

JUNE 2022

TEXAS

in Bloom

*"Life takes you down many paths
but my favorite ones lead to the beach."*
— Unknown

TEXAS FLORAL FORUM • CORPUS CHRISTI, TEXAS

Celebrating 30 Years

TEXAS FLORAL ENDOWMENT SINCE 1991

2022 TEXAS FLORAL ENDOWMENT SCHOLARSHIP RECIPIENTS

Freytag Family Education Scholarship in
Memory of Ann Hobbs TMF
Recipient | Tristyn Reed

Gina Waters AAF TMFA Scholarship
Recipient | Ali Godwin

Cross Family Education Scholarship
Honoring Jane & Mark Knox TMF
Recipient | Aliza Gomes

Cross Family Education Scholarship
Honoring Jane & Mark Knox TMF
Recipient | Rachele Roberts

Judy Rutledge AAF TMFA
Education Scholarship
Recipient | Iuliia Prokhovora TMF

Texas State Florists' Association
Past Presidents' Scholarship
Recipient | James Scott Hasty AIFD

TSFA Floral Event
Registration Scholarship
Recipient | Abel Gonzalez-Mencio AIFD
CFD PFCI TMF

Tubby Adkisson AAF TMFA
Educational Scholarship
Recipient | Jessica Dunn

Central Texas High School
Floral Teacher Education Scholarship
in Memory of Becky Ray Burt
Recipient | Aliza Gomez

\$30 for 30

TOGETHER WE CAN

The Endowment is Celebrating 30 Years
of Dedication and Commitment
to the Texas Floral Industry

SCHOLARSHIPS

Providing much needed help when funds
make it hard to obtain desired knowledge and skills

EDUCATIONAL OPPORTUNITIES

Providing virtual and hands-on training and classes
to industry members and future generations

INDUSTRY & CAREER RESOURCES

Funding for educators to present to students and
individuals seeking careers in the floral industry

CONSUMER EDUCATION

Funding for public venue shows to educate
consumers on all aspects of the industry

**PLEASE JOIN US WITH YOUR CONTRIBUTION OF
\$30 OR MORE TO ENSURE THAT THE ENDOWMENT
CONTINUES TO BE VITAL IN SUPPORTING THE
NEEDS OF THE TEXAS FLORAL INDUSTRY.**

Checks may be mailed to
Texas Floral Endowment • P.O. Box 859 • Leander, TX 78646
Donate Online at tsfa.org>Texas Floral Endowment>donations.

FROM THE *President*



TSFA President

Cheryl Vaughan CFD TMFA Summer brings the close of the school year, and high school certification testing has come to an end. Our education team is the hardest working committee we have. I want to thank each of you for your commitment to educating the future of our industry, and the most educated consumers ever! I wish they had the summer off, but all of our instructors will be heading to Corpus for the ATAT conference where they will be teaching classes or giving out information and helping teachers in every way possible. If any of you have an interest in helping this education team, please reach out to me. There are varied opportunities to work on this committee, and they will welcome you with open arms!!

Summer also brings more weddings for some while others may have the opportunity to get ahead by prepping for the busy fall. We have several event opportunities that shouldn't be missed. We have our upcoming Showcase in Waco which includes the annual meeting, a hands on workshop and an evening presentation by Charlie Groepetti AIFD. It has been several years since Charlie has been in Texas and we are excited to welcome him back. The TSFA Annual Meeting will be held on June 22, 2022 just before the Texas Floral Showcase dinner and design show. I invite each of you to attend and learn about the amazing work the association does and vote for your directors. The election will be held during the Annual Meeting.

Then, in July we have our Forum in Corpus Christi with Renee Tucci AIFD and Tina Coker AIFD who both have presentations along with hands on and intense business programs. We are also very excited to have a special event for our members along with any others in attendance. It will be a Friday night Shrimp Boil on the Beach! It will be free to all members and \$65 for nonmembers. So, bring your cooler of drinks and enjoy this fun time to relax and catch up with old and new friends!

This is such an exciting time to be a part of this great association. And, I hope each of you will think about how to be more active and how to share the benefits of this amazing organization with others. I count myself blessed to be part of this industry and this organization. Thank you to each of you for helping make this association what it is. Let's make these next events the best ever!



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TOGETHER WE CAN

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Renee Tucci AIFD PFCI, Cheryl Vaughan CFD TMFA

**THERE'S STILL TIME
TO TRAVEL TO WACO!
YOU DO NOT WANT TO MISS THIS!**



JUNE 22, 2022

1:30 p.m. - 3:30 p.m.
Hands-on Workshop

5:00 p.m. - 6:00 p.m.
TSFA Annual Meeting

6:00 p.m. - 7:00 p.m.
Networking
Product Gallery
TSFA Election

7:00 p.m. - 9:30 p.m.
Dinner and Presentation

9:30 p.m. - 10:00 p.m.
Product Gallery and Flower Sale

REGISTRATION INFORMATION

Hands-on Workshop
Member \$85.00 • Non-Member \$105.00

TSFA Annual Meeting
All members are welcome to attend
the Annual Meeting

Registration for Product Gallery,
Dinner and Design Program
Member \$75.00 • Non-Member \$95.00

ATTENTION TSFA MEMBERS

The TSFA Annual Meeting will be held
on Wednesday, June 22, 2022
from 5:00 p.m. - 6:00 p.m. at the
Baylor Club in Waco, Texas. The TSFA
Board of Directors Election will immediately
follow the TSFA Annual Meeting.

Solutions TO DEVELOP YOUR SIGNATURE STYLE

HANDS-ON WORKSHOP

Study Hands-on with Charlie Groppetti AIFD

There is no designer, in recent years, that has developed a style as well known as the signature of Charlie Groppetti AIFD. This Hands-on Workshop will take you through the stages of development resulting in a design that captures your signature with techniques to enhance and products to explore. A perfect lead in to the dinner program that follows this workshop later in the evening!

Solutions TO BUILDING YOUR BRAND DINNER PROGRAM

Step into an exploration of trends and design concepts to build your brand and visually transcend your floral shop. Focused on a variety of floral concepts with discussion on discerning topics, Charlie Groppetti AIFD will lead you through everything from graphic design to understanding trends to conceptual planning. The floral presentation of these processes will open possibilities to offer selections that are uniquely your own.



CHARLIE GROPPETTI AIFD

The very essence of Charlie Groppetti's style is nature-inspired designs "Cut from the Landscape", often mixed with commercially grown materials to create unique botanicals. Having years of experience in the floral industry and a member of AIFD, Charlie's understanding of the multiple aspects of design is immense. His early years were spent in a flower shop in California, of which he owned for nearly 20 years, often incorporating the agricultural bounty that surrounded him. Now settled on his farm in Vilonia, Arkansas, Charlie finds a source of inspiration reflected in each gathered botanical bouquet. Through his visionary development of Porch View Home, a home and garden lifestyle brand, his inspired home furnishings and accessories expand his style into a global marketplace.

HOTEL INFORMATION

Comfort Suites • 810 I-35 North • Waco, Texas 76705
Comfort Suites has provided TSFA guests
\$109.99 room rate to include breakfast!

Two Ways to Make Your Reservation

Telephone 254.799.7272 and ask for the Sales Department
or follow this link to complete online
<https://www.choicehotels.com/reservations/groupsez99m4?checkInDate=2022-06-20&checkOutDate=2022-06-23&ratePlanCode=BYRTBD>

**TSFA INVITES YOU
TO ATTEND**



July 22 -23, 2022

Holiday Inn Marina
707 North Shoreline Boulevard
Corpus Christi, Texas 78401
361.882.1700

Art Museum of South Texas
1902 North Shoreline Boulevard
Corpus Christi, Texas 78401
361.825.3500

PLAN YOUR STAY!

Holiday Inn Marina
707 North Shoreline Boulevard
Corpus Christi, Texas 78401
361.882.1700

TSFA has secured a special rate
of \$159.00 Use Group Code: **TFA**.

TEXAS FLORAL FORUM CHAIRS

TEXAS FLORAL EVENTS COORDINATOR
Lynn Lary McLean AAF AIFD PFCI TMF

TEXAS FLORAL FORUM CHAIR
Luliia Prokhorova TMF

**BUSINESS SESSION AND LUNCHEON PRESENTATION
COORDINATOR FOR TINA COKER AIFD**
Melanie Hugel CFDT TMF

**HANDS-ON WORKSHOP AND DESIGN PRESENTATION
COORDINATOR FOR RENEE TUCCI AIFD**
Susan Piland CFDT TMF

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ON-SITE PROCUREMENT COORDINATORS
Tiffany Houck
Luliia Prokhorova TMF

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Tom Williams TMF

PRESIDENTIAL ROOM DÉCOR
Luliia Prokhorova TMF

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Ginger Rodriguez

TSFA PAST PRESIDENTS' SALE CHAIR
Norman Northen TMFA

TWO NATIONALLY RECOGNIZED PRESENTERS TAKE CENTER STAGE IN CORPUS CHRISTI PROVIDING



RENEE TUCCI AIFD PFCI

Renee has more than 20 years of design and leadership experience in the industry. She was inducted into the American Institute of Floral Designers in 2016 and Professional Floral Communicators International in 2018. She is an educator at an AIFD Education Partner in Bucks County Pennsylvania, and she's a member of the national Teleflora Education Team.

Renee has participated in the Philadelphia Flower Show for the past 13 years, including 2020 when she was honored to be asked to produce The Princess Grace Rose Garden exhibit on behalf of the Embassy of Monaco and 2021 when she brought The Honey Hive exhibit to life. Her first book, *Framing Floral Techniques*, was published in October 2021.

Connecting with fellow designers and bringing the floral community together is one of her truest passions. As a speaker to many garden clubs, a freelance floral designer for several studios and as an educator on several platforms, she is moved by the lives that she empowers with flowers.

Renee fills the in-between moments of her life with her loving husband and her three chihuahuas. Some of her favorite things include craspedia, coffee, carbs and good mexican food (with a margarita on the side!).

HANDS-ON WORKSHOP

TAILORED TO PERFECTION

Tailoring, abstracting and detaching are just a few techniques that we can use to simply shape our botanical blooms to become next level beauties. Join us as we curate a composition that is tailored to perfection!

DESIGN LECTURE AND DEMONSTRATION

COLORING INSIDE THE LINES

When we have a grasp on our craft, we can develop it to bring the best out of our blossoms! In this demonstration, you'll see everyday designs featuring color harmonies that have been elevated with the use of skills that anyone can create, and recreate, for strong and clean designs, inside the lines.

BUSINESS SESSION

THE QUEST FOR SOLUTIONS

How do I read the treasure map when X no longer marks the spot? You can still get there. Some wise course corrections will have you finding fortune and glory in no time!

This fast paced, interactive adventure, is designed to help you maximize the performance of product sourcing, price surges and employee maintenance in an increasingly challenging environment.

LUNCHEON PRESENTATION

THE PRICE IS RIGHT

Designing a profitable product mix is like competing on the Price is Right game show. Join our pricing game with surprisingly creative designs that impact your bottom line!

TINA COKER AAF AIFD PFCI

A Past President of both Southern Chapter and of National AIFD, Tina has been involved in industry education for over 30 years. Presenting design and business seminars in the United States, Canada, South America, England, Austria and Mexico. She was the U.S. judge for the 2004 Interflora World Cup in Australia. Her work has appeared in *Bride, Florist, Florist Review, Flora, Floral Management* and featured in *Florida Architecture* magazines.



Tina celebrates her 40th year as a retail florist owner. She understands the challenges designers, managers and owners face every day. Her three stores range from small to large operations. Each has its own strengths and complications. As a floral artist with a degree in business she has compiled a variety of creative solutions for running profitable florist shops of all sizes. By applying technology, AI education, automated marketing and creative design techniques she hopes to reduce florist workload and revitalize the industry she loves.

TEXAS FLORAL FORUM SCHEDULE



FRIDAY, JULY 22, 2022

- 10:00 a.m. - Noon Hands-on Workshop with Renee Tucci AIFD PFCI
Tailored to Perfection
- Noon - 1:00 p.m. Lunch on your own
- 1:00 p.m. - 3:00 p.m. Business Session with Tina Coker AAF AIFD PFCI
The Quest for Solutions
- 3:00 p.m. - 6:00 p.m. Texas Designer of the Year Competition
Waves of Color • Categories I and II
- 7:30 p.m. - 10:30 p.m. TSFA shrimp boil & bonfire on the beach • North Padre Island Beach

SATURDAY, JULY 23, 2022

- 8:00 a.m. - 9:00 a.m. Wake Up Texas! Gather to Network with Coffee, of course!
Product Gallery
- 9:00 a.m. - 10:00 a.m. Design Lecture and Demonstration
Coloring Inside the Lines • Renee Tucci AIFD PFCI
- 10:00 a.m. - 11:00 a.m. Product Gallery
- 11:00 a.m. - 1:30 p.m. Luncheon
The Price is Right with Tina Coker AAF AIFD PFCI
TSFA Awards and Recognition
- 1:30 p.m. - 2:30 p.m. Product Gallery
- 2:00 p.m. - 5:00 p.m. Texas Designer of the Year Competition Final Round
Waves of Color • *Texas Designer of the Year Announced*

July 22 -23, 2022

Holiday Inn Marina
707 North Shoreline Boulevard
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361.882.1700

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361.882.1700

TSFA has secured a special rate of \$159.00 Use Group Code: **TFA**.

REGISTRATION FORM

Please circle your choices and note total cost. Send form with payment by Email: txsfa@sbcglobal.net

Fax: 512.834.2150 or Mail: TSFA • P.O. Box 859 • Leander, TX 78646. Questions? Call TSFA 512.528.0806

CHOICE #1 TEXAS FLORAL FORUM REGISTRATION

Friday, July 22, 2022

"The Quest for Solutions" • Business Session • Tina Coker AAF AIFD PFCI
"Waves of Color" • Texas Designer of the Year Competition • Category I and Category II

Saturday, July 23, 2022

Wake Up Texas! Gather to Network with Coffee, of course!
"Coloring Inside the Lines" • Design Lecture and Demonstration • Renee Tucci AIFD PFCI
Product Gallery
Luncheon • Presentation "The Price is Right" • Tina Coker AAF AIFD PFCI • TSFA Awards and Recognition
"Waves of Color" • Texas Designer of the Year Competition • Final Round

CHOICE #2 OPTIONAL HANDS-ON WORKSHOP

Choice #2 notes Optional Hands-on Design Workshop which requires additional registration.

Friday, July 22, 2022

"Tailored to Perfection" • Hands - on Design Workshop • Renee Tucci AIFD PFCI
Limited to the first 30 registered.

CHOICE #3 OPTIONAL TSFA SHRIMP BOIL & BONFIRE ON THE BEACH

Friday, July 22, 2022 | 7:30 pm - 10:30 pm | North Padre Island Beach

Members Free but you MUST REGISTER by checking here

ADVANCED (on or before 7/19)	REGULAR (on or after 7/20)
\$140	\$170
\$125	\$150
Members Free	
Non-Members \$65	

TOTAL Choice #1 _____

Apply 25% TSFA Member discount to Choice #1 _____

TOTAL Choice #2-#3 _____

TOTAL REGISTRATION _____

TSFA Member Discount: Take 25% off the Forum Registration.
Please add Option 1 • The discount does not apply to the Hands-on Workshop.
Join TSFA Today and Save on your Forum Registration.

Attendee Name _____
Email _____
Business Name _____
Address _____
City • State • Zip _____
Mobile _____ Business _____
Fax _____

PAYMENT INFORMATION

U.S Check • Money Order payable to TSFA
 American Express Discover MasterCard VISA
 Credit Card # _____
 Exp _____ CVV Code _____ Billing Zip _____
 Signature _____ Date _____

Waves of color

2022 TEXAS DESIGNER OF THE YEAR COMPETITION

Produced by the Texas State Florists' Association

CATEGORIES I AND II

Texas Floral Forum
Friday, July 22, 2022
3:00 p.m. - 6:00 p.m.
Holiday Inn Marina
Corpus Christi

CATEGORY III

Saturday, July 23, 2022
2:00 p.m. - 5:00 p.m.
The Art Museum of South Texas
Corpus Christi

The Texas Designer of the Year Competition centers around three competitive categories. 2022 Texas Designer of the Year Eligibility Requirements, Competition Rules & Category Information are available at tsfa.org.

Entry fee \$175.00.

TSFA will accept a maximum of fifteen competition entries.

Complete the Official Entry Form, available at tsfa.org, by Friday, July 1, 2022

The Official Entry Forms will be date and time stamped and accepted according to the stated rules on a first received basis. The deadline will be strictly enforced. Once registered and prior to the competition, the competitor will receive complete instructions.

Join TSFA on the Corpus Christi Beach for a **SHRIMP BOIL & BONFIRE** FRIDAY, JULY 22, 2022

**TSFA Members Take a Look at This!!
There's No Cost to join in
but You do Need to Register!**

ALL ARE INVITED!

If you are not yet a TSFA member, please register on the Texas Floral Forum Registration Form. You may find that the savings on this event and on your Forum Registration is alone worth joining TSFA!

Enjoy a three hour Private Seafood Dinner & Bonfire on the Beach as Rollin' Tide Boil Co. prepares an old fashioned Low-Country Shrimp Boil and Bonfire for the Texas State Florists' Association!

Your delicious Shrimp Boil will be prepared while you look on and relax with your toes in the sand in comfortable Adirondack Chairs around a TSFA Bonfire!

This fun Beach Boil includes Jumbo Gulf Shrimp, Farm Fresh Corn on the Cob, Red New Potatoes, Smoked Sausage, Vidalia Onions, Homemade Cocktail Sauce and Rollin Tide & Boil's very own Secret Texas-Cajun Seasoning. Don't care for shrimp, we will have hot dogs too. Still hungry? ... No worries, TSFA will serve Traditional and Signature Key Lime S'mores for dessert.

All you need to do, is REGISTER and then come to North Padre Island with a cooler of your favorite drinks and enjoy your dinner by the bonfire! Parking is free!

TSFA will provide the specific Beach Marker and parking instructions once you register!



COLORING INSIDE THE LINES

In a recent conversation with nationally recognized designer, Renee Tucci AIFD PFCI, she shared a little bit about her design process. There is so much to learn from her! We can hardly wait for the opportunity to do so when she travels to Texas to present during the Texas Floral Form!

TELL ME ABOUT THE SUNFLOWER DESIGN THAT YOU SELECTED FOR THE COVER OF YOUR RECENTLY LAUNCHED BOOK!

The Sunflower Sensation design features many techniques that I like to infuse into my compositions; grouping, terracing, framing, asymmetrical placement and foliage manipulation. If I were asked to make something for me, this is what I would make.

WE TALK TODAY OF INSPIRED DESIGN. WHAT WAS YOUR INSPIRATION?

My overall inspiration and goal for the book was to feature the different techniques that can be used to enhance an every day, wedding or sympathy floral design. Each arrangement in the book focuses on a different technique. This particular design focused on airbrushing. If you look carefully at the petals of the sunflowers, they have been given a graffiti brush with a chenille stem that has been coated in white paint. It's a subtle accent that makes these sunflowers stand above the rest!



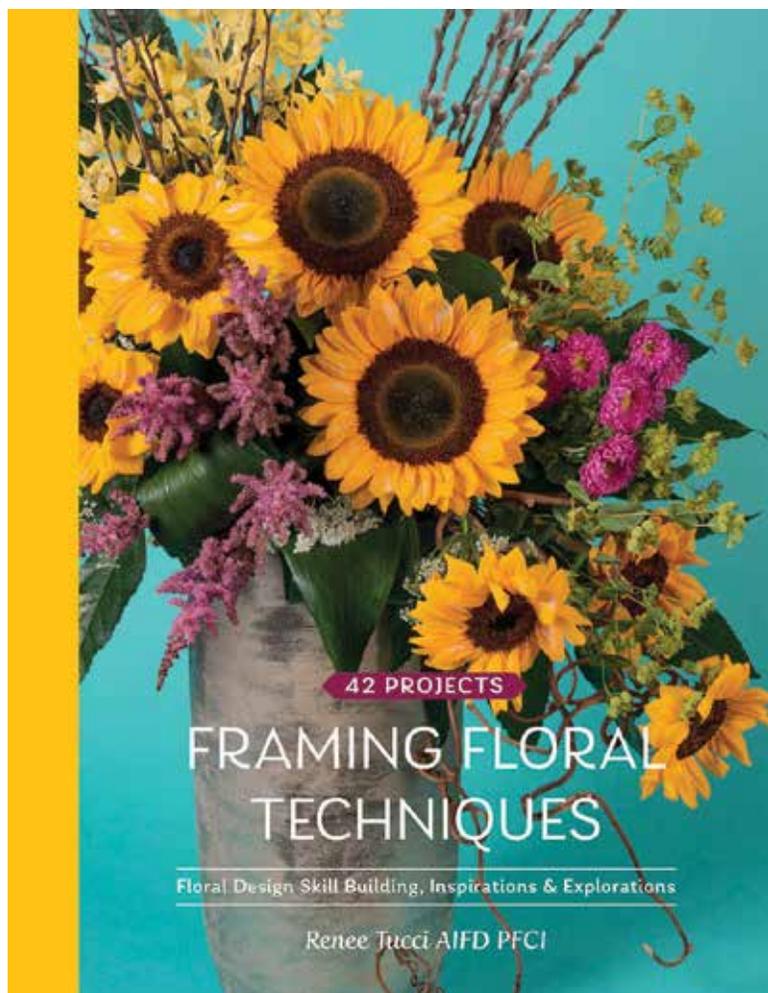
WHAT LED YOU TO SELECT THIS PARTICULAR DESIGN FOR THE BOOK COVER?

As this composition came together, it was a favorite with the production crew right away. The terraced placement of the sunflowers, balanced with the thrush of ruscus and branches is simply captivating. The near-complimentary aqua toned background did so much to bring out the colors of the arrangement! Making it the cover photograph was a no-brainer!

YOU OBVIOUSLY LIKE COLOR! DO YOU HAVE A FAVORITE! IF SO, WHAT DRAWS YOU IN?

My signature color is yellow! I am delighted by the power that it has over a person's mood. It is sunshine, it is daffodils, it is happiness! After yellow, I love any color combination that shows contrast. I am drawn to a POP!

Join Renee, during the Texas Floral Forum in Corpus Christi, when she presents "Coloring Inside the Lines"!





THE BUSINESS OF *Flowers*

Tina Coker AAF AIFD PFCI

A CONVERSATION WITH NATIONALLY RECOGNIZED BUSINESS EXPERT TINA COKER

WHAT DO YOU CONSIDER TO BE THE TOP BUSINESS PRINCIPLES THAT LEAD THE WAY TO SUCCESS?

- Never settle for status quo!
- Innovate and solve any pain points your customers or you have.
- Automate and simplify what you can. The shortest point between 2 points is always a straight line.
- Focus on your financials.
- Marketing is key. Top of mind awareness will convert gift givers to more flower sales.
- Educate yourself and staff.

WHICH OF THESE PRINCIPLES MOST CONTRIBUTED TO YOUR SUCCESS AS A FLORAL RETAILER?

During my career each of the above principles have taken center stage. The three that are the strongest for me are, Marketing, Education and Financials. If I'm struggling with an issue, I usually find the answer in one of these.

IN THE EARLY DAYS, HOW DID YOU BALANCE YOUR TIME FOR DESIGN AND YOUR TIME TO MANAGE THE BUSINESS?

During the early years I would spend the morning filling my cooler to the max with arrangements. Selling generic allowed me to tag arrangements for faster turn around for the driver AND allowed me to focus on the business side of the business during the day. As the business grew, I adopted a certain day for each business activity. Friday for bookkeeping and payroll, Wednesday for marketing...etc. This process was adopted from a book I read about organizing. The example used was the Amish community and how efficient the process of doing wash on Monday, baking on Tuesday...etc. truly was. I applied the concept and still use this approach today!

DO YOU STILL FIND TIME TO DESIGN TODAY?

Yes. Absolutely! All the time!

HOW DO YOU BALANCE YOUR TIME TO COMPLETE THE WORK OF THE DAY AND STILL HAVE TIME FOR FAMILY AND FRIENDS?

My policy for staff as well as myself has ALWAYS been family first. School field trips, mental health days, etc. There is a freedom that comes with owning your own store that allows for family time. BUT that means you have to be creative with getting your work done. Normal business activity, I have never had an issue putting family first. If I had to, I would close the store for a couple of hours, an afternoon or day to make sure I had family time. My personal opinion...I say that today, there is a larger appreciation for family owned business. If you have to put a note on the door that says I am at my daughter's 6th grade graduation, people applaud the balance.

WHAT CAN THOSE ATTENDING THE TEXAS FLORAL FORUM EXPECT TO LEARN DURING YOUR TEXAS FLORAL FORUM CLASS "THE QUEST FOR SOLUTIONS"?

- Solutions for operational issues.
- Staff recruiting, soft skills and technical training and engagement for longevity.
- Mixed Mark ups to be competitive and produce profit.
- Automation techniques to increase your productivity and give you more time to breathe.
- Marketing that produces a higher ROI.
- Complete packet of automated forms to help you generate and keep more profit.

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www.vickerygreenhouse.com

AUSTIN

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WHOLESALE GREENHOUSE

PATRICK R. BERRY
Owner

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MIAMI

Ian Prosser

AAF AIFD PFCI NDSF

Queen Elizabeth. Grace Ormonde. Tom Cruise. Katie Holmes. John Lynch. Kirstie Alley. Ian Prosser's impressive list of achievements and accolades, 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.



"Of all of the facets that make up the floral industry, designing weddings is my true love," shared Ian Prosser in a recent conversation. "There is simply something special about being an integral part of one of the happiest days in a family's life. To consult with a bride, taking notes of her ideas and then developing a complete concept to create the magic that memories are made of, well, simply stated, it is an unbelievably rewarding experience."

Ian began his career more than thirty years ago. He has owned successful floral shops in Scotland as well as in the United States, specifically Tampa, Florida. Botanica International Design and Decor Studio designs events on the international stage.



"My retail business was going really well and yet I discovered, as we booked more and more weddings of a significant size, that consultations became more about the overall design of the event and less focused on the floral components," shared Prosser. This opened the door to a new business, Ian Prosser Productions, expanding the design division to all encompassing events. Offering an array of linens, chairs, lounge furniture, distinctive decor elements and so on expanded the business to all aspects of visual decor. "This not only expanded our business but gave us complete control over the entire event, while providing a "one-stop-shop" experience for the clients," stated Prosser.



Ian's 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.

"Throughout the years, I was fortunate to be invited to take part in numerous design shows. The late Tom Butler invited me to be a part of the AFS design team. This was a new experience for me. I quickly realized that I loved sharing what I had learned with others. If people could walk away with one little nugget of information, then it was worth-while attending. To be able to share ideas and experiences as well as the do's and don'ts of the business side of the industry is a joy for me. I'm now part of the FTD Team and feel very fortunate to have the opportunity to get out there and share what I've experienced over the years. I look forward to joining you in Texas when TSFA launches Signature Statements!"



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TUESDAY, SEPTEMBER 6, 2022

9:00 a.m. - Noon	Comprehensive Instruction
Noon - 1:30 p.m.	Onsite Lunch and Product Gallery
1:30 p.m. - 4:30 p.m.	Comprehensive Instruction
Evening	Offsite Dinner on your Own

WEDNESDAY, SEPTEMBER 7, 2022

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

THURSDAY, SEPTEMBER 8, 2022

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 Step inside the world of flowers
7:00 p.m. - 9:00 p.m.	Signature Statements Onsite Dinner Event with Ian Prosser
End of Evening	Strike It!

ACCOMMODATIONS

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LIMITED AVAILABILITY TO REGISTER VISIT TSFA.ORG

So much to see! So much to learn!

TSFA *Calendar of Events*

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Designer Credit | Renee Tucci AIFD PFCI



The horizontal Nandina branches are providing a shelter over the fluffy purple pillows below. Each pillow is a monobotanical treat!



The finish to this bouquet is a tailored ballet wrap, held in place with satin ribbon that has been wrapped and twisted with repetition until the desired look is achieved. When finished, remove the temporary binding, in this case it is a ziptie at the binding point.



The strong, static line of the lavender freesia is underscored by the dynamic movement of the braided and bundled grasses underneath; chaos and control at its best.

JUNE

- 15 Virtual Learning at 3 p.m. CST
Finding *Solutions* with Tips,
Techniques & Trends with
Renee Tucci AIFD PFCI
- 19 Father's Day
- 22 TSFA Annual Meeting
Baylor Club | Waco, Texas
- 22 Texas Floral Showcase
Baylor Club | Waco, Texas

JULY

- 4 Independence Day
- 4-9 AIFD® Symposium
Caesars Forum
Las Vegas
- 15-17 TSFA Basic, Wedding and Sympathy
Design Classes
TSFA School of Floral Design,
for registration details visit tsfa.org
- 22-23 Texas Floral Forum
Corpus Christi, Texas
For registration details visit tsfa.org

AUGUST

- 7 Friendship Day

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