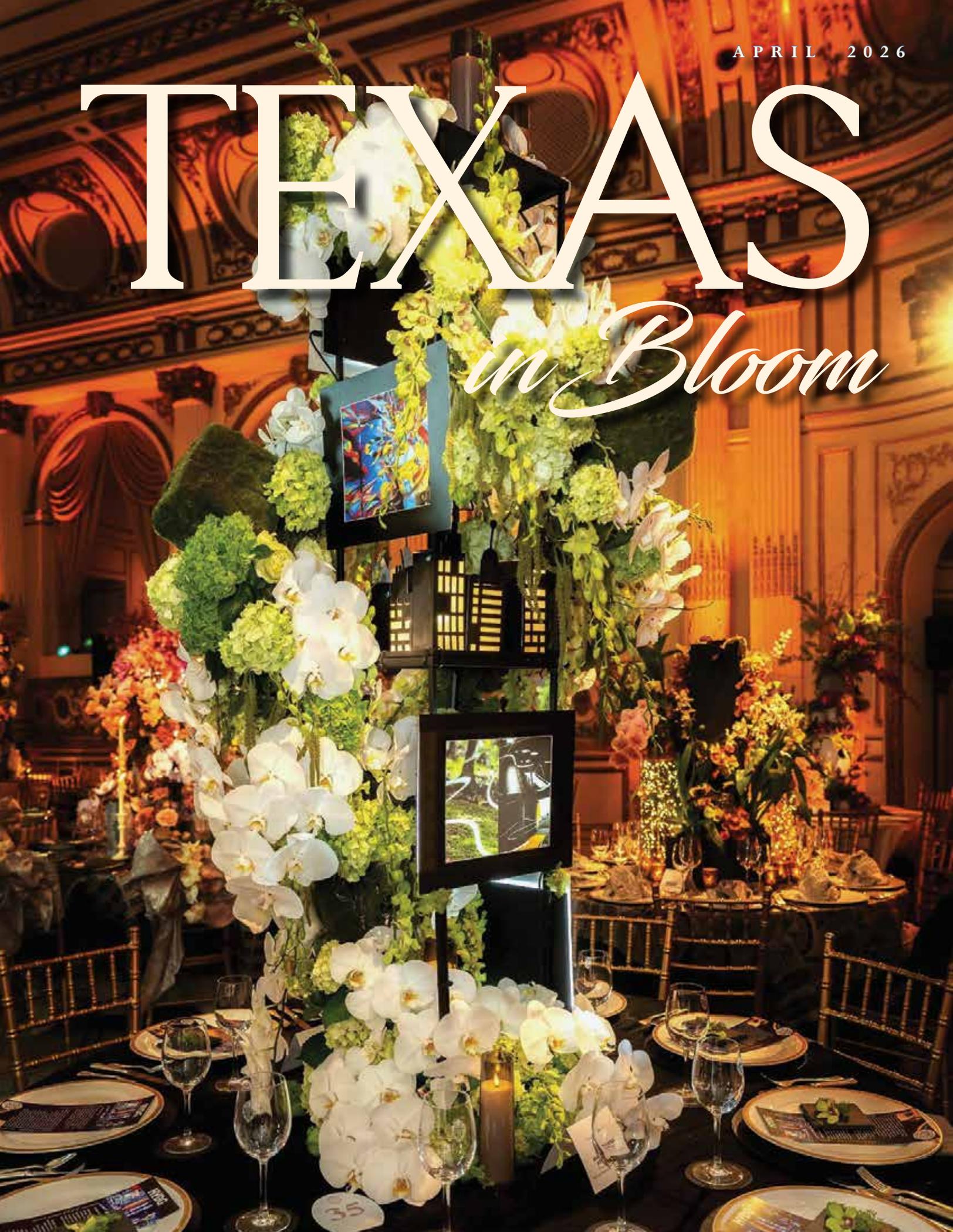


APRIL 2026

# TEXAS

*in Bloom*



35



# PLAN YOUR STAY

Reserve Your Room by May 28  
to receive the discounted TSFA rate.



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The Texas State Florists' Association room rate is \$189 plus tax and includes complimentary parking, breakfast and evening refreshments.

**MAKE YOUR HOTEL  
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to online reservations



Visit [tsfa.org/expo](https://tsfa.org/expo)



# Texas in Bloom

APRIL 2026 | VOLUME LII | NUMBER 4

## FROM THE *President*



TSFA President  
Marisa Guerrero  
AIFD, CFD, TMF

Are you ready to “Bloom” with TSFA at the Texas Floral Expo? Registration is now open for another year of exceptional education, meaningful networking and celebrating the floral industry together. Thanks to our Texas Floral Education Underwriters, you can “Bloom” for \$50 less than last year, with member registration available for just \$399, which includes stage presentations, meals and more.

Expo Chair Dawson Clark, TMF, has curated an outstanding lineup of presenters and classes designed to inspire creativity and strengthen your business. Learn more about several presenters in this issue, then be sure to register for Expo and consider adding one or two hands-on classes to maximize

your experience. Plus, by popular request, we’ve added an evening “Color Pop” party, giving you even more time to connect with your TSFA friends and enjoy a fun night on the dance floor.

Expo also brings the opportunity to participate in the Texas Designer of the Year Competition, one of the most exciting ways to challenge yourself professionally. If you’re looking for focused time to prepare for the next steps in your design career, whether for Texas Designer of the Year or national accreditation, consider attending Formative Design Objectives, taught by J. Keith White, AIFD, CFD, CEJ, at the TSFA School of Floral Design this May. This intensive, two-day, hands-on course is designed to strengthen technical skills and elevate your design confidence.

Events like the Texas Floral Expo and classes at the Texas School of Floral Design help to build a stronger floral industry. Each of us has an important role to play in spreading the word about these opportunities. When we invite our flower friends and colleagues to educational events and share our enthusiasm with another floral professional, we may create the connections and encouragement they need to attend. While that certainly benefits our association, its greatest impact is on the industry itself, lifting us all higher together. After all, a rising tide lifts all ships.

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS’ ASSOCIATION  
P.O. Box 859 | Leander, Texas 78646 | 512.528.0806 | tsfa.org | mkarns@tsfa.org | tsfaadmin@tsfa.org

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Texas State Florists’ ASSOCIATION  
PRESENTS

# BLOOM

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## FORMATIVE DESIGN OBJECTIVES

With J. Keith White AIFD, CFD, CEJ



### ABOUT J. Keith White AIFD, CFD, CEJ

- Inducted in the American Institute of Floral Designers (AIFD®) in 1996. Presented Main Stage Programs: 1997 Dallas, 2001 Chicago, 2005 Seattle, 2007 Palm Dessert, 2022 Las Vegas, and 2024 Gallery Exhibit Orlando.
- Awards and Honors: Houston Cup Winner, 1993 Texas Cup Winner, 2010 Interflora World Cup Competitor Shanghai, 2022 Tournament of Roses Parade Judge and 2023 AIFD Award of Distinguished Service to the Floral Industry recipient.
- Certified Evaluator Judge (CEJ), AIFD Education Partner: Advanced floral design classes, event design series and floral designer certification classes, FTD Education webinars and workshops, American Floral Trends® Creative Director, countless webinars and lectures.
- Design Features: 2003 - 2022 Tournament of Roses Parade VIP Vehicle Entries, 1995 to current FTD Education Team, Winning Wedding Bouquet Combinations book, California Cut Flower Commission education and outreach presentations and publications.

J. Keith White AIFD, CFD, CEJ, will instruct an advanced, two-day, hands-on evaluation class on Formative Design Objectives at the Texas State Florists' Association School of Floral Design. Five design categories will be reviewed based on the principles, elements and techniques from the AIFD Guide to Floral Design 3rd Edition. The categories include Wedding, Flowers to Wear, Arrangement, Sympathy and Designer's Choice. An individual review of each category will lead to increased understanding of the evaluation process and expand confidence in the art of floral design.

**May 22 - 23, 2026 • 9:30 a.m. - 4:30 p.m.**

Open to floral designers meeting one of these requirements:

- Certified Floral Designer (CFD®).
- Enrolled in the process to become CFD.
- Enrolled or planning to enroll in Professional Floral Design Evaluation (PFDE) to become a member of AIFD®.

Class will gather for approximately 6 hours daily.  
Enrollment includes lunch each day and time to network!

### HOW TO ENROLL

TSFA Member Rate – \$699

Nonmember Rate – \$799



Scan the QR code  
or visit  
[tsfa.org/formative](https://tsfa.org/formative)

### WHERE TO STAY

TSFA School of Floral Design students may consider reserving lodging at the Holiday Inn Express and Suites, using TSFA's corporate rate of \$109 plus applicable taxes and fees, reservation link is available during the registration process.

Holiday Inn Express and Suites  
247 W. Metro Drive, Leander, Texas  
512-690-5678

**TSFA SCHOOL OF FLORAL DESIGN**  
**413 S. WEST DRIVE • LEANDER, TX 78641**

# Kate Penn to Present during the Texas Floral Expo

## State of the Floral Industry

### Trends, Challenges and Shared Opportunities

Sunday, June 21 • 9:00 a.m. - 10:00 a.m. • Interactive Presentation

Underwritten by the Texas Department of Agriculture



KATE PENN

Society of American Florists CEO Kate Penn will present during the Texas Floral Expo. This fast-moving State of the Industry interactive presentation goes beyond the headlines to unpack what's really happening across retail, wholesale, production and consumer demand. Drawing on SAF research, member outreach and national data, you'll get a clear snapshot of the sales trends, holiday performance, staffing pressures and market shifts impacting businesses here in Texas and across the country. The program then extends into a candid panel conversation with growers, wholesalers and retailers offering real-world insight on how we strengthen and grow the industry together – leaving you with practical takeaways and a broader, supply-chain-wide view of what's next.

Kate Penn has served as CEO of the Society of American Florists (SAF) since November 2017, leading the national trade association for the U.S. floriculture industry through a period of significant transformation and growth. Having spent nearly three decades with the organization prior to becoming CEO, Penn brings deep institutional knowledge and a long-standing commitment to the floral community she now leads. A former journalist, Penn previously directed SAF's content and education strategy, shaping its award-winning magazine, digital communications, and

comprehensive educational programming across its events. Her background in storytelling and industry insight continues to inform SAF's strategic direction, advocacy efforts, and member engagement.

In response to sweeping changes in consumer buying behavior and the evolving floral marketplace, Penn led a comprehensive strategic planning process in 2019 to reposition the association for the future. The result was a renewed mission – to connect and cultivate a thriving floral community – and a focused roadmap for growth. Under her leadership, SAF has expanded its advocacy and local marketing efforts, launched an online training hub to recruit and develop floriculture talent, broadened its portfolio of live and virtual education, and invested in inspiring the next generation to build vibrant careers in the floral industry, through SAF's Next Gen initiatives. These initiatives and resources are showcased at [safnow.org](http://safnow.org).

SAF serves approximately 2,700 member businesses spanning retailers, studio and freelance florists, wholesalers, brokers, importers, growers, manufacturers, distributors, breeders and academics.

Among its signature initiatives is Petal It Forward, an annual nationwide program in which thousands of floral professionals surprise strangers with two bouquets – one to keep and one to share – demonstrating the powerful ripple effect of flowers and human connection. SAF is also recognized for commissioning influential research on the positive effects of flowers on emotional well-being.



TEXAS DEPARTMENT OF AGRICULTURE  
COMMISSIONER SID MILLER

# Beyond THE BIO

with



**Ellie Grande**  
AIFD, CFD, EMC

## WHAT IS YOUR FIRST MEMORY OF FLOWERS?

I vividly recall the mornings, when the soil was saturated with dew and the cotton plants were abundantly fragrant.

## WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

My journey into the floral industry was a gradual process, shaped by a unique collection of meaningful moments rather than a single event. My passion for flowers and aesthetics was nurtured by childhood gardening and local traditions. In my early childhood, I volunteered to assist in decorating our local church, where we crafted paper flowers using copper wire and colorful paper. This experience taught me how to connect with human emotions through the blooms, and it ignited a passion that led me to pursue a career in the floral industry.

## WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

My education in floral design was built through hands-on experience under professional and formal training in design principles and elements. Organizations like AIFD and TSFA offered classes, workshops and conferences that enriched my knowledge. International education is also crucial, as I received the European Master Floral Designer Certification (EMC) credential from the Royal Belgian Chamber of Commerce.



## YOUR CAREER HAS TAKEN YOU ON QUITE THE JOURNEY. WAS THERE ONE OR MORE MOMENTS THAT CHANGED YOUR PATH TO LEAD YOU TO WHERE YOU ARE TODAY?

I experienced a need for validation and the desire to obtain AIFD credentials. I felt that this achievement would validate my floral talents and skills that I had

honed over the years. This shift is about acquiring credentials, and it is the "hard reset" that AIFD serves as a bridge that enables me to carry over my past experiences while demonstrating that I possess the new skills necessary to enhance my professional value.

## WHAT LED YOU TO THE IDEA OF THE PRESENTATION THAT WILL BE SHARED DURING THE TEXAS FLORAL EXPO?

Deeply embedding a presentation within the cultural tapestry of the Texas Floral Expo draws inspiration from the profound and multi-layered relationship between the state's diverse ecosystem and the individuals who shaped its history. This concept emerges from several key pillars of Texas heritage and identity. Notably, it encompasses the indigenous stewardship of the people in Texas and their intricate relationship with native plants. By examining these connections, the presentation transcends mere botany to explore how the land itself has woven together the narratives of those who call Texas home.

## YOUR GLOBAL EXPERIENCES CONTRIBUTE TO ALL YOU DO. HOW DO YOU FEEL THE EXPERIENCES HAVE PREPARED YOU FOR THE OPPORTUNITY TO SHARE WITH OTHERS?

Global floral experiences provide a profound foundation for sharing and transforming the art of floristry. These experiences prepared me to foster a deeper understanding of floral art as a universal language that bridges culture and enhances human connection. Exposure to international styles and trends allows me to teach beyond basic, traditional techniques. Introducing diverse concepts in color, form and space, offer a richer, more nuanced learning experience.



## WHAT DO YOU PREDICT TO BE THE GREATEST CONSTANT AND THE GREATEST CHANGE IN FLORAL DESIGN AS OUR INDUSTRY MOVES FORWARD?

As the floral industry evolves, the most notable transformation is the imperative shift toward eco-conscious sustainability. This entails adapting foam-free mechanisms and sourcing locally to align with consumer demand. Furthermore, the future trend lies in the emotional connection between artistry and consumers. The design shift is moving towards organic, foraged and untamed styles that emphasize movement and, occasionally, a bold, theatrical and moody aesthetic. The greatest constant will remain the deep, emotional connection flowers provide in human culture, while one future trend is the emotional connection in artistry.

### Opportunities to study with Ellie Grande during the Texas Floral Expo

Deeply Rooted • Weaving the Cultural Tapestry of Texas Flora  
Friday, June 19 • 7:00 p.m. - 10:00 p.m. • Stars of Texas Design Presentation Co-presenter

Underwritten by Texas Floral Education Underwriters

The Sculpted Stem • A Master Class Where Floral Design Meets Wearable Art  
Sunday, June 21 • 8:00 a.m. - 10:00 a.m. • Master Class

Underwritten by Texas Floral Education Underwriters

# Beyond THE BIO

with



**Tricia Won**  
AIFD, CFD, EMC, IMF, TMF

## WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

In 2011, my husband was laid off, which was not an abnormal occurrence, since he is an engineer in the technology industry. Our children were both in homeschool and I wanted to return to some type of professional work. My sister was a florist in the Washington, D.C., area in a studio focused on weddings. She encouraged me to do the same. I wanted to own a business and have work-life balance, so I opened Romantic Florals in 2021 which is still in operation today.

## WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

Professional development includes a basic class and advanced classes at the Benz School at Texas A&M University, an advanced course at Floral Design Institute and the Professional Floral Design Evaluation (PFDE) Prep and Competition class at Floriology Institute. I completed the EMC program in September 2021 and the International Master Florist (IMF) with Gregor Lersch at Boerma Institute in 2022-2023.

## YOUR CAREER HAS TAKEN YOU ON QUITE THE JOURNEY. WAS THERE ONE OR MORE MOMENTS THAT CHANGED YOUR PATH TO LEAD YOU TO WHERE YOU ARE TODAY?

In 2023 and 2024, I gave four professional workshops for florists based on European design. I was asked to be a demonstrator at the Singapore Garden Festival in August 2024. In June 2025, I designed a large-scale street installation for Leverano in Fiore in Leverano, Italy. I also designed two large-scale street installations in September 2025 at the festival Hoogstraten in Vegetables and Flowers in Hoogstraten, Belgium. I have had several of my designs published in Florist Review Magazine. I won Florist Review's contest, Best in Bloom, in November 2024. Also in 2024,

I had the joy of designing a very special bridal bouquet for another florist to carry in her July wedding.

## YOUR GLOBAL EXPERIENCES CONTRIBUTE TO ALL THAT YOU DO. HOW DO YOU FEEL THESE EXPERIENCES HAVE PREPARED YOU FOR THE OPPORTUNITY TO SHARE WITH OTHERS?

I am a servant. I work to ensure that members have opportunities for education, inspiration and community.

## WHAT LED YOU TO THE IDEA OF THE PRESENTATION THAT WILL BE SHARED DURING THE TEXAS FLORAL EXPO?

I love the outdoors and am an avid hiker. Living in Central Texas, I have so many places to enjoy nature. I am also a natural designer who loves incorporating botanicals in structures. We have so many different types of plants, trees and flowers to work into floral designs. I want to bring the beauty that I see outdoors on stage and inspire others with what can be created from simple items.



## WHAT DO YOU PREDICT TO BE THE GREATEST CONSTANT AND THE GREATEST CHANGE IN FLORAL DESIGN AS OUR INDUSTRY MOVES FORWARD?

Greatest constant – Floral artists will continue to push their creativity and artistry to inspire others. We need the professionals to step out and showcase their artistry, education and talent.

Greatest change – It will become harder for entrepreneurs to own a retail shop. Prices of product and the costs associated with owning a business continue to increase. Many consumers are hesitant to invest their money on luxury items in this economy. Many think they can be a floral designer because they watched a video on YouTube or Tiktok. This kind of thinking undermines the professional florists and our industry.

## WHAT ROLE DO YOU SEE YOURSELF PLAYING IN THE FUTURE OF FLORAL DESIGN EDUCATION?

The list of possibilities are endless! I would love to continue doing floral demonstrations and design large-scale installations all around the world. To satisfy my competitive spirit, I would like to place in or win a competition and share the experience to inspire others. From a business perspective, I would love to design a couture line of bridal bouquets and floral jewelry for American clients. Finally, I would love to put on a floral festival here in America, where artists can design large-scale artistic installations.

### Opportunities to study with Tricia Won during the Texas Floral Expo

Deeply Rooted • Weaving the Cultural Tapestry of Texas Flora  
Friday, June 19 • 7:00 p.m. - 10:00 p.m. • Stars of Texas Design Presentation Co-presenter

Underwritten by Texas Floral Education Underwriters

Rooted Elegance • Woven European Floristry  
Sunday, June 21 • 4:30 p.m. - 6:30 p.m. • Master Class

Underwritten by Texas Floral Education Underwriters

# TSFA ANNUAL MEETING AND ELECTION

The TSFA Annual Meeting will be held on Saturday, June 20, 2026, from 7:30 a.m. to 9:30 a.m. during the Texas Floral Expo.

The TSFA Election will continue throughout the day until 5 p.m. on Saturday, June 20, 2026.

The TSFA Nominating Committee presents the slate of officers and directors for your consideration.



## PRESIDENT

Marisa Guerrero AIFD, CFD, TMF

Marisa Guerrero has relished a lifetime living in and learning about the floral industry. As Vice President of Debbie's Bloomers, in El Paso, she is a second-generation florist known for her enthusiasm and involvement in the industry. Having served on the boards and committees of numerous industry organizations, including TSFA, AIFD South Central Chapter, AIFD Foundation and West Texas New Mexico Florists' Association, she looks forward to continuing her service to TSFA and many more opportunities to strengthen the foundation of the floral industry.



## SECOND VICE PRESIDENT

Amy Neugebauer AIFD, CFD, PFCI, TMFA

Amy Neugebauer began working at The Blooming Idea in 2010. She received the Jim Orr Volunteer Spirit award in 2016. Neugebauer is a certified AIFD evaluator and has served on numerous committees and held multiple TSFA Board of Directors positions, including Retail Director, Second Vice President and First Vice President. Neugebauer has chaired two Texas Floral Showcases and is a Vice Chair of the TSFA Education Committee.

## RETAIL DIRECTOR (ELECT ONE)



Dan Hinson

Dan Hinson is president of Maisel-Hinson Mainland Floral, Inc., operating Window Box Florist, Flower Box Florist, The Empty Vase of Houston and Mainland Events by Dan. After more than 25 years in leadership roles – including service in the U.S. Marine Corps, accounting and commercial construction – Hinson entered the floral industry four years ago. He brings strong operational leadership, financial insight and a passion for helping retail florists grow stronger businesses across Texas.



Clay Honeycutt AIFD, CFD

Clay Honeycutt was born and raised just outside Dallas. A creative at heart, he pursued a career in floral design starting just over 10 years ago. Over his career, he has worked as a retail designer, wholesaler and high school floral design teacher. He recently purchased his first flower shop in Rockwall, Texas. Honeycutt's passion for education and the floral industry is at the forefront of everything he does!



Alan Masters AIFD, CFD, PFCI

G. Alan Masters of LaPorte, Texas, has been in the floral industry for 41 years. He has served on a number of boards, including the Allied Florists of Houston, where he worked his way up to president; the South Texas Teleflora Board; and the AIFD South Central Regional Chapter Board, where he also served as president. Masters has been a designer, a creative director, a manager and an owner, as well as an educator in floral design.

# Beyond THE BIO

with

Alan Masters  
AIFD, CFD, PFCI



## WHAT IS YOUR FIRST MEMORY OF FLOWERS?

My first memory of flowers was seeing my great grandmother, "Mama Masters", wearing a corsage to church. She had a standing order at Flournoys Florist in Lufkin, Texas, for a feathered pink carnation corsage to be delivered to her home every week. Upon her death, the family chose pink carnations and purple violets to cover her casket.

## WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

Her love of flowers inspired me, coupled with my maternal grandmother's passion for gardening and that of a neighbor who spent hours teaching me about flowers, trees, edible botanicals and more.

## WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

Education in design was something I had pushed to the side for many years. Several years into my career, I realized the importance. I was introduced to Hitomi Gilliam who encouraged me to dive deep into floral education. I feel blessed to be a part of TSFA and Allied Florists of Houston. Each provided me with opportunities to achieve a lifetime of education.



## WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

I have to say that my favorite job in the industry has been that of a storyteller. I have recently began designing in church as a part of the Easter and Christmas services in order to bring the stories alive through flowers. I have long believed that flowers are a medium with which to paint beautiful pictures and write epic stories and romantic poetry. The flowers speak volumes. Adding words takes the mind to places yet untraveled and allows one to visualize things not before seen.

## YOUR CAREER HAS TAKEN YOU ON QUITE THE JOURNEY. WAS THERE ONE OR MORE MOMENTS THAT CHANGED YOUR PATH

## TO LEAD YOU TO WHERE YOU ARE TODAY?

There are two moments that changed my trajectory in the floral industry. One was when Debbie Gordy invited me to attend the workshop with Hitomi Gilliam, that I spoke of earlier. Debbie, as you all know, is an ardent supporter of education and pushed me to be the designer and educator I am today. The second was when I was extended the invitation to join the prestigious group that is AIFD. Being a member of AIFD has allowed me opportunities and friendships that are invaluable to me.

## YOU HAVE WON NUMEROUS COMPETITIONS, INCLUDING THE TEXAS ALL-STARS COMPETITION IN 2025. WHAT INTRIGUES YOU ABOUT THE COMPETITION PROCESS?

When it comes to competition, I think the part that pushes me to try again and again is the valuable feedback you get from judges who are critiquing your work based on the principles and elements of design. I tell everyone – and believe wholeheartedly – that whether you come away with a trophy or not, you win when you compete, as it encourages growth.



## WHAT LED YOU TO THE IDEA FOR THE PRESENTATION THAT YOU WILL SHARE DURING THE TEXAS FLORAL EXPO?

The competitive spirit drives me to participate in various competitions, and it is that same spirit that propels me forward each day in the retail and event worlds in which I thrive.

## WHAT ARE THE KEY TAKEAWAYS THAT YOU HOPE WILL BE GLEANED FROM THIS PROGRAM?

It is my hope that attendees will leave with the knowledge in hand and the resolve of mind to return to their respective part of the industry to become all the more competitive in today's market.

## WHAT DO YOU PREDICT TO BE THE GREATEST CONSTANT AND THE GREATEST CHANGE IN FLORAL DESIGN AS OUR INDUSTRY MOVES FORWARD?

The greatest constant in the floral industry today is that it is incumbent upon us, as floral artists and retail representatives of our industry, to continue our long history of service to our customers.

To help our industry remain competitive and relevant, we might instill an appreciation of the art of floral design among younger generations through consumer education. We may increase sales while building relationships that help bring consumers back to our shops time and again. These changes reinforce the need for floral professionals to be lifelong learners, enhancing our skills and refining our approach over time.

Opportunities to study with Alan Masters during the Texas Floral Expo

# Take the Competitive Lead and BLOOM!

Saturday, June 20 • 7:30 a.m. - 9:30 a.m. • TSFA Annual Meeting • Breakfast Brilliance

Underwritten by Texas Floral Education Underwriters

Wired and Inspired • Expanding Sympathy Designs Into a Third Dimension

Saturday, June 20 • 4:30 p.m. - 6:30 p.m. • Hands-on Workshop

Underwritten by Texas Floral Education Underwriters

TSFA ANNUAL MEETING • BREAKFAST BRILLIANCE

*Beyond*  
**THE BIO**

with  
**J. Keith White AIFD**



**WHAT IS YOUR FIRST MEMORY OF FLOWERS?**

At a very early age, my first memory of flowers was looking at my mother's dried wedding bouquet of peonies that she had kept over the years. Today, I know that flowers provide exceptional memories, too!

**WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?**

Interior design and environmental design start with color, texture and space planning. I soon knew that a space was not finished without flowers and plants, be it a residence, office, hotel or magazine layout.

**WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?**

The empowerment of flowers contributed the most. The continuation of sharing knowledge with others, from the growing procedures to the applications and on to the recipient, fills my days.

**WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?**

I really look at my past as a journey and not as a single job and am secure in that the journey continues each day.

**YOU WON THE TEXAS CUP IN 1993 AND COMPETED IN THE WORLD CUP. WHAT INTRIGUES YOU ABOUT THE COMPETITION PROCESS?**

Competitions should be a creative educational experience. You may push the boundaries of what can be achieved and allow yourself to be the "judge" of the accomplishment.



**YOU WERE INDUCTED INTO AIFD IN 1996 AND WENT ON TO PRESENT CENTER STAGE NUMEROUS TIMES. WHAT PRESENTATION DID YOU FEEL WAS YOUR ABSOLUTE BEST AND WHY?**

Each experience was incredible! The first presentation during the 1997 AIFD Symposium in Dallas was a standout for me personally. The collaboration was with Macy's reviewing floral trend interpretations, influenced by fashion

and interior design from top American designers. At the end of the curated presentation, taking cues from fashion runway shows, I appeared on stage as the new AIFD designer!

**YOUR TIME DESIGNING FOR THE TOURNAMENT OF ROSES PARADE WAS A SIGNIFICANT COMMITMENT. WHAT IS YOUR MOST TREASURED MEMORY?**

I treasure so many memories from each of the 16 years. Each year, I anticipated the morning of each parade as the VIP vehicle entries were lined up behind the Tournament of Roses House and the sun would rise up and the flowers truly came to life for the world to see.



**WHAT INTERESTS YOU ABOUT AMERICAN FLORAL TRENDS®?**

American Floral Trends (AFT) started with the California Cut Flower Commission. I was selected to be a part of the Education Outreach Team. The message was clear that American

grown flowers needed to be emphasized with floral trend colors and styles in order to provide an educational outreach to the industry.

**WHAT LED YOU TO ESTABLISHING A COLLABORATIVE APPROACH TO ESTABLISHING THESE PREDICTIONS?**

Collaboration has always been a part of the AFT. We have always considered ATF to be a voice of many leading industry leaders and designers who bring the best educational information to the industry and consumers.

**WHAT ROLE DO YOU SEE YOURSELF PLAYING IN THE FUTURE OF FLORAL DESIGN EDUCATION?**

I plan to continue my passion of education to provide assistance, supervision and encouragement to floral designers who wish to gain knowledge and accept the duties and responsibilities of a professional designer.

An opportunity to study with J. Keith White during the Texas Floral Expo  
**American Floral Trends® 2027-2028**  
 Saturday, June 20 • 11:45 a.m. - 1:45 p.m. • Saturday Luncheon Presentation  
 Underwritten by FTD  
 Educational Support provided through a Grant from the AIFD Foundation

# Beyond THE BIO

with

Jody McLeod  
AIFD, CFD, PFCI, NCCPF



## YOUR CAREER HAS TAKEN YOU ON QUITE THE JOURNEY. WAS THERE ONE OR MORE MOMENTS THAT CHANGED YOUR PATH TO LEAD YOU TO WHERE YOU ARE TODAY?

The moment that changed everything was my AIFD main stage program in 2018 – Discovering the Art of Leadership. This program combined my love for leadership and interpretive design.

## YOU HAVE SERVED YOUR COMMUNITY AS MAYOR FOR YEARS. HOW DOES THIS EXPERIENCE RELATE TO YOUR EXPERIENCES WITHIN OUR INDUSTRY?

They are both all about building relationships, growing community and promoting our passion.

## WHAT DO YOU PREDICT TO BE THE GREATEST CONSTANT AND THE GREATEST CHANGE IN FLORAL DESIGN AS OUR INDUSTRY MOVES FORWARD?

Education will always be a constant to support our success. What's changing is the way education will be received. Convenience, accessibility and affordability will be essential.

## WHAT ROLE DO YOU SEE YOURSELF PLAYING IN THE FUTURE OF FLORAL DESIGN EDUCATION?

My future role in the floral industry will continue to be as an educator in design and professional development.

## PLEASE SHARE ADDITIONAL INFORMATION THAT WILL OFFER A GLIMPSE BEYOND THE BIO!

I love working with people who want to be the very best version of themselves and who surround themselves with like-minded visionary floral designers, presenters and leaders. As a leader, I will always be the lead learner, seeking opportunities to grow and develop.



Photography Credit | @lizwilliams.photography

## WHAT IS YOUR FIRST MEMORY OF FLOWERS?

My first memory of flowers is going outside and making a bud vase with any flowers found in my grandmother's yard. She loved them and said, "These are the prettiest dandelions anyone has ever given me!" I had no idea!

## WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

While in college, I worked on the weekends and summers at Annie V's Flower Shop in Clayton, North Carolina. I delivered, processed flowers and watered plants. I was tasked with removing dead flowers off graves, and I progressed to waiting on local customers and answering the phone. One slow summer, I was placed in the design room to make fall designs, and the rest is history.

## WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

The North Carolina State Florist Association contributed the most to my education with the NC Certified Professional Florist School. It was

there that I learned why we do what we do on a daily basis. Winning scholarships to attend Teleflora Education Center also had a tremendous impact on me. Without a doubt, attending AIFD Symposiums continues to impact my floral education in a profound way.



## WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

My favorite job has been the delivery driver. Experiencing the look of joy on people's faces and sometimes the shock of receiving flowers from a special friend or secret admirer – has always felt so rewarding.

Opportunities to study with Jody McLeod during the Texas Floral Expo

## The Leadership Perspective

Saturday, June 20 • 3:15 p.m. - 4:15 p.m. • Interactive Presentation

Underwritten by TSFA

## Hanashi

Sunday, June 21 • Noon - 3:00 p.m. • Sunday Luncheon Presentation

Underwritten by Teleflora

INTERACTIVE PRESENTATION • SUNDAY LUNCHEON WITH INSPIRED LEARNING

# Beyond THE BIO

with

Judy Janzen AIFD, CFD



## WHAT IS YOUR FIRST MEMORY OF FLOWERS?

My first memory is giving carnations haircuts (literally) in my parents' flower shop. I can also remember making hundreds of corsage boxes and putting straw in them. My brother and I were paid one penny for each one.

## WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

I was working for Dad in the flower shop, but was planning on pursuing other interests. One day, Dad left my brother in charge of filling orders when he left on business, and I asked him what I should do while he was gone. He said that I should update the shop's windows – we had a large building with giant storefront windows. I had so much fun, I never wanted to leave after that.

## WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

I picked up most of what I knew during informal instruction from my parents in their shop, but my formal pursuit of design began with Charlie Gropetti and Michi Burrell. Later, I was able to learn from Phil Rulloda. I still count him as THE major influence.

## WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

My favorite job was working for my dad. He was an awesome boss!



## YOU WON TOP 10 IN 2024 AND THE SYLVIA CUP IN 2025. WHAT INTRIGUES YOU ABOUT THE COMPETITION PROCESS?

I won the California State Floral Association (CSFA) Top 10 competition in August 2024. One of the benefits I received by being named CA Designer of the Year was an automatic entry into the Society of American Florists Sylvia Cup competition, as CSFA-sponsored representative. I surprised myself by winning there, as well. Competition is a valuable exercise, because even

though it is a highly contrived and artificial situation, it offers a way of refocusing on skills, planning and strategy.

## YOU WERE INDUCTED INTO AIFD IN 2024 AND WENT ON TO PRESENT ON THE MAIN STAGE IN 2025. WHAT DO YOU RECALL ABOUT THESE EXPERIENCES THAT MADE A DIFFERENCE IN YOUR LIFE?

I took the PFDE in 2019 and attained the Certified Floral Designer (CFD) distinction. Because I needed to hone my skills before I retook the PFDE, I decided to enter California's Top 10, where I came in Second Place. After the pandemic, I passed the PFDE in Chicago in 2023 and was inducted into AIFD the following year in Orlando. I didn't want to get too comfortable with what I was doing, so I decided to push myself and submit a proposal for main stage at the AIFD Symposium in Palm Springs in 2025. I was both thrilled and nervous that I was selected. I've learned that you just have to say "yes" to the next opportunity.



## YOUR CAREER HAS TAKEN YOU ON QUITE A JOURNEY. WAS THERE ONE OR MORE MOMENTS THAT CHANGED YOUR PATH TO LEAD YOU TO WHERE YOU ARE TODAY?

I definitely credit Charlie Gropetti for planting the seed for AIFD and nudging me back into the industry following my detour away from it when my children were young. Also, not passing the PFDE the first time was motivating. Another huge factor was when Phil Rulloda became a mentor; he and Cathy have been legendary in their design acumen, insight and support.

## WHAT DO YOU PREDICT TO BE THE GREATEST CONSTANT AND THE GREATEST CHANGE IN FLORAL DESIGN AS OUR INDUSTRY MOVES FORWARD?

The floral community is much more global now than when I first began my journey; influences are more fluid than ever. Traditional flower shops will likely need to find a new niche involving premium customer service and special events. Floral design as art is always in style.

## WHAT ROLE DO YOU SEE YOURSELF PLAYING IN THE FUTURE OF FLORAL DESIGN EDUCATION?

I am, to some extent, already a floral instructor. I willingly encourage others to explore their passion for floral arts, and I will pursue additional credentials to advance my floral educator status. First and foremost, I am a student of the art, and I always will be.

Opportunities to study with Judy Janzen during the Texas Floral Expo

Let's Change the Tropic

Friday, June 19 • 10:30 a.m. - 12:30 p.m. • Hands-on Workshop

Underwritten by Accent Decor

Discovering the Heartbeat of Nature

Sunday, June 21 • 10:30 a.m. - 11:30 a.m. • Design Presentation

Underwritten by Accent Decor



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2026 TEXAS DESIGNER OF THE YEAR COMPETITION

**June 5**  
Entry  
Deadline

**2026 AWARDS MADE POSSIBLE BY**

 **Texas State Florists' ASSOCIATION**

**June 19**  
Categories  
I and II

**THE FIRST PLACE WINNER RECEIVES**

- Recognition as the 2026 Texas Designer of the Year.
- \$1,000 Cash Prize.
- Official Silver Texas Cup and First Place Ribbon.
- Up to \$1,000 to Represent TSFA at the SAF 2026 Sylvia Cup Competition.
- Celebrated as a Star of Texas and Presented a Crystal Star.

**June 21**  
Category III

**THE SECOND PLACE WINNER RECEIVES**

- \$300 Cash Prize.
- Second Place Ribbon.

**June 21**  
Recognition

**THE THIRD PLACE WINNER RECEIVES**

- \$200 Cash Prize.
- Third Place Ribbon.

Texas State Florists' ASSOCIATION  
PRESENTS

# BLOOM

2026 TEXAS FLORAL EXPO

The educational programming is supported by the Texas Floral Education Underwriters.

## FRIDAY, JUNE 19

10:30 a.m. - 12:30 p.m.

### Concurrent Hands-on Workshops

 **TAKE ROOT** with Susan Piland AIFD, CFD, TMF  
*Transitioning Styles for Today's Bride*  
Underwritten by Texas Floral Education Underwriters

 **GROW** with Brandy Ferrer AIFD, CFD, TMF  
*Reimagining Time Tested Products*  
Underwritten by Smithers-Oasis

 **BLOSSOM** with Judy Janzen AIFD, CFD  
*Let's Change the Tropic*  
Underwritten by Accent Decor

2:00 p.m. - 5:00 p.m.

### PRODUCT GALLERY

Unopposed Exhibit Time  
• Shop.  
• Network.  
• Passport to Education.

2:30 p.m. - 4:30 p.m.

### TEXAS DESIGNER OF THE YEAR COMPETITION

Categories I and II

5:00 p.m. - 5:30 p.m.

### BEHIND THE SCENES TOUR

6:00 p.m. - 7:00 p.m.

### STARS OF TEXAS RECEPTION

7:00 p.m. - 10:00 p.m.

 **STARS OF TEXAS DINNER**  
**DESIGN PRESENTATION**  
*Deeply Rooted • Weaving the Cultural Tapestry of Texas Flora*  
Ellie Grande AIFD, CFD, EMC  
Tricia Won AIFD, CFD, EMC, IMF, TMF  
Underwritten by Texas Floral Education Underwriters

 **DESIGN PRESENTATION**  
*Deeply Rooted • Weaving the Cultural Tapestry of Texas Flora*  
Ellie Grande AIFD, CFD, EMC  
Tricia Won AIFD, CFD, EMC, IMF, TMF  
Underwritten by Texas Floral Education Underwriters

## SATURDAY, JUNE 20

7:30 a.m. - 9:30 a.m.

 **BREAKFAST • TSFA ANNUAL MEETING**  
**DESIGN PRESENTATION**

*Take the Competitive Lead and BLOOM!*  
Alan Masters AIFD, CFD, PFCI  
Underwritten by Texas Floral Education Underwriters

9:30 a.m. - 11:30 a.m.

### PRODUCT GALLERY

• Shop.  
• Network.  
• Passport to Education.

11:45 a.m. - 1:45 p.m.

### LUNCHEON • DESIGN PRESENTATION

*American Floral Trends® 2027-2028*  
J. Keith White AIFD  
Underwritten by FTD

2:15 p.m. - 3:00 p.m.

### Concurrent Spotlights

 **TAKE ROOT** with Brandy Ferrer AIFD, CFD, TMF  
*Prep, Protect, Perform • Renewal Foam + Proper Processing*  
Underwritten by Smithers-Oasis

 **GROW** with Rebecca Sullivan AIFD, CFD, TMF  
*Design With Heart • Build With Intent*  
Underwritten by Texas Floral Education Underwriters

 **BLOSSOM** with Cassie Sanders AIFD, CFD, TMF  
*Planting Seeds for Success • Building Relationships That Grow Your Workforce*  
Underwritten by Texas Floral Educations Underwriters

3:15 p.m. - 4:15 p.m.

### INTERACTIVE PRESENTATION

*The Leadership Perspective*  
Jody McLeod AIFD, CFD, PFCI, NCCPF  
Underwritten by TSFA

4:30p.m. - 6:30 p.m.

### Concurrent Hands-on Workshops

Underwritten by Texas Floral Education Underwriters

 **TAKE ROOT** with Cheryl Vaughan, CFD, PFCI, TMFA  
*Wedding Florals in Motion*

 **GROW** with Fabian Salcedo  
*The Art of the String Garden*

 **BLOSSOM** with Alan Masters AIFD, CFD, PFCI  
*Wired and Inspired • Expanding Sympathy Designs Into a Third Dimension*

7:30 p.m. - 10:30 p.m.

### A COLOR POP PARTY IN FULL BLOOM

SCHEDULE • JUNE 19-21, 2026

Register  
now to

# BLOOM

PRODUCT GALLERY • 5 DESIGN PRESENTATIONS  
2 INTERACTIVE PRESENTATIONS  
6 HANDS-ON WORKSHOPS • 2 MASTER CLASSES  
TEXAS DESIGNER OF THE YEAR COMPETITION

SUNDAY, JUNE 21

7:00 a.m. - 8:30 a.m.

**TEXAS DESIGNER OF THE YEAR COMPETITION**  
Category III

7:30 a.m. - 8:00 a.m.

**INTERFAITH SERVICE**

8:00 a.m. - 10:00 a.m.



**MASTER CLASS**

**BLOOM** with Ellie Grande AIFD, CFD, EMC  
*The Sculpted Stem • A Master class where Floral Design Meets Wearable Art*  
Underwritten by Texas Floral Education Underwriters

9:00 a.m. - 10:00 a.m.



**INTERACTIVE PRESENTATION**

*State of the Floral Industry • Trends, Challenges and Shared Opportunities*  
Kate Penn  
Underwritten by the Texas Department of Agriculture

10:30 a.m. - 11:30 a.m.



**DESIGN PRESENTATION**

*Discovering the Heartbeat of Nature*  
Judy Janzen AIFD  
Underwritten by Accent Decor

Noon - 3:00 p.m.



**LUNCHEON • DESIGN PRESENTATION**

*Hanashi*  
Jody McLeod AIFD, CFD, PFCI, NCCPF  
Underwritten by Teleflora



3:30 p.m. - 4:15 p.m.

**Concurrent Spotlights**

Underwritten by Texas Floral Education Underwriters



**TAKE ROOT** with Susan Piland AIFD, CFD, TMF  
*It's a Wrap!*



**GROW** with Cheryl Vaughan, CFD, PFCI, TMFA  
*The Ripple Effect*



**BLOSSOM** with Fabian Salcedo  
*Featuring Kokedama in Everyday Stylings*

4:30 p.m. - 6:30 p.m.



**MASTER CLASS**

**BLOOM** with Tricia Won AIFD, CFD, EMC, IMF, TMF  
*Rooted Elegance • Woven European Floristry*  
Underwritten by Texas Floral Education Underwriters



**SPOTLIGHTS**  
Included in Registration



**PRESENTATIONS**  
Included in Registration



**MEALS**  
Included in Registration



**HANDS-ON WORKSHOPS**  
**MASTER CLASSES**  
Additional Registration Required

TSFA is pleased to launch new **LAYERS OF LEARNING** during the Texas Floral Expo.

Concurrent Spotlights and Hands-on Workshops provide the following:

- Fundamentals for the novice to **TAKE ROOT** •
- Lessons for the designer who is determined to **GROW** •
- A step up for seasoned designers to **BLOSSOM** •
- Master classes provide higher learning for even the most experienced designer to **BLOOM** •

You are welcome to participate in any session to make the most of your Expo experience!

ARE YOU READY TO REGISTER?



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Texas State Florists' ASSOCIATION  
PRESENTS

# BLOOM

2026 TEXAS FLORAL EXPO

ARE YOU READY TO REGISTER?!

## REGISTRATION MADE EASY AS 1 - 2 - 3

1

**“Everything Expo” Registration** – TSFA Member \$399 • Non-Member \$549  
Everything listed on the Expo Schedule is included, with the exception of the optional Hands-on Design Workshops and Master Classes. Register by June 5 to secure this rate.

2

**Hands-on Design Workshops** – TSFA Member \$95 each • Non-Member \$125 each  
• Transitioning Styles for Today’s Bride • TAKE ROOT with Susan Piland AIFD, CFD, TMF.  
• Wedding Florals in Motion • TAKE ROOT with Cheryl Vaughan, CFD, PFCI, TMFA.  
• Reimagining Time Tested Products • GROW with Brandy Ferrer AIFD, CFD, TMF.  
• The Art of the String Garden • GROW with Fabian Salcedo.

**Hands-on Design Workshops** – TSFA Member \$125 each • Non-Member \$175 each  
• Let’s Change the Tropic • BLOSSOM with Judy Janzen AIFD, CFD.  
• Wired and Inspired • BLOSSOM with Alan Masters AIFD, CFD, PFCI.

3

**MASTER CLASSES TO HELP YOU BLOOM** – TSFA Member \$195 • Non-Member \$245  
• The Sculpted Stem • Floral Design Meets Wearable Art • Ellie Grande AIFD, CFD, EMC.  
• Rooted Elegance • Woven European Floristry • Tricia Won AIFD, CFD, EMC, IMF, TMF.

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INDUSTRY EXPERTS WILL SHARE WAYS TO  
**TAKE ROOT, GROW AND  
BLOSSOM TO FULL BLOOM**  
IN A SERIES OF HANDS-ON WORKSHOPS AND MASTER  
CLASSES DURING THE TEXAS FLORAL EXPO

*Transitioning Styles for Today's Bride*

TAKE ROOT with Susan Piland • Friday, June 19 • 10:30 a.m. - 12:30 p.m.

*Reimagining Time Tested Products*

GROW with Brandy Ferrer • Friday, June 19 • 10:30 a.m. - 12:30 p.m.

*Let's Change the Tropic*

BLOSSOM with Judy Janzen • Friday, June 19 • 10:30 a.m. - 12:30 p.m.

*Wedding Florals in Motion*

TAKE ROOT with Cheryl Vaughan, • Saturday, June 20 • 4:30 p.m. - 6:30 p.m.

*The Art of the String Garden*

GROW with Fabian Salcedo • Saturday, June 20 • 4:30 p.m. - 6:30 p.m.

*Wired and Inspired*

BLOSSOM with Alan Masters • Saturday, June 20 • 4:30 p.m. - 6:30 p.m.

*The Sculpted Stem*

BLOOM with Ellie Grande • Sunday, June 21 • 8:00 a.m. - 10:00 a.m.

*Rooted Elegance*

BLOOM with Tricia Won • Sunday, June 21 • 4:30 p.m. - 6:30 p.m.

**SEATING IS LIMITED FOR THESE OPTIONAL WORKSHOPS.  
ADDITIONAL FEES APPLY.**

HANDS-ON WORKSHOPS • MASTER CLASSES

# TWO FORMER TEXAS DESIGNERS OF THE YEAR SHARE THEIR FLORAL ARTISTRY HERE ARE THEIR STORIES

## STEP INTO A LIVING DREAM

Written by Ace Berry AIFD, CFD, PFCI



Photography Credit | Moxxii Photo

Walking into the The Plaza Hotel for the New York Botanical Garden Orchid Dinner felt like stepping into a living dream – one where flowers don't just decorate the room, they own it. Orchids were dripping in elegance, textures were layered like couture and every design moment whispered luxury with a little wink of wild. Right there in the middle of it all, I was bringing my signature energy: lush, intentional, a little rebellious and completely unforgettable. Think sculptural movement, elevated mechanics and orchids placed with purpose – not just pretty, but powerful.

For me, this wasn't just another event – it was a full-circle moment. From Texas roots to one of the most iconic ballrooms in the world, flowers once again proved they can take us anywhere if we let them lead. What I love most about the Orchid Dinner is how it blends high fashion with raw, natural beauty – no rules, just rhythm. And that's exactly where Ace In Full Bloom lives – right in that sweet spot between polished and untamed. Every petal, every curve, every detail told a story of passion, precision and just a little bit of magic. That's the power of what we do – we don't just design flowers, we design moments people never forget.



Newport Compote topped the Newport Pedestal by Accent Decor. Berry customized the pedestal to showcase the theme "Concrete Jungle" without compromising the strength that was required to support the design.

Berry went on to explain, "Every hole hammered on the side of the pedestal was strategic to maintain the structural integrity while visually appearing to be falling apart and decaying."



Nine mirrors were artistically created with an orchid and a memorable phrase.



Custom lighting was placed inside the column to reveal the flowers within as well as those extending. Four strategic rock lights accomplished the task at hand. These lights are typically used for the undercarriage of trucks to create an afterglow on the street.



# ORCHIDS IN THE CONCRETE JUNGLE

Exploring New York's  
Quiet Gardens and  
Electric Streets Through  
Orchid-Inspired Design

Written by  
Brandy Ferrer AIFD, CFD, TMF

Every so often, our industry offers an opportunity that pushes us creatively in the best way. This year marked my second time participating in the New York Botanical Garden Orchid Dinner at the iconic Plaza Hotel, where I designed two concept tables.

The Orchid Dinner is a premier fundraising gala supporting the Garden's research, education, and horticultural programs. Celebrating the Orchid Show, the ballroom becomes a gallery of designer tablescapes surrounded by rare orchids.

This year's inspiration came from "Concrete Jungle," the Orchid Show installation by floral artist Mr. Flower Fantastic, exploring the relationship between New York's architecture and the natural world – steel and glass interrupted by living greenery.

That idea sparked a question: How does nature live inside a city like New York?

Rather than creating matching tables, I designed two interpretations of the same city – one expressing stillness, the other energy.



## URBAN PULSE

Inspired by Times Square and New York Street Art

New York after dark is electric – layers of light, movement, and visual culture. Urban Pulse captures that rhythm while allowing nature to interrupt the structure.

The design began with two black metal stands zip-tied into an eight-foot tower. Laser-cut skyline silhouettes referenced the city grid, while moss-covered spiral forms created the illusion of florals growing through the structure.

The palette was restrained but textural – white phalaenopsis orchids, green hydrangea, green tea roses and green dendrobium orchids, with touches of



## NATURE BETWEEN THE LINES

Inspired by Central Park

If Urban Pulse captured the city's energy, the second table explored its quieter side.

Titled Nature Between the Lines, this design drew inspiration from Central Park – where dense greenery rises against Manhattan's skyline. The contrast between organic landscape and architectural structure became the foundation.

The centerpiece featured two moss-covered frames positioned back to back to form a sculptural arch. The geometry echoed the city, while the moss softened the structure, reminiscent of Central Park's bridges and pathways.

The floral palette remained consistent – white phalaenopsis orchids, green hydrangea, green tea roses and green dendrobium orchids – allowing texture and form to create depth within a monochromatic scheme.

Built for efficiency, the design used foam-based trays for pre-assembly, with finishing stems added on site. Lighting was intentionally minimal, relying on candlelight tucked within the moss and florals to create a soft glow.

The tabletop continued the story with a moss-toned velvet linen, concrete-inspired chargers and a subtle chinoiserie runner that added contrast without distraction. Nature Between the Lines was meant to evoke a quiet walk through Central Park – lush, romantic and calm.

hanging green amaranthus. Each stem was water-tubed and woven into the framework, with most prep completed on site.

A defining feature was the artwork: illuminated graffiti-style pieces created by my son, Haven Ferrer. Printed on transparency film and layered over LED panels, they glowed from within the tower, capturing the layered energy of Times Square.

Lighting brought everything together – LED panels, candlelight and subtle accents creating depth and warmth. At the base, florals spilled onto black velvet linens with leather chargers and charcoal napkins, with each place setting featuring a slate tile topped with reindeer moss and a single dendrobium bloom.

Urban Pulse reflects a simple idea: nature breaking through the city grid, reminding us that even in steel and concrete, greenery still finds a way to be seen.

Designing for the NYBG Orchid Dinner is a reminder that great floral design lives in contrast – between architecture and nature, stillness and energy. Both tables shared the same floral language, yet expressed two distinct moods of the same city. One whispered, the other pulsed.

Together, they reflect something we all eventually learn. When flowers interact with their environment – softening structure, interrupting geometry or appearing where we least expect them – they don't just decorate a space, they transform it.

Sometimes, the most beautiful blooms appear right in the middle of the concrete jungle.



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- Kassie Baker, TMFA, Memorial Scholarship.
- TSFA Floral Event Registration Scholarship.

# TSFA Calendar of Events

## APRIL

- 1 Passover Begins
- 3 Good Friday
- 5 Easter
- 9 High School Testing
- 15 High School Testing
- 16 National Orchid Day
- 22 Administrative Professionals Day
- 30 High School Testing

## MAY

- 1 May Day
- 5 Cinco de Mayo
- 6 National Nurses' Day
- 10 Mother's Day  
Dia de las Madres
- 15 Bring Flowers to Someone Day
- 16 Armed Forces Day
- 22-23  
Formative Design Class
- 25 Memorial Day

## JUNE

- 7 World Caring Day
- 8 National Florists' Day and  
Best Friends Day
- 12 National Red Rose Day
- 14 Flag Day
- 19-21 Texas Floral Expo
- 21 Father's Day

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FLOWERS TO WEAR WORKSHOP

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**Create several stunning bouquets in this 1.5-day workshop while boosting your creativity and skill at the TSFA School of Floral Design on Aug. 26-27. Lunch on Tuesday is included! Members save \$100 off the \$699 registration fee. Space is limited, so reserve your seat today!**



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