

SEPTEMBER 2026

TEXAS

in Bloom





Chair Tom Wolfe, Jr.

ANN JORDAN IS RETURNING TO TEXAS!

Save the Date!

Sept. 24, 2026
The Baylor Club
McLane Stadium
Waco, Texas

This Texas Floral Showcase features designs and business insights you can immediately implement to strengthen fourth quarter sales! Join Ann Jordan, AAF, AIFD, CFD, MMFD, for a skill-building floral design workshop, dinner and design presentation!

Dinner Presentation

Designing a Season to Remember

The fourth quarter provides tremendous opportunity to increase your sales! Jordan will present designs in three trending color palettes and styles. Explore these three collections and gain expert tips that will lead the way as you design a season to remember. The ideas will transcend far past this season, providing opportunities for all that awaits as you move into 2027.



TO REGISTER

Scan the QR code or visit tsfa.org/showcase



Hands-on Workshop

Building Your Holiday Collection

This three-hour hands-on workshop will provide the opportunity to create three designs with countless ideas to build your holiday collection!



- Texas-grown plants, styled for interior placement and adorned with a unique touch, offer a lasting option for a number of occasions throughout the fourth quarter and beyond.
- A fresh sheaf-styled design, perfect for a vase arrangement, will highlight Texas-grown flowers and provide ways to replace time consuming armatures and grids taped in place. Keeping the vase design clean and well-presented will delight your customers.
- Trans-seasonal designs are a must during this busy season, and what better arrangement to create than a wreath complete with florals that dry and remain beautifully in place. Jordan will take you through secured placements and sales techniques to open this door to a new and exciting option! Plan to discover effective ways to market the collection that will carry into 2027!

About the Presenter

Ann Jordan

AAF, AIFD, CFD, MMFD



- Has 40 years of retail floral experience.
- Featured in Florists' Review.
- Participated in designing the American Institute of Floral Designers (AIFD) exhibit at the famed Philadelphia Flower Show.
- Taught all aspects of floristry to students at the world-renowned New York Botanical Gardens.
- Placed third in the 2004 Holland Cup Competition.
- Served on the 2005 President George W. Bush Inaugural Team.
- Presented twice on AIFD Main Stage in 2008 and 2015.
- Coordinated the 2010 AIFD Symposium in Boston.
- Served as 2012-2013 AIFD President.
- Coordinated the 2022 AIFD Symposium in Las Vegas.
- Received the 2022 Award of Distinguished Service to AIFD and named a Fellow of the Institute.
- Recently retired from the FTD Education Team, where she taught business and design since 1997.
- Has a unique ability to explain the business of flowers, along with the ever-so-important aspects of design.

Texas in Bloom

SEPTEMBER 2026 | VOLUME LII | NUMBER 8

FROM THE *President*



TSFA President
Marisa Guerrero
AIFD, CFD, TMF

As we move into the final months of the year, I find myself thinking about the ways TSFA strengthens the floral industry by investing in people across every segment of our profession. This investment in education, relationships, leadership and opportunity makes our entire industry stronger.

Together, we're not just serving the floral industry, we're strengthening it!

The Texas Floral Showcase in Waco on Sept. 24 is a great example of that work. As we prepare for the critical fourth quarter, Ann Jordan, AAF, AIFD, CFD, MMFD, will share tips and techniques for strengthening seasonal sales. At the hands-on workshop, attendees will build a collection of designs they can take directly back to their shops,

and they'll discuss opportunities to support Texas flower growers during the season ahead. We'll also have time to connect over dinner and share ideas with fellow industry members.

Throughout August, TSFA leaders were focused on deepening the partnerships and relationships that strengthen our industry. We attended the Fun 'N Sun Convention hosted by American Floral Alliance, formerly CalFlowers, and the Society of American Florists Annual Convention, where we had the opportunity to connect with many of the organizations and companies that support our work year-round.

TSFA is especially grateful to the American Floral Alliance for their continued commitment as a Platinum-Level Texas Floral Education Underwriter. The investment made by all Texas Floral Education Underwriters makes it possible for TSFA to continue developing educational opportunities and programs throughout the state.

The future of our industry is not something TSFA builds for its members. It is something members build through TSFA. Every class attended, every professional relationship cultivated, every business strengthened, every leader encouraged and every opportunity created moves our entire profession forward.

As we enter the busiest season of the year, I invite you to be part of that work. Invest in your business, your education, your relationships and the future of Texas floriculture through your involvement with TSFA.

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RETHINKING FLORAL FOAM
THE RENEWAL DIFFERENCE

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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TAKE THE COMPETITIVE LEAD AND Bloom

Presented by Alan Masters AIFD, CFD, PFCI

Presentation underwritten by
Texas Floral Education Underwriters



Competition is not reserved for the design floor or the awards stage. During his presentation, *Take the Competitive Lead and Bloom*, Alan Masters AIFD, CFD, PFCI, explored how floral professionals encounter competition every day – through customer service, sales, design, leadership and the personal drive to improve.

Masters explained that healthy competition can be a powerful force within a flower shop when approached in the right spirit. Staff incentives for upselling, for example, can help drive sales while encouraging employees to challenge themselves. More importantly, he emphasized the value of competing with yourself and striving to become better every day.

That same mindset applies to design. Masters encouraged attendees to continue following the principles and elements of design regardless of budget, noting that strong mechanics and thoughtful placement can elevate even a modest arrangement.

Leadership, he said, begins with setting the standard yourself. Owners and lead designers should maintain the same level of quality and excellence they expect from their teams. They should also show employees that growth never stops by continuing to learn, experiment and try new techniques.



Presenter Alan Masters
AIFD, CFD, PFCI,
2016 Texas Designer
of the Year and
2025 Texas All-Star
Champion.

This sculptural bridal bouquet pushes beyond tradition, using strong line, repetition and unexpected materials to create movement and individuality – an example of continually challenging yourself as a designer.



Efficiency was another important part of the program. Masters discussed the value of planning designs and recipes in advance to reduce waste and improve productivity. He used coordinated collections, such as a chinoiserie series, as an example of how having a clear plan can make production faster and more consistent.

He also encouraged designers to use groupings rather than “spot and dot” placement. Groupings create greater visual impact and are often faster to execute. In sympathy work, Masters suggested using monochromatic designs to stand out in a room where many arrangements may be multicolored. A single-color palette can create both simplicity and powerful visual presence.

Ultimately, Masters reminded attendees that every floral business is competitive by nature. Flower shops compete for customers, sales and loyalty every day, but the most valuable competition may be the one within ourselves.

His message was simple: Keep learning, keep raising the standard and keep challenging yourself and your team to be better than the day before.



Thoughtful grouping and strong line create impact in this composition, while the contrast of vertical movement and cascading orchids keeps the eye moving. This is a great example of how intentional placement can elevate a design.



Strong line, texture, and unexpected botanical elements like fruit create an elevated, editorial feel. The design shows how thoughtful placement and confident choices can turn individual materials into one cohesive statement.

A monochromatic palette creates immediate impact, while repetition of white blooms and gold vessels brings unity to the collection. It's a strong example of how simplicity can stand out in a crowded room.





A well-planned retail display turns individual products into a cohesive story. Repetition, color coordination and thoughtful product grouping create impact while making the collection easy for customers to shop.



A coordinated chinoiserie series shows how planning recipes in advance can create consistency, reduce waste and make production more efficient — without sacrificing strong design.



Strong contrast, asymmetrical balance and expressive line give this design energy and movement. The limited palette and intentional placement show how a few well-chosen elements can create a memorable, elevated composition.

TEXAS STATE FLORISTS' ASSOCIATION DESIGNATES TWO TEXAS MASTER FLORISTS DURING THE TEXAS FLORAL EXPO



Photography Credit | Shy Lynn Photography

TSFA Past Presidents and Education Committee Co-chairs join the newly designated Texas Master Florists. From left to right Cheryl Vaughan, CFD, PFCI, TMFA; Debbie Woltmann, AIFD, CFD, TMFA; Frances Fortanely, CFD, TMF; Tricia Won AIFD, CFD, EMC, IMF, TMF; Susan Piland AIFD, CFD, TMF, and Ed Fimbel, CFD, TMFA.

The Texas State Florists' Association is proud to offer one of the most comprehensive educational programs in the country with a standard of professional excellence that is industry recognized. During the Texas Floral Expo, two TSFA members were designated Texas Master Florists. Congratulations to Frances Fortanely, CFD, TMF, and Tricia Won AIFD, CFD, EMC, IMF, TMF.

THE TEXAS FLORAL ENDOWMENT AWARDS NUMEROUS SCHOLARSHIPS DURING ITS 35TH YEAR!



A gathering was held for the scholarship recipients in the TSFA Presidential Suite to provide an opportunity to meet and greet! Congratulations to the 2026 recipients!

From left to right Kailey Dixon; Asmita Bhusal; Tamara Seely, TMF; TSFA Past President and Texas Floral Endowment Board Member John Priest; Becki Koepke, TMF; Sarah Kehrler, and TSFA Past President and Texas Floral Endowment Board Member Ken Freytag.



Texas Floral Endowment President Gayle Johnson, AAF, TMFA, presents numerous scholarships during the Texas Floral Expo with the help of Endowment Board member Ken Freytag.

The Texas Floral Endowment has supported the Texas floral industry for 35 years! The wisdom and vision of TFE's founders made it possible to foster education and cultivate future generations of floral industry professionals. The Endowment's success has been built on partnerships and expresses appreciation to each of you who have contributed to the Endowment's growth and success over the last three decades. It is a joy to see individuals grow after being a recipient of one of the Endowment's scholarships or programs.

HANASHI

FLOWERS HAVE ALWAYS HAD SOMETHING TO SAY.

During his presentation on Hanashi at the Texas Floral Expo, Jody McLeod AIFD, CFD, PFCI, NCCPF, challenged attendees to look beyond whether a floral design was beautiful and consider something deeper: What story was it telling?

The concept for the program was inspired by an invitation to present in a Japanese garden in Hawaii. Wanting the presentation to connect meaningfully to its surroundings, McLeod discovered Hanashi – the Japanese word for “story” – and began exploring how the idea of storytelling could be applied to floral art.

On stage at the Texas Floral Expo, that idea became an invitation for designers to create with greater intention.

Every design begins with its cast of characters. Flowers each bring their own personality, movement, texture and visual weight. One bloom may naturally become the focal character while another quietly supports it. A branch might provide structure, a delicate blossom might soften the composition and an unexpected flower or color could introduce contrast or surprise.

McLeod encouraged designers to consider not only what they selected, but why.

The same is true of the elements and principles of design. Line can direct the viewer through the composition. Repetition establishes rhythm. Contrast creates tension. Negative space offers a pause. Color helps establish emotion and mood. Rather than using these techniques simply because they are visually pleasing, designers were encouraged to use them deliberately to help communicate the message of the design.



Inspired by sun-washed deserts and rugged canyon landscapes, this design tells a story of resilience and life in an unforgiving environment. Banksia, succulents, roses and kangaroo paw emerge from a grounded composition of stone and textural materials, while the strong vertical line suggests growth reaching toward the desert sun.



An olive tree becomes the setting for a story of renewal, with birds' nests and eggs symbolizing the promise of new life. Yellow blooms spread across the base with warmth and energy, while the natural movement of the branches reinforces the feeling of spring awakening.

In the cover image, forward-facing anthuriums command attention as the central characters, while repeating ginger blooms create rhythm and support throughout the composition. Heliconia establishes strong architectural lines, and the heavily textured barnacle vessel adds contrast and a distinctive sense of place to the tropical narrative.



Garden roses in warm, layered hues become the central characters in this romantic composition. Their abundance, soft form and placement within a classic urn create a story of timeless love, while subtle variations in color and texture give the design depth, movement and emotional warmth.



Rising above the composition, allium takes the lead with strength and personality, supported by layers of purple stock, Bells of Ireland, scabiosa and carnations. The weathered Verdi stone planter provides a sense of history, creating a compelling contrast between a traditional setting and a fresh, contemporary floral story.

Presented by Jody McLeod AIFD, CFD, PFCI, NCCPF

Presentation underwritten by Founding Silver
Level Texas Floral Education Underwriter
Teleflora

teleflora.

An abundant mix of botanicals spills from the boat-shaped vessel, creating a story of nature at its fullest. Roses, larkspur, hydrangeas, anthuriums, butterfly ranunculus and gerberas mingle with layered foliage, while varied heights, textures and movement give the composition the feeling of a landscape growing freely from one shared setting.



Even the container becomes part of the narrative. A flower presented in polished crystal tells a different story than that same flower placed in weathered wood, ceramic or an architectural vessel. The botanical material does not change, but its surroundings change the way it is experienced.

Placement matters, as well. Flowers grouped closely together could suggest connection and abundance, while a single bloom isolated in space could suddenly become more important. Height, proportion, direction and proximity all help determine where the eye travels and what the viewer discovers along the way.

McLeod demonstrated that Hanashi does not have to end at the design table. The same thinking could influence merchandising, photography and marketing. Instead of simply selling "a beautiful arrangement," florists could communicate the feeling, occasion or experience surrounding it. A retail display could become its own story, with products serving as characters, the environment becoming the setting and thoughtful placement creating relationships between them.

Ultimately, Hanashi reminded designers that technical ability is only one part of memorable floral art. A beautiful arrangement may catch someone's eye, but a story gives them something to remember.

TEXAS TALENT ABOUNDS DURING THE TEXAS FLORAL EXPO EVENTS

The seated meals were more festive with florals that coordinated with the featured program while elevating the beauty of the overall event.

UNDERSTATED ELEGANCE THAT IS LONG REMEMBERED DECOR CHAIR CLAY HONEYCUTT AIFD, CFD



Clay Honeycutt AIFD, CFD, highlighted the dining tables for the Sunday luncheon in three styles, to enhance the overall beauty of the space. A selection of linens contributed by TSFA Past President Kirksey Gregg, AAF, AIFD, CFD, TMF, of Kirksey Gregg Productions, LLC in Houston elevated the ambiance of all events and made all the difference. The textured elegance of this linen was inspiring.



The strong vertical of the Bells of Ireland demands attention, in an affordable way, with groupings of white seasonal blossoms to complete the design. Grouping florals and foliages is one of the most effective stylings in that this approach to design gives the eye a place to rest and appreciate. Honeycutt did well keeping cost in mind with well balanced foliages and specialty blossoms.



Foliage plays an important role in this centerpiece. The variety of solid green and variegated selections adds interest. The clustered bear grass repeats the curve of the nautilus in the other low design. The textured Dianthus, commonly known as green Trick is an affordable bloom that offers a unique flair.

Honeycutt achieved quite a statement using two of this and two of that. His nautilus demand attention. The extension of the white anthurium expands visual space with the eye returning to the focal through the strength of the roses and hydrangea.



EXPERIENCE THE STARS OF TEXAS DECOR CHAIR CHERYL VAUGHAN, CFD, PFCI, TMFA

Photography Credit | Shy Lynn Photography



A Texas floral welcome greeted all who gathered for the Stars of Texas Event. TSFA Past President Cheryl Vaughan, CFD, PFCI, TMFA, and the ever so talented staff at Blumen Meisters expanded the entrance to the ballroom with expansions of foliage adorned branches grounded with a selection of Texas-grown plants, grasses and floral displays.



Sunflowers bring greetings from the time the doors open for Stars of Texas, making a strong statement in the elevated designs. Texas-grown marigolds alternate with a sunburst of yellow roses throughout the design. The use of grasses and seasonal fillers bring the outdoors inside with these statements. Vaughan whimsically placed stripped vine at the base of each arrangement for added interest.



TSFA President Marisa Guerrero AIFD, CFD, TMF, and TSFA Retail Director and Texas Floral Expo Chair Dawson Clark, TMF, welcome all to the Texas Floral Expo! The stars shined as all gathered to enjoy three days to take root, grow, blossom and BLOOM!



The podium enhancement brought the appearance of the centerpieces into focus in a significant way. Vaughan expands the visual space with grasses in the vertical to enhance the groupings seen in the design. Vaughan's placements of TSFA President Marisa Guerrero's absolute favorite Oncidium orchids is key in that this important flower extends the color yellow of the Sunflowers, expanding the overall size of the arrangement.



Vaughan and the Blumen Meisters team brought variety into the two low placements. Texas-grown plants and blossoms brought the outdoors in with interest and an attention to detail.



DISCOVER THE BESPOKE STYLE OF DESIGN DECOR CHAIR KEN FREYTAG

Photography Credit | Shy Lynn Photography



Flowers to complement the trend Discover, in interpretative Bespoke style arrangements adorned the tables at the Saturday luncheon where American Floral Trends were revealed. TSFA Past President Ken Freytag and Freytag's Florist delivered their absolute best with each design.



Flowers found their place on a textured green cloth provided by TSFA Past President Kirksey Gregg, AAF, AIFD, CFD, TMF, of Kirksey Gregg Productions, LLC in Houston. What a difference decorative linens bring to each event, adding to the overall experience.



Garden styled blossoms adorned the podium where AIFD President Renee Tucci AIFD brought greetings.



TAKE ROOT, GROW, BLOSSOM AND BLOOM DECOR CHAIR BETSI DOHERTY, TMF

The TSFA Annual Meeting was held during breakfast on Saturday morning. Betsi Doherty, TMF, encouraged all to take root, grow, blossom and bloom with a variety of designs throughout the space and a reminder that “One day you’ll look back and see that all along you were blooming” – Morgan Harper Nichols.



Grow, Blossom and Take Root centerpieces from left to right were connected to the Expo theme.



TSFA Executive Director Michelle Karns, CAE, brings greetings and expresses appreciation.



A window was handmade to adorn the centerpiece of blue blossoms and gold enhanced foliage.



A Texas-grown marigold enhanced podium provided the perfect spot for TSFA President Marisa Guerrero to preside.

THE ELEGANCE OF ADORNED ORCHIDS DECOR CHAIR TSFA PAST PRESIDENT BRUCE EASLEY, AAF, AIFD, CFD, TMFA

TSFA Past Presidents began their day surrounded by the elegance of adorned orchids. This tradition returned as an opportunity for Past Presidents to catch up with one another and be updated on TSFA accomplishments and future endeavors.



A single orchid plant placed in glass with river rocks to secure appears in a ring of floral adornments. The elegance of peonies and hydrangea are accented with multiple fillers and smaller form flowers to complete the design.



Seated from left to right: 2010 TSFA Past President Jack Weatherford; TSFA President Marisa Guerrero AIFD, CFD, TMF; TSFA Immediate Past President Ed Fimbel, CFD, TMFA; 2019 TSFA Past President Tom Wolfe, Sr.; 2011 and 2018 TSFA Past President Debbie Woltmann AIFD, CFD, TMFA; TSFA Executive Director Michelle Karns, CAE; 2021 - 2023 TSFA Past President Cheryl Vaughan, CFD, PFCI, TMFA; and 2024 TSFA Past President Susan Piland AIFD, CFD, TMF.

MECHANICAL MAKEOVER: LOOKING BEYOND A PRODUCT'S INTENDED PURPOSE

Every flower shop has them – the mechanics and supplies ordered for one specific job, used exactly as intended, and then returned to the shelf until that same need arises again. During *Mechanical Makeover: Reimagining Time-Tested Products*, Brandy Ferrer AIFD, CFD, TMF, challenged designers to stop asking, “What is this product made for?” and instead ask, “What else could this product do?”

Presented as a hands-on workshop at the Texas Floral Expo and underwritten by Smithers-Oasis, the program explored five familiar products: the Grande IGLU Holder, Pew Holder, 22-inch OASIS Midnight Mache Wreath, Event Saddle and Square Riser Kit.

Each product had a well-known traditional application, but Ferrer encouraged participants to look beyond its intended purpose and consider the problem the mechanic could solve. Could it attach

somewhere unexpected? Could it be turned vertically instead of horizontally? Could it be suspended rather than placed on a table? Could the mechanic become an intentional part of the design rather than something to conceal?

A pew marker became more than ceremony décor. An event saddle offered an elongated foundation for event work, tablescares, installations and architectural designs. The Midnight Mache Wreath provided opportunities to explore framing, negative space, asymmetry and orientation. The Grande IGLU opened possibilities for compact floral attachment in unexpected locations, while the Square Riser Kit encouraged designers to think about elevation, layering and the relationship between wet and dry design areas.

After exploring alternative applications for all five mechanics, participants selected the product that interested them most and put the concept into practice themselves. Rather than receiving a predetermined floral recipe, they chose materials from a stem bar, featuring a fresh palette of yellow, green and white, and created an original design based on their chosen mechanic.



SMITHERS-OASIS PRODUCTS
OASIS® Event Saddle
45-03865



Not just for sympathy work, the Event Saddle became a versatile foundation for large-scale event florals – from wedding aisle arrangements to fireplace, bar and other architectural installations.



SMITHERS-OASIS PRODUCTS
OASIS® Midnight Mache Wreath,
22" 11-20032



Reimagined beyond its traditional wreath form, the Mache Wreath was opened into a sweeping floral landscape, using its circular foundation to create movement, height and intentional negative space.

Mechanical Makeover in Action

Participants selected the Smithers-Oasis product that inspired them most, chose their own materials from the stem bar and experimented with new applications – turning familiar mechanics into completely original designs.



SMITHERS-OASIS
PRODUCTS
IGLU® Grande Holder
11-01025



A compact floral mechanic with big retail potential, the Grande IGLU placement transformed a candle into a flower-and-gift combination — an easy way to add fresh flowers to candles, gifts, containers and more.



Leading by Experimentation

Ferrer demonstrated how familiar mechanics can inspire new applications, encouraging designers to experiment beyond a product's traditional purpose.



SMITHERS-OASIS PRODUCTS
LOMEY® Pew Holder
Small 11-00751 or Large 11-00761



Who says a pew marker belongs on a pew? Reimagined as the foundation for a floral purse, this familiar ceremony mechanic became a playful, wearable design with an entirely unexpected purpose.

The exercise demonstrated that versatility could have real value in a flower shop or studio. A product capable of solving multiple design challenges becomes easier to justify stocking, expands creative possibilities and can potentially lead to new products and services without requiring an entirely new inventory of mechanics.

Participants were encouraged to experiment. Products could be turned, elevated, exposed, suspended, combined or completely reimagined.

The workshop was not about teaching five new recipes. It was about developing a new way of seeing familiar tools.

Innovation does not always require inventing something new. Sometimes, it begins by looking at something familiar — and seeing a possibility that was there all along.

Hands-on Workshop presented by Brandy Ferrer AIFD, CFD, TMF

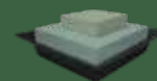
Workshop underwritten by Founding Bronze Level
Texas Floral Education Underwriter Smithers-Oasis



SMITHERS-OASIS



SMITHERS-OASIS PRODUCTS
Floral Foam Riser Kits, Square 11-01876



Reimagined as a floral frame for a keepsake, the Riser Kit created a protected focal area while fresh flowers surrounded it — an ideal approach for sympathy designs, candles, photographs, gifts or other meaningful objects.

Meet Scott Jewett of the Bill Doran Company

Scott Jewett is the Branch Manager for the Bill Doran Company's San Antonio location. Jewett also assists the other Texas branches and supports the Mexico Flower and Flower Globe operations. In addition to his numerous responsibilities and devotion to his family, he finds time to lend support to TSFA. Bill Doran Company has received product for the past three Expos and will do so again in 2027. It is our pleasure to spotlight TSFA member Scott Jewett!



Scott and his wife Kristi enjoying time together sailing the Caribbean.

YOUR EARLY YEARS

What is your first memory of flowers?

Some of my earliest memories of flowers are from working in my grandfather's greenhouse in Wellington, Ohio. He owned the local retail flower shop, so flowers and the floral business were part of my life from a very young age.

What experience led to your interest in the floral industry?

My career in the floral industry began through a chance encounter. I ran into an old friend while we were waiting for our cars to be washed. He was working in the floral industry and looking for someone to replace his retiring logistics manager. That conversation opened a door that ultimately shaped the next 30 years of my career.

PERSONAL

What is there to share about your family?

My wife and I are the proud parents of six sons, all of whom are now married. We currently have 11 grandchildren, with grandchild number 12 "in the hangar" and scheduled to arrive near the end of the year. Our family is large, lively and one of the greatest blessings in our lives.

How do you spend your time outside the industry?

When I am not "herding cats" during one of Grandma's grandkid sleepovers, I enjoy taking relaxing rides on my Harley. I also love cruising with my wife in our 1964 Chevrolet Impala.

What brings you the most joy?

Spending time with our large family brings me the greatest joy. Whether it is a holiday, a family gathering or simply having the grandchildren together, those are the times to remember.

How do you best relax?

5 a.m. gym-time.

What's been your favorite trip to date?

A Caribbean cruise on the Icon of the Seas to St. Thomas, St. Maarten and a perfect day at CocoCay (Bahamas).

Do you have a favorite food?

A well-cooked ribeye with fresh veggies.



Jewett Family Christmas Picture

Do you prefer to cook or dine out?

It really depends on the frame of mind I'm in. Sometimes, it is nice to simply sit back, relax and let someone else do the cooking and serving. Other times, there is nothing better than getting the family together for what we call a "grill and chill." Those gatherings are usually filled with good food, plenty of laughter, grandkids running around and the occasional spontaneous Wiffle ball game or Nerf dart war.

What's your favorite movie of all time?

There are a lot of favorites, but I do like just about any Adam Sandler or Will Ferrell movie.

FLOWERS AND DESIGN

What is your favorite flower?

That is a difficult question, because my favorite tends to change with the seasons. However, after many years in the business, I would have to say my favorite flower is the one that has been sold!

What is your favorite design style?

Garden Style.

How do flowers make a difference in people's lives?

Flowers are all about sharing and caring. They have the unique ability to bring happiness, express love, celebrate important moments and provide comfort during difficult times.

EDUCATION

What in your overall education contributes to your role in the floral industry?

The majority of my floral education has come through many years of hands-on industry experience. During that time, I have worked in procurement, sales, marketing, management and logistics. Each role has given me a broader understanding of the industry and helped prepare me for the responsibilities I have today.

INDUSTRY EMPLOYMENT

What brought you to the floral industry?

I entered the floral industry after running into a former colleague while we were waiting for our cars to be washed. He was looking for a logistics manager for a floral greens growing operation and encouraged me to consider the opportunity. I joined the company and spent the next 20 years serving in logistics, sales and marketing leadership roles. I later transitioned from the growing side of the industry to wholesale distribution. For the past 10 years, I have continued my career with the Bill Doran Company.

What is your current job and what do you like most about it?

I currently serve as Branch Manager for the Bill Doran Company's San Antonio location. I also assist with our other Texas branches and support our Mexico flower and Flower Globe operations. What I enjoy most, is the opportunity to work with people across several locations and areas of the business. I take pride in bringing teams together around the common goal of providing quality products, dependable service and an exceptional experience for our customers.

What trait do you bring to your current job that you feel most contributes to your success?

I believe my greatest strength is building relationships based on trust. Over the past 30 years, I've learned that success in the floral industry isn't just about buying and selling flowers – it's about earning the confidence of employees, customers and business partners. Strong relationships create better communication, better solutions and long-term loyalty, which ultimately drives business success.



Bill Doran Crew Mexico standing with Dallas Manager Monte on the far right. In front of those standing is Mexico manager Uriel to the right of Scott.



Bill Doran San Antonio employees celebrating the holidays!

What has been your favorite job in the floral industry?

My current position has definitely been my favorite. It allows me to draw upon the many different experiences I have gained throughout my career while continuing to learn, develop people and contribute to the growth of the company.

INDUSTRY HIGHLIGHTS

What highlights have you experienced in the floral industry?

I have been incredibly fortunate and blessed to be a part of the growth of our business across Texas and Mexico. One of the most rewarding aspects has been helping build strong teams, developing lasting relationships with customers and finding creative ways to solve challenges as our industry continues to evolve. I look forward to continuing to find innovative ways to serve our customers, strengthen our industry and contribute to its future growth.

THE LEADERSHIP BALANCE

Focus and Perspective

Leadership in the floral industry rarely happens from behind a desk. It happens while juggling a full production schedule, answering a customer's concern, coaching an employee, watching costs, solving a delivery problem and somehow keeping the creative energy of the business alive.

During his presentation on The Leadership Perspective at the Texas Floral Expo, Jody McLeod AIFD, CFD, PFCI, NCCPF, challenged florists to look at leadership a little differently. Rather than focusing solely on how to lead a team, the conversation began with something much closer to home: how we lead ourselves.

One of the central ideas explored during the session was the relationship between focus and perspective. Focus helps leaders determine what deserves their attention. In a busy flower shop, there is always something demanding it, but not everything carries the same importance. Strong leadership requires knowing when to narrow the lens, eliminate distractions and concentrate on the priority directly in front of you.

Perspective requires almost the opposite. Sometimes, the best thing a leader can do is step back.

McLeod encouraged attendees to consider how differently the same situation could be viewed depending on where someone stands. An owner might consider an event successful because it comes in under budget. A designer might measure that same event by the quality of the finished work. A customer might only remember how the experience made them feel. Each perspective reveals something valuable.

The same is true of success and failure. A disappointment does not always represent failure, and an accomplishment may not automatically mean everything has gone well. By looking beyond the immediate result, leaders can identify lessons, recognize opportunities for growth and make better decisions the next time around.

That process requires self-awareness. Participants were encouraged to reflect on what naturally captures their attention, how they react under pressure and how their own experiences influence the way they interpret situations. Understanding those tendencies makes it easier to recognize when focus becomes too narrow – or when a different perspective is needed.



Ultimately, McLeod reinforced that leadership is not about having every answer. It is about developing the awareness to know where to focus, when to step back and what can be learned from both success and failure.

For floral professionals leading sales, marketing and creative teams that shift in perspective, it is important to be prepared to offer something immediately useful: stronger decisions, healthier relationships and a clearer understanding of the leader they want to become.



Reference: Taylor, S. N. (2010). Redefining leader self-awareness by integrating the second component of self-awareness. *Journal of Leadership Studies*, 3(4), 57-68.

Presented by Jody McLeod AIFD, CFD, PFCI, NCCPF

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TEAM BLOOM CREATES PRESENTATION BOUQUETS FOR THE TEXAS FLORAL EXPO

"All for the Love of Flowers"

By Susan Piland AIFD, CFD, TMF

What a privilege it was to be asked by Bloom Expo Chair Dawson Clark, TMF, to lead the presentation bouquet team for 2026. We wanted to build upon Dawson's beautiful BLOOM theme while incorporating an exquisite palette of soft blues and sage greens.

Team Bloom worked tirelessly throughout the weekend, hand-tying and wrapping more than 50 presentation bouquets. I cannot thank these members enough for their dedication and attention to detail. As I always say, "It's All for the Love of Flowers."

A special thank-you to Julie St. James, Kirsten Bond and Sarah Kehrer. I am forever grateful for each of you!

The floral selection included soft blue tweedia, wispy nigella, ornithogalum, pennycress and, of course, the playful movement of explosion grass. Golden cymbidium orchids added a special touch to the VIP bouquets.

Thank you to Fresh Flower Procurement Chair Marisa Guerrero AIFD, CFD, TMF, for sourcing such beautiful blooms. Thank you to Cassie Sanders AIFD, CFD, NBCT, TMF, for the support you bring to the entire process. A special thank-you to Hard Goods Procurement Chair Tom Wolfe Jr. for finding the perfect sage-green Korean floral wrap and satin ribbon that pulled the design together. We are also grateful to Scott Jewett, Carl Anderson and the entire Bill Doran Company team for receiving and for their exceptional care of our fresh flowers and hard goods.

THE BOUQUET

Each bouquet was hand-tied and secured with 1/4-inch anchor tape. A helpful tip: Fold the anchor tape backward, sticky side out, to help adhere the wrap and ribbon.

THE FLORAL WRAP

The floral wrap took a little fine-tuning. Our goal was for the flowers to remain the star, with the wrap serving as an elegant accent.

Create this look in 5 steps!

1. Select Korean floral wrap and ribbon to best accent the florals. Tape or other methods to secure, a cutter to best cut the wrap and ribbon scissors are needed.
2. Use the cutter to best cut the Korean floral wrap.
3. After experimenting with several approaches, we found that one sheet of Korean floral wrap, cut into four equal pieces, created the perfect finish.
4. Position the gold edge at the top. Fold the wrap toward the center and then back towards the side. Secure with tape, staples or Smithers-Oasis UGlu dashes.
5. Once all four pieces are prepared, collar them around the bouquet and secure with anchor tape. Add the satin ribbon of choice, leaving the stems exposed.



1.



2.



3.



4.



5.

THE FINISHED BOUQUET

The finished bouquet may be placed into a vase with water to maintain freshness.

Finally, no bouquet is complete without a finishing spray to help seal in moisture and keep the flowers looking their best.

The Stars of Texas presentation box also received a little floral flair. Gold bullion added a touch of sparkle, while explosion grass and eryngium completed the look – all secured with a Smithers-Oasis Uglu dash.

It was truly a team effort, from the flowers and mechanics to the final wrap and presentation. What an honor to help bring the BLOOM vision to life!

RETHINKING FLORAL FOAM THE RENEWAL DIFFERENCE

At the Texas Floral Expo, Brandy Ferrer AIFD, CFD, TMF, presented *Prep, Protect, Perform: Renewal Foam + Proper Processing*, a 45-minute TAKE ROOT spotlight underwritten by Smithers-Oasis. The session took a practical look at something every floral designer faces – getting flowers to perform their best while choosing mechanics that make the designer's job a little easier.

The featured product was OASIS® Renewal® Floral Foam, a plant-based floral foam made with renewable resources. Ferrer noted that it offers the familiar look, feel and performance designers have come to expect from OASIS Floral Foams, but with some important advantages.

Attendees learned one of the biggest advantages is Renewal Foam's environmental impact. It is made without added dyes or colorants, is non-toxic and has been certified OK biobased by TÜV Austria. Even more impressive, it offers a 56% reduction in carbon footprint from cradle to grave, compared with petroleum-based OASIS Floral Foams. This provides florists with an opportunity to make an environmentally conscious choice without giving up the performance they need at the design bench.

Ferrer also shared her experience designing with Renewal Foam. She noted that its "One Foam Fits All" versatility means designers don't have to choose a different density of foam based on the flowers they are using. That is especially helpful when working with hydrangea, tulips, ranunculus and other flowers with delicate or soft stems that can sometimes be difficult to insert into traditional foam.

During her presentation, Ferrer suggested excellent flower life and reliable hydration make Renewal Foam a practical



Ferrer introduced designers to the performance and possibilities of OASIS Renewal Floral Foam.

choice for everyday design work. Once hydrated, the foam turns a rich black, allowing the mechanic to almost disappear into the finished arrangement. For designs with negative space or areas where mechanics might otherwise be visible, that small detail opens up even more creative possibilities.

Of course, Ferrer reminded attendees that no floral foam could make up for flowers that have not been cared for properly. The session also covered good processing habits using Floralife® solutions, clean tools and containers, fresh cuts and proper hydration. Taking care of a flower from the moment it arrives will give it the best chance to perform once it is placed into a design.

The takeaway from this spotlight was simple: Good mechanics and good processing work together. Ferrer shared that Renewal Foam gives designers a plant-based, versatile option with the performance they expect, while proper care and handling will ensure the flowers placed into it have every opportunity to look beautiful and last.



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To learn more visit
oasisfloralproducts.com

TSFA Calendar of Events

Design Credit | J. Keith White AIFD
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SEPTEMBER

- 1 New TSFA Board of Directors Welcomed.
- 7 Labor Day and Grandparents' Day.
- 10 Suicide Prevention Day.
- 11 National Day of Service and Remembrance.
- 11-13 Rosh Hashanah.
- 20 Yom Kippur.
- 24 Texas Floral Showcase in Waco.
- 29-30 Level 1 and 2 Floral Certification in Lubbock for Teachers and Professionals.



OCTOBER

- 5 World Teachers' Day.
- 12 Columbus Day and Indigenous Peoples' Day.
- 17 Intermediate Sympathy Design.
- 20-21 Level 1 and 2 Floral Certification in Pittsburg for Teachers and Professionals.
- 31 Halloween.



NOVEMBER

- 1 TSFA Board of Directors Meeting, All Saints' Day and Daylight Savings Time Ends.
- 2 Dia de los Muertos.
- 3 Election Day.
- 8 Diwali.
- 11 Veterans Day.
- 26 Thanksgiving Day.
- 27 Presidents' Day.

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