 TSFA On Demand Release Date
PROPORTION
Part 10 of a 15 Part Series
Tim Farrell AAF AIFD PFCI
tsfa.org Refer to the copy below.*

10-12 TSFA School of Floral Design
Basic Design | Wedding Design | Sympathy Design
Visit tsfa.org for registration details

24 TSFA on Demand Release Date
DOMINANCE
Part 11 of 15 Part Series
Tim Farrell AAF AIFD PFCI
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OCTOBER

1-3 Professional Certified Florist Courses
Obtaining your Texas Master Florists Designation
TSFA Office | Leander, Texas
Visit tsfa.org for registration details

6 Texas Floral Showcase
Louise Hopkins Center for the Arts
Lubbock, Texas
For registration details visit tsfa.org

8 TSFA on Demand Release Date
CONTRAST
Part 12 of 15 Part Series
Tim Farrell AAF AIFD PFCI
tsfa.org Refer to the copy below.*

22 TSFA on Demand Release Date
RHYTHM
Part 123 of 15 Part Series
Tim Farrell AAF AIFD PFCI
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31 Halloween

*Your tsfa.org member login to view the TSFA on Demand series is your first initial and last name at https://tsfa.org/members

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zoomroses

BRONZE

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Alexandra Farms

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Bill Doran Company

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pikes peak

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Texas Floral Sundries

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