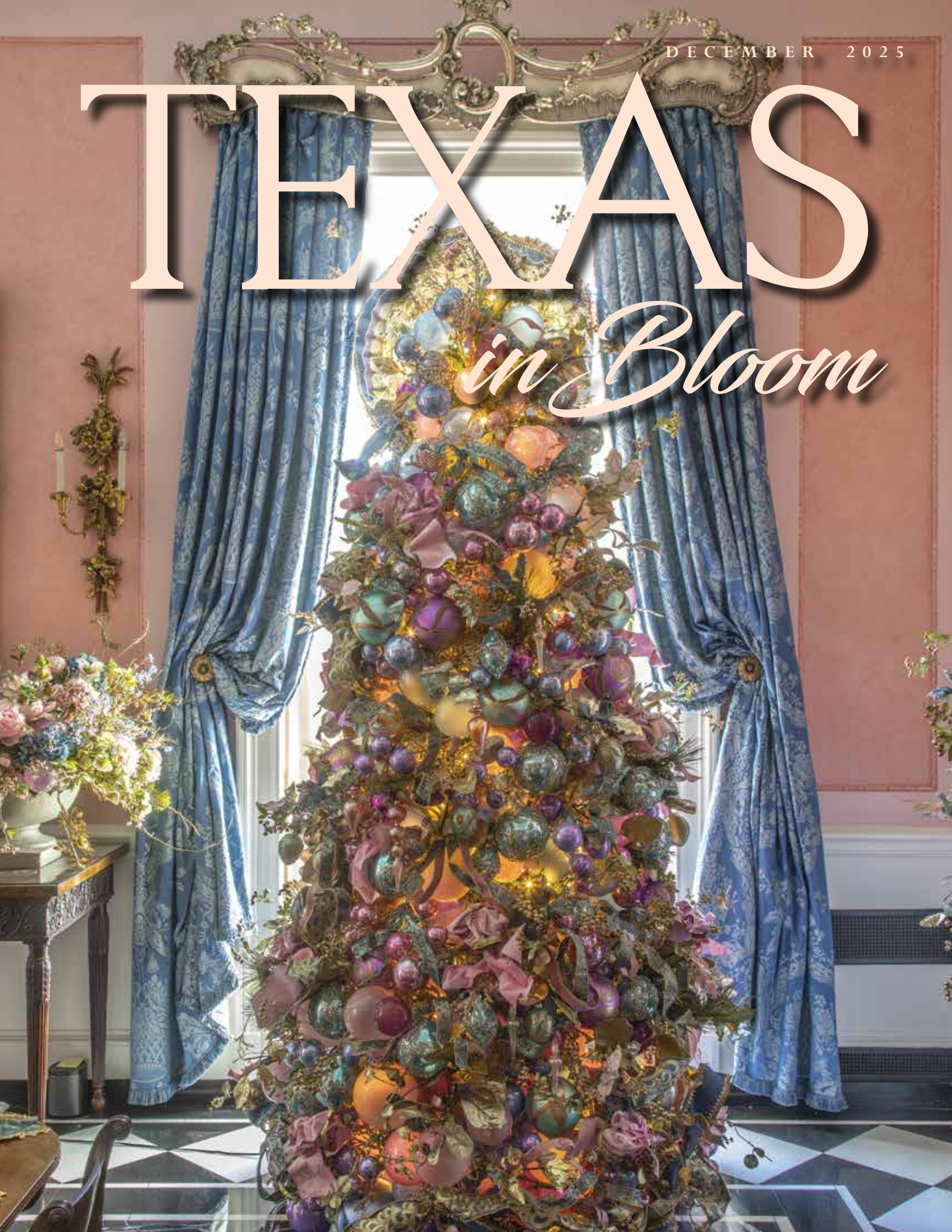


DECEMBER 2025

TEXAS

in Bloom



DO YOU WANT TO KNOW A SECRET!

WE COULDN'T DO THIS WITHOUT YOU!

TEXAS FLORAL EXPO 2025

BILL DORAN COMPANY

The Houston location received all fresh product for the Texas Floral Expo and the Texas locations contributed additionally to assist TSFA in completing procurement requests.

TAYLOR WHOLESALE FLORIST

This Houston wholesaler the supplies for the Texas Floral Expo!

TEXAS FLORAL EDUCATION AND PRODUCT PARTNERS

Thank you to the following Texas Floral Education Underwriters who underwrote presentations and generously provided the requested product support.

- **Accent Decor** underwrote the Stars of Texas programming an interactive, hands-on workshop with Chris Collum-Williams AIFD CFD TMF, as well as the Stars of Texas table decor by Fabian Salcedo.
- **BloomNet** underwrote International Insights and the Advanced Hands-on Workshop with Brenna Quan AIFD.
- **FTD** underwrote the Sunday luncheon presentation and hands-on workshop with J. Keith White AIFD.
- **Porch View Home** and the **Texas Floral Education Underwriters** underwrote the Saturday luncheon presentation and the marketing workshop presented by Charlie Gropetti AIFD.
- **Smithers-Oasis** underwrote International Insights and the bilingual sympathy hands-on workshop with Rocio Silva AIFD CFD PFCI and Frank Feysa AIFD CFD PFCI.
- **South Central AIFD Chapter** and **Texas Floral Education Underwriters** underwrote the A.I. workshop with Brandy Ferrer AIFD CFD TMF.
- **Syndicate Sales** underwrote a hands-on workshop by Derek Woodruff AAF AIFD CFD PFCI CF.
- **Teleflora** underwrote the Saturday breakfast presentation, featuring Hitomi Gilliam AIFD.

TEXAS FLORAL EDUCATION PARTNERS

Thank you to the Texas Floral Education Underwriters who additionally underwrote one or more business sessions.

- **BloomNet** underwrote two business sessions with Renato Cruz Sogueco AAF PFCI.
- **DETAILS** underwrote a business session with Corrine Heck PFCI.
- **Flower Clique** underwrote a business session with Vonda LaFever AIFD CFD PFCI and Lori Wilson PFCI.

TEXAS FLORAL PRODUCT PARTNERS

These Texas Floral Education Underwriters provided products for the Texas Floral Expo in support of educational programming and events.

PLATINUM LEVEL

Bill Doran Company
- Texas Locations
CalFlowers

GOLD LEVEL

Rio Roses

SILVER LEVEL

Choice Farms
Esprit Miami
Klepac Greenhouses, Inc.
North Pole Peonies
Southern Floral Company
Wolfe Wholesale Florist
Zoom Roses

BRONZE LEVEL

Alexandra Farms
Floral Supply Syndicate
Taylor Wholesale Florist

TEXAS FLORAL PRODUCT CONTRIBUTORS

These companies provided an array of product to complete procurement requests for the Texas Floral Expo. Texas wholesalers who are Texas Floral Education Underwriters offer many of the flowers offered through these companies.

Alpha Fern Company
Arnosky Farms
Austin Flower Company
CamFlor, Inc.
Fern Trust, Inc.
Floral Chain Group
Glad-A-Way Gardens
Green Point Nurseries
Jet Fresh Flower Distributors
Mayesh
Mellano & Company

Montecarlo Gardens
Pristine Wholesale Floral
Regional Farms
Resendiz Bros. Protea Growers
Rosaprima
Salter's Evergreen Supply
San Antonio Flower Company
Schusters of Texas
Uniflor

Texas in Bloom

DECEMBER 2025 | VOLUME LI | NUMBER 11

FROM THE *President*



TSFA President
Marisa Guerrero
AIFD, CFD, TMF

With the holidays upon us, I want to take a moment to thank each dedicated committee member for their outstanding work. From finance to education and membership, your time and talent help strengthen our floral community and prepare the next generation of floral professionals!

This year, TSFA will launch an exciting new virtual reality program, available to high schools nationwide. It's amazing to see students put on a VR headset and practice floral design in an immersive, hands-on way. We are thrilled by the

interest so far and can't wait to see how this technology helps students prepare for certification and future careers in our industry.

We've also received wonderful feedback on Elements., TSFA's new monthly newsletter created specifically for floral design teachers. Each email includes helpful classroom resources, such as posters and projects. If you know a teacher who could benefit, please encourage them to contact the TSFA office to be added to the email list.

As we look ahead, the new year brings new opportunities, including virtual communities that will allow TSFA members to connect, collaborate and grow together from anywhere. As you know, the relationships we cultivate are among the reasons this association is so special.

Thank you for being part of this vibrant community. I wish you all a wonderful holiday season and a bright start to the new year! It's the perfect time to share joy, gratitude and a love of flowers.

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION
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Vida en Flor LIFE IN BLOOM

ROCIO SILVA RETURNS TO TEXAS TO PRESENT TWO BILINGUAL EDUCATIONAL SESSIONS

Join TSFA this January at El Paso's premier wedding venue, St. Rogers Depot, for Vida en Flor: Tres Caminos Creativos que Transformarán las Bodas 2026, a bilingual floral design presentation led by internationally renowned designer Rocío Silva AIFD, CFD, PFCI. This inspiring evening invites attendees on a creative journey through the shapes, colors and concepts that will define three creative directions shaping 2026 weddings. The dinner presentation will be an exploration rooted in life, movement and contemporary natural aesthetics.

Open to floral designers across El Paso, Juárez, Las Cruces and beyond, this presentation offers fresh insights into emerging wedding trends and hands-on inspiration to elevate your design approach in the coming year. Whether you specialize in weddings or simply want to broaden your creative perspective, this immersive experience at one of the city's most iconic venues is the perfect way to begin your 2026 floral journey.

Begin your day at St. Rogers Depot with an exclusive bilingual hands-on workshop led by Rocío Silva, designed to elevate your bridal bouquet artistry for the 2026 wedding season. In this intimate session, you will learn to create an inverted crescent bouquet inspired by natural flow, using contemporary techniques that bring together volume, lightness and effortless elegance.

Perfect for designers who want to elevate their craft, this class offers personalized guidance; fresh, creative approaches; and the opportunity to refine your skills before the evening's main program. Space is limited to ensure a focused learning experience, making this workshop an ideal way to deepen your skill set and set the tone for an inspiring day of floral design.



TO REGISTER

Scan QR code or visit
tsfa.org/regional-events



ABOUT
Rocio Silva
AIFD CFD PFCI

- Monterrey, Nuevo León, Mexico is home.
- She was inducted into AIFD in 2011.
- Member of the Mexican Council of Judges in Horticulture and Design.
- Silva holds the Professional Floral Communicator International designation from the Society of American Florists.
- She judges countless competitions as an AIFD Certified Evaluator and Accredited National Garden Club Judge.
- Past President of the AIFD Latin American Society.
- Co-founder and Director of the Instituto Mexicano Técnico Floral, which is the first floral design school in Mexico.
- Floral Designer for Oasis Floral Mexico.

Wednesday, January 21, 2026

St. Rogers Depot
420 North Campbell Street
El Paso, Texas

SCHEDULE

2:30 p.m.	Workshop Check-in
3:00 p.m.	Bilingual Hands-on Workshop
5:30 p.m.	Dinner Presentation Check-in Product Gallery
7:00 p.m.	Dinner Bilingual Design Presentation
9:30 p.m.	Product Gallery
10:00 p.m.	Farewell

Dinner and Bilingual Design Presentation

\$55 TSFA Member • \$85 Non-Member

Bilingual Hands-on Design Workshop

\$95 TSFA Member • \$125 Non-Member

SERVICE & SYNERGY: BUILDING A CUSTOMER-FIRST DREAM TEAM

Written by Vonda LaFever AIFD, PFCI, CFD, and Lori Wilson, PFCI

Photography Credit | Shy Laurel Photography



Every great team is a puzzle, and when the right pieces come together, the emerging picture is exceptional customer service. During our session at the 2025 Texas Floral Expo, we explored how shop culture, communication, leadership and hiring practices work together to create what we call a Customer-First Dream Team.

WHY SERVICE AND SYNERGY MATTER. In today's floral industry, customers aren't just buying flowers; they're buying an experience. Research shows that 80% of people value good customer service as much as the product itself. Whether you are greeting someone or delivering a bouquet, every touchpoint contributes to the customer's connection with your brand. That's why service must be intentional, not accidental. Synergy happens when every team member understands their role in creating that consistent, heartfelt experience.

FOUR CORNERS THAT FORM YOUR FOUNDATION. We liken a strong team to a completed puzzle. The "four corners" form the foundation:

Culture - What we do every day.

Core Values - What we believe and stand for.

Communication - How clearly and respectfully we connect.

Leadership - How we guide and model the example.

Core values define behavior. Culture proves it. Great leaders communicate with clarity and listen with empathy. When these pieces align, everything else fits more easily into place.

VISION: SEEING THE BIG PICTURE. Define what your team and customers should experience every time: connection, trust, delight and authenticity.

As Joel Barker said, "Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world." In other words, a clear vision transforms daily tasks into purposeful work, giving meaning to everything from answering the phone to arranging flowers.

THE IDEAL TEAM PLAYER. Traits, "Humble, Hungry and Smart", from Patrick Lencioni's book, *The Ideal Team Player*, apply perfectly to flower shops.

Hungry employees are self-motivated, are responsible and love a challenge.

Humble employees lead by example, embrace feedback and put the team first.

Smart (People Smart) employees read the room, connect with customers and strengthen morale.

Finding individuals who balance all three traits creates harmony. Miss one, and the balance shifts: Hungry but not humble? Chaos. Humble but not hungry? Stagnation. Smart but not the rest? Drama.

HIRING AND GROWING YOUR TEAM. We encouraged florists to audit their current teams: Who steps up without being asked? Who celebrates others' successes? Who brings empathy to tough situations? In interviews, go beyond resumes and ask questions that reveal true character. For example:

- "Tell me about a time you saw something that needed to be done and did it." (Hunger)
- "What's a piece of feedback that helped you grow?" (Humility)
- "How do you know when someone's having a bad day?" (People Smart)

These insights help identify candidates who will complement, not complicate, your culture.

TRAINING THAT STICKS. The best teams don't just happen; they're developed through consistent education and reinforcement. Training should empower staff to make small decisions confidently. Programs like Flower Clique's Sales Prep School help team members turn conversations into sales.

LOYALTY LIVES IN THE LITTLE THINGS. True loyalty is built through personal touches: remembering a customer's name, writing a thoughtful enclosure card or ensuring your delivery driver feels like an ambassador, not just a courier. When your team embodies your vision and values, synergy flourishes, customers stay loyal and your business thrives.

CALL TO ACTION. Define your foundation. Audit your current team. Hire for hunger, humility and people smarts. Train consistently, communicate clearly and empower every employee to serve with empathy and excellence. When the right pieces come together — service and synergy follow.

80 YEARS OF CONTINUOUSLY MAKING "THE DORAN DIFFERENCE"



This holiday season join us in celebrating our 8 DECADE legacy of delivering the best blooms, service, and supplies in the business!



Discover "The Doran Difference" today and stop by one of our 5 Texas locations to shop our deals. Hand-pick the freshest blooms, exclusive seasonal supplies and come see what is in full bloom for the holiday season!!



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PROUD TO BE A TEXAS FLORAL EDUCATION UNDERWRITER!

Texas Floral Spotlight Shines Brightly In Dallas

Photography Credit | Bee Photography



Kari Gaudet AIFD, CFD, is a fourth-generation floral designer and owner of The Flower Place in Beaumont, Texas. Inducted into the American Institute of Floral Designers in 2020, Gaudet is an active member of both the Texas State Florists' Association and Louisiana State Florist's Association.

Gaudet was named the 2023 Louisiana State Florist's Association Designer of the Year and has represented both Southeast Texas and Louisiana at the Mid-America Cup. She has served on the Louisiana State Florist's Association Board and continues to contribute to industry education, competition and professional development.

Her national experience includes design contributions to the First Lady's Luncheon in Washington, D.C., and the Tournament of Roses Parade. Gaudet has also participated as a member of the Laura Dowling Design Team at Cheekwood Estate & Gardens, assisting with large-scale installations that highlight seasonal beauty and floral artistry.

FEBRUARY 25, 2026

Bill Doran Company
9008 Sovereign Row • Dallas, Texas



TO REGISTER

Scan the QR code or visit tsfa.org/regional-events

Program registration is FREE, but please register so we know you are attending!

In response to countless requests, TSFA has added a hands-on workshop! As a benefit to TSFA members, registration is FREE for the hands-on workshop, but please register so we know you are attending! Non-members may register for the hands-on workshop for \$80 in celebration of Bill Doran 80th Anniversary!

Enjoy specials throughout the store and drawings at registration for 5%-20% discounts.

SCHEDULE

1:30 p.m.	Hands-on Workshop Check-in
2:00 p.m.	Hands-on Workshop
4:00 p.m.	Shop Bill Doran Company
5:00 p.m.	Enjoy Refreshments
6:15 p.m.	TSFA Welcome
6:30 p.m.	Design Presentation
7:30 p.m.	Time to Network and Shop

Trending Florals for Spring 2026

Design Presentation

Preview predictions for Spring 2026 when Kari Gaudet AIFD, CFD, delights you with style and salable florals. An array of product will illustrate four distinctive palettes spotlighting Fresh and Natural – Sweet and Modern – Calming Neutrals – Vibrant and Bold in this design event created exclusively for the evening! Walk away with plans in place to expand possibilities each and everyday!

Wedding Wearables • Prom Personals • Petite Pieces

Hands-On Workshop

Modern day designers lead florals fashionably forward with a myriad of styles and techniques featured during this workshop. Crossovers from prom personals to wedding wearables add opportunities for increased profits through mastered skills. Petite pieces add profit with a distinctive approach to stand out in today's competitive market!

American Floral Trends® 2025 - 2026

Your Gateway to Inspiration

Written by J. Keith White AIFD

Envisioning the American Floral Trends® 2025 - 2026 is deftly guided by the following converging influences: environmental consciousness, pop culture expression, technological advancements and innovations in art, design and fashion – as well as cultural shifts and collective self-reflection. Simultaneously, the American Floral Trends consultant team monitors these influences, along with how floral industry practices adapt and change as related to American consumers' lifestyle shifts and contemporary values. Once this observational data is combined and curated, distinct trends present themselves and reveal what is on the horizon.

The Sunday luncheon provided time and space to examine and be inspired by the five trends determined by presenter and Creative Director J. Keith White AIFD and the team of trend consultants and designers,

With this in mind, expect the evolution of the 2025-2026 floral trends to embrace color palettes, botanical options, narratives and design aesthetics that incorporate elements of fire, air, earth, space and water in order to add deeper associations and a sense of harmony to our connection with nature. American Floral Trends 2025-2026 reveals the five collaborative symphonies, Embrace, Whisper, Ambition, Umbra and Rejuvenate. These natural narratives will not only motivate and guide consumers, but will help designers, industry leaders and floral stakeholders to facilitate deeper collaborations and connections with the creative process when meeting consumer expectations and demands.

TREND CONSULTANTS AND DESIGNERS

J. Keith White AIFD
Creative Director

Charlie Groppetti AIFD
Porch View Home

Sarah Bagle
Accent Decor CCO

Kelly Mace
Oasis® Floral Products

Laura Dowling
Floral Designer and Author

John Regan, MFA PhD
Twisted Stem

Jodi Duncan AIFD
socialjodi.com

Gretchen Sell
Design Master®

Hitomi Gilliam AIFD
Design 358

Donna Stevens
d. stevens LLC

Leopoldo Gomez
Leopoldo Gomez Designs

Jorge Uribe AIFD EMC
Urban Florist



Photography Credit | Shy Laurel Photography



Sessions underwritten by FTD, Inc.
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RESEARCH & DEVELOPMENT



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TO VIEW A DIGITAL FLIP BOOK



EMBRACE

Fire Element – Ignite Senses

Early 20th century artists embraced change that ignited the senses of color expressionism in paintings and interiors. EMBRACE the fire, savor and collect from the past with nostalgic antiquities to create an individual maximalist approach to individuality and expression. In an art comparison, “Woman with a Hat” by Henri Matisse, which was influenced by various styles and bold colors as he developed his own unique style, which would later become known as Fauvism. Maxfield Parrish created idealized neoclassical imagery for commercial use and gravitated toward vibrant blues, known as Parrish Blue, with attributes now found in EMBRACE.

This trend features sumptuous applications of Hydrangea, Dahlias, Protea, Poppies, Tulips and Ranunculus. A fire-infused palette of Design Master includes Tangerine, Olive Bright and Yellow/Yellow, the dominant colors that can be combined, contrasted or accented with Hyacinth, Ice Blue and Pacific Blue. Textural fabrics of intricate brocade, floral with bird motifs along with classic damask and inspired velvets EMBRACE the fascinating aspects of this color palette.

Tangerine

Hyacinth

Pacific Blue

Olive Bright

Ice Blue

Yellow/Yellow



A curated tablescape is ignited with the fire element. Camellia foliage garland meanders among vintage bottles of sumptuous blooms in Tangerine, Hyacinth and Yellow. Statuary pieces in Pacific Blue complete the Heritage Maximalist trend.



A gathering vase surrounded with an assortment of foliage is tied with a silk ribbon bow. Dahlias, Gerbera, Campanula, strawflower, and clematis delicately emerged from the designed base.



The use of textures and the colors bold yellow and olive bright, are shown together. Winward Silks, to include dahlias, foxglove and ranunculus, create a classic design in a contemporary color expression.

An explosion of color and strong texture are arranged together to complement the full color palette range of Embrace. Protea, pincushion, eryngium along with orange spray roses complete the design.



Specialty garden stems gathered in a loose design form embraced the uniqueness of each stem. Dahlias, foxglove, fig branches, snapdragon, day lilies, pomegranate branches were thoughtfully placed with dancing parrot tulips.



WHISPER

Air Element – Embody Lightness

When Mother Nature whispers, this trend takes the embodiment of flowers, ephemeral and impermanent properties to the next level with a nod to the air element. It derives inspiration from a gentle breeze, new beginnings and a sense of weightlessness. The WHISPER story is a hushed and restrained narrative of air-inspired compositions with soft hints of color, wispy foliage, ethereal ribbon accents and arrangements that create an effortless sense of movement and grace. WHISPER graces bridal bouquets, delicate as promises, and become silhouettes against the sky of taupe home decor environments.

A distinctive harmony of delicate Design Master colors of Ivory, Honeycomb, Blush and Heather-ish create an ultrasoft and subdued overall aesthetic. This trend plays to the delicacy of nature's softest tints and tones of Herbal and Blue Sky. Blossom selections of soft, sheer colors, in a wide range of varieties including roses, lisianthus, dahlias, tulips, peonies and ranunculus complete the WHISPER of innocence and grace.

Heather-ish

Blue Sky

Ivory

Herbal

Blush

Honeycomb



Ephemeral interpretation with hushed tints, blush, ivory and heather-ish florals, all with delicate movements in a Winward shell mosaic boat container.



A white cord armature was created for the hand tied cascading bouquet. Delicate delphinium and Phalaenopsis orchid blooms were attached with Smithers-Oasis silver spool wire and bullion wire. All to capture the movement of "wind".



A whisper of blush tints are featured in a pink luster ceramic container. These include roselylily, butterfly ranunculus, garden spray roses, Eskimo roses AND Mondial roses with Dusty Miller foliage to complete the design.

AMBITION

Earth Element – Urban Nature

As urbanization accelerates, there is a growing AMBITION to infuse living spaces with more stability and practicality. AMBITION is an introspective trend interpretation in which natural designs and design elements are elevated and refined with meticulous attention to textures, an earthly color palette, greater use of greenery and branches, along with an appreciation for organic aesthetics. Emphasis is also placed on living environments and vessel selections of farmhouse interpretations, which may include a combination of primitive, handcrafted, and historical-influenced periods – Country French and Italian Della Robbia. Simple “porch” phrase has numerous therapeutic benefits that promote an outdoor connective view to the environment and overall well-being.

AMBITION is thereby deeply rooted in colorations of Design Master Black Cherry, Wild Rose, Peachy mixtures with accents or anchors of French Blue and Moss Green. The driving force propels intention, refinement, minimalism and collective aspirations.

Basil

Wild Rose

Moss Green

French Blue

Peachy

Black Cherry



An updated design of groupings with textural botanicals in French Blue, Basil and Moss Green placed in a Winward classic cachepot.

A towering design in classic Accent Decor Urn casually designed with an earthy palette of textures. Emphasis was given to a color combination of Black Cherry, Peachy and Wild Rose. Infused are the unexpected use of gold powdered anthurium.



An example of d. stevens ribbon selections showing classic to casual rough edge velvet. Unfinished wood, a more natural elevated approach to handcrafted items, along with a bowl of cherries to show nature's color of Black Cherry and local garden cucumbers for the outdoor and deeply rooted collective.



With the main focus on texture and color, protea, Mohamed Roses, Freedom Roses, Peachy Roses and textured foliage, as in the Grevillea, were selected to create this design.

UMBRA

Space Element – Infinite Possibilities

Explore the mysterious celestial aspects with the blending of science that ignites our collective imagination. UMBRA transcends an enlightened cosmic beauty and otherworldly elements that invite contemplation, stir curiosity and remind us that we are all starburst connected to the very fabric of creation.

UMBRA designs may incorporate a contrast of shimmering metallic accents with the cosmic color palette of Design Master Purple, Deep Blue and Gold Medal, anchored with a touch of Thicket and Flat Black. Vessels chosen that enhance the overall theme include matte black ceramics and tarnished or golden metal containers. Textiles of encrusted jewel stones, rich velvets to flowing silks offer an expansiveness of luminous luxury that complement the UMBRA quantum.

So let us be stargazers, explorers of the cosmic unknown, and weave our design imaginations among the constellations.

Purple

Gold Medal

Thicket

Flat Black

Fresh Green

Deep Blue



A bridge design using equisetum to connect the groupings of deep purple callas, hellebores and bright mini green hydrangea. Winward vessels in Flat Black and Thicket play the dark role with the overall composition of the space element.



A standing bouquet frame was created with Smithers-Oasis gold wire mesh. Branch materials were woven in for stability, with purple and deep blue delphinium to surround the structure. Water tubes with purple pansy blooms were attached to the structure. Infinite possibilities!



A trunk and root piece from an ancient bonsai tree was placed over the Winward vessel for a grounding effect as the orchid, fern and Tillandsia plant emerge from the base.



The space element was the focus and creativity of other worldly elements incorporated in the floating design. A handblown amber vessel was selected to hold the round armature woven in with equisetum capped with Hypericum berries in fresh green and deep purple callas. The green protea was the central axis for the celestial starburst of Phalaenopsis orchids and Scabiosa along with shimmering coils of Smithers-Oasis gold wire.

REJUVENATE

Water Element – Fluid Tranquility

REJUVENATE adds freshness, fluidity and a sense of renewal of timeless reflections, cherished memories and eclectic, sentimental journeys. With its embodiment of water, REJUVENATE inspires a sense of harmony, balancing vibrant colors with calming elements. Flowing or cascading lines mimic the movement of waterfalls or ripples on a pond. Flowers spill over the edges of vases, creating a sense of fluidity that encourages a tranquil equilibrium. Be immersed in the beauty of water-inspired designs. Whether it is through harmonious colors, fluid arrangements or translucent vessels, REJUVENATE the ever-flowing creativity that blooms within the world of flowers.

Primary collaborative Design Master colorations of Raspberry, Perfect Pink and Coral evoke beachside sunsets. Cranberry, Lemon and Robin's Egg accents update compositions and revitalize timeless aesthetics. These colors evoke the ever-changing tides of adaptation, renewal and serendipity.

Lemon

Raspberry

Robin's Egg

Coral

Perfect Pink

Cranberry



Winward's signature silver compote holds the flowing tide of bright bougainvillea, coral orchids, from a base of Alaska peonies in raspberry and cranberry. A cascading water inspired design.



The focus was on raspberry and lemon colors, for a mouth watering visual trend interpretation. A small amount of coral and cranberry colors are added to harmonize the freshness.



Oasis rustic wire covered in multicolored Robin's Egg blue to create a flowing couture necklace form. Delicate bougainvillea, Gloriosa blooms and hanging succulents were attached with Oasis dashes to the yarn frame.



A lush and refreshing combination of perfect pink and coral garden roses, fragrant raspberry stock and rosemary, paired with flowing butterfly ranunculus. Tranquility and fluidity gathered in a silver matte trumpet vase.



Say More With Flowers

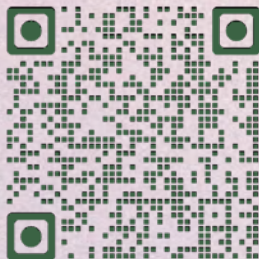
Fresh flowers are a uniquely meaningful gift. With sincerity and appreciation, they genuinely connect people, bringing beauty and optimism to every moment. When you give flowers, you leave a heartfelt impression like few gifts can.

NEW YEARS | VALENTINE'S DAY
NATIONAL FLOWER DAY | EASTER | EARTH DAY
ADMINISTRATIVE PROFESSIONALS DAY
NATIONAL TEACHER'S DAY | MOTHER'S DAY
FATHER'S DAY | INTERNATIONAL FRIENDSHIP DAY
BACK-TO-SCHOOL | LABOR DAY | HALLOWEEN
VETERANS DAY | THANKSGIVING | CHRISTMAS

Any time is a great time to give flowers!



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER



Carnation

Meaning: Love & Devotion

Blooms: May - July

Great for: Mother's Day, Birthdays, Anniversaries



Chrysanthemum

Meaning: Friendship, Happiness & Well-Being

Blooms: July - October

Great for: Friend's Birthday, Get Well & Farewells



Delphinium

Meaning: Positivity & Encouragement

Blooms: June - August

Great for: Moving, New Jobs & Back-to-School



Lorem ipsum

Gladiolus

Meaning: Strength & Love

Blooms: July - November

Great for: Funerals, Remembrances, Memorial Day



Iris

Meaning: Courage, Hope & Achievement

Blooms: May - June

Great for: Get Well, Administrative Professionals Day



Lily

Meaning: Purity

Blooms: June - October

Great for: Easter, Family Holidays, New Births



Orchid

Meaning: Prosperity & Fertility

Blooms: March

Great for: Appreciation, Mother's Day, New Births



Snapdragon

Meaning: Grace & Perseverance

Blooms: April - September

Great for: Graduation, Promotions, Teacher's Day



Tulip

Meaning: Love, Joy & Well Wishes

Blooms: March - April

Great for: 2nd Date, Family Gatherings, Father's Day



Rose

Meaning: Beauty & Love

Blooms: April - September

Great for: Anniversaries, Valentine's Day



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TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

INTERNATIONAL INSIGHTS WITH ROCIO SILVA



Día de Los Muertos | Day of the Dead decoration is featured, using the foam skull with this “hairpiece”, causing us to remember that life is short without a moment to waste. Let’s live in the present and thoughtfully remember those who mean the most. Smithers-Oasis products are the perfect start for creating unique and personalized sympathy designs. This form is not yet available in the United States.



Photography Credit | Shy Laurel Photography



SMITHERS-OASIS PRODUCTS
OASIS® Floral Mesh, Black Coated 40-13113
OASIS® Bind Wire, Natural 40-02660
OASIS® Midnight Design Ring in 2 sizes
10" 11-20021, 14" 11-20023



Having a floral wall with pictures of the deceased at the entrance of a funeral home or venue sets the mood for a Celebration of Life and more of a tribute in honor of the deceased rather than simply the feeling of designing flowers to decorate. Smithers-Oasis Mache products help define creativity. The possibilities are endless.





SMITHERS-OASIS PRODUCTS
OASIS® Event Saddle 45-03865
OASIS® Midnight Grande Brick 10-20013



To create this beautiful “U” form design, Silva suggests that you begin with the focal point which must not be at the center of the design. From that point, continue with the high lines at both sides, always starting with your larger flowers. Smithers-Oasis Renewal Floral Foam was selected to complete this massive design with a solid foundation for even the largest designs!

SMITHERS-OASIS PRODUCTS
OASIS® RAQUETTES® Holder in 3 sizes
18” 11-01110
27” 11-01120
36” 11-01130



When designing a garden style composition, you must use parallel lines and place the elements by type to have them even and balanced in the entire arrangement. Smithers-Oasis Raquettes ensure stable mechanics and are so easy to use.

SMITHERS-OASIS PRODUCTS
OASIS® 18” Mache Square Wreath
11-01849



Think outside the expected round and discover the square. Follow the form, but with a twist, to add movement to your design. A monochromatic color harmony will always bring elegance to your work. Choosing a Smithers-Oasis Square Mache Wreath is perfect for a modern look and feel.



SMITHERS-OASIS

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

The Secret Language of Sympathy Flowers was an International Insights feature during the 2025 Texas Floral Expo presented by Rocio Silva AIFD, CFD, PFCI, and Frank Feysa AIFD, CFD, PFCI. Silva and Feysa each presented a selection of sympathy tributes to illustrate an array of designs on the topic. Bronze Level Texas Floral Education Underwriter Smithers-Oasis has long been supportive of the educational programming featured at numerous Texas State Florists’ Association events. An incredible amount of product was contributed in support of this presentation and also in support of the entire Expo, for which TSFA is most grateful.

You will see, throughout this article, the Smithers-Oasis products that provide the foundation and secure the mechanics for the variety of tributes. This information is provided to expand the educational provisions of the story. The design images and captions provide information to better understand the design and this product information will ease the ordering process through your selected Texas floral wholesaler.

INTERNATIONAL INSIGHTS WITH FRANK FEYSA

Photography Credit | Shy Laurel Photography



SMITHERS-OASIS PRODUCTS
OASIS® Lomey Dish, 15" white 45-01432
OASIS® Round Riser 11-01871



Angels are a symbol of both hope and comfort, reminding us that when wrapped around our lives, there is a sense of serenity and calm. The design is created using an Oasis Round Riser that makes it easy to display a cremation urn and allows us to give the perception that the angel wings are wrapped around the urn.

SMITHERS-OASIS PRODUCTS
OASIS® Display Bucket 22", white 45-38141
OASIS® Renewal Floral Foam Bricks 10-20510



The use of color, texture, size and form all play an important part in the contrast between materials in this design, especially true for the color and textural variations between the foliage. Use of accessories and man-made materials, such as Oasis Rustic wire, gives the designer the ability to create and shape unique forms to complement the design however they choose.

SMITHERS-OASIS PRODUCTS
OASIS® Designer Ellipse Vase- 45-22436
OASIS® Renewal Floral Foam Bricks 10-20510



Oasis Ellipse Vases are the perfect choice for modern, upright designs that can be placed together asymmetrically, creating the perception of one larger design. Draping design materials interact and connect the designs for strong visual interest.



SMITHERS-OASIS

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



SMITHERS-OASIS PRODUCTS

OASIS® Double Casket Saddle 45-03867

OASIS® Renewal Floral Foam Bricks 10-20510



A serene and stately tribute is created by mixing tropical materials with temperate florals. By varying the distance between components, a strong visual pathway is created through the design, and the focal emphasis is strongest in the center where materials are placed closer together.



SMITHERS-OASIS PRODUCTS

OASIS® Scalloped pots, Alabaster 45-22488

OASIS® Renewal Floral Foam Bricks 10-20510



These compact designs pieces are created to complement each other using garden foliage and flowers. The designs were created with flowing line materials to allow the designs to be placed together. Each of the units becomes part of a bigger picture as they interact together, best used asymmetrically by connecting some of the draping components together, giving them versatility as a focal point around an urn or food table for a celebration of life.

SMITHERS-OASIS PRODUCTS

OASIS® RAQUETTES® Holder 36" 11-01130

OASIS® Bind Wire-natural 40-02640

OASIS® Bind Wire- black 40-02662



Depth and dimension dominate the use of floral materials in this raquette design. Impact is created using dynamic lines of the floral materials and branches, versus the man-made static lines with the upright bind wire covered sticks, without compromising the natural look and feel of the design.



SMITHERS-OASIS PRODUCTS

OASIS® Mache Wreath, 24" 40-02657



This large wreath is created using unique materials, such as corrugated cardboard in natural as well as black, and unconventional trimming. The foliage has been tailored to mimic the cardboard by cutting and manipulating the leaves to blur the lines between man made and natural materials. The result is intricate details for the viewer to enjoy.



Meet Kari Gaudet AIFD, CFD

Your Early Years

My earliest floral memory takes me back to our family's flower shop, The Flower Place in DeQuincy, Louisiana. It was more than just a business — it was a blessing and a gathering place for family. My mom, Opal VanWinkle, worked alongside her Aunt Peggy Copeland, her mom's sister, and Aunt Ollie Faye, her dad's sister. It's rare to have family from both sides working together, and I think that made it such a special and nurturing environment.

As a little girl, I loved being part of it all. I remember stripping thorns off roses and wiring them — back when that was still common practice — and creating tiny “arrangements,” which were likely just flowers I stuck into Oasis foam. My Aunt Peggy still laughs and says she wishes there were pictures of those early designs. As I grew older, I began competing in floral design through our local 4-H Club, often coming home proudly with a blue ribbon. Looking back, I realize those moments were the foundation of my lifelong love for flowers and design.

What Led You to the Floral Industry

Growing up, I always imagined that one day I would have a flower shop of my own. I assumed it would come later in life, after I pursued another career path, never knowing what that might be. When I opened my current shop, the plan was for my mom to run it. But very quickly, I realized this was where I was meant to be. Designing and creating meaningful floral moments for others isn't just work for me — it's my passion and purpose.

Finding the American Institute of Floral Designers (AIFD) and discovering the larger floral industry felt like coming home. It opened my eyes to a world



Photography Credit | Bee Photography

of creativity, artistry and community that I didn't know existed outside our small-town flower shop. From that moment, I knew I had found my people and the career that was meant for me.

My Family

What brings me the most joy is my family. Watching my children grow into wonderful young adults fills my heart with pride and gratitude. My daughter, Serena, has blossomed into a kind and devoted mother to my grandson, Jimmy, and seeing her step so gracefully into that role has been one of the most rewarding experiences of my life. My son, Coy, continues to amaze me with his character as he navigates his teenage years. I love watching him discover his own passions and place in the world. And, at the center of it all, is my husband, Paul — my partner in everything. His steady support, humor and love keep our family grounded and strong. Together, they are the heart of my joy — the reason I work hard, dream big and stay grateful for every moment we share.

Relaxation

Relaxation while running a flower shop is an oxymoron! Between weddings, events and daily orders, it's rare that my mind isn't spinning with creative ideas or to-do lists. To truly relax and disconnect from work, I've learned that I have to step away completely — which usually means leaving town for a bit. A change of scenery helps me recharge and find fresh inspiration. I especially love visiting a spa and treating myself to a little pampering. It's my way of slowing down, taking a deep breath and reminding myself that rest is as important as creativity.

Favorite Colors

It's hard for me to choose just one favorite color. I'm drawn



Former White House Florist Laura Dowling and Design Team at Cheekwood Estate and Gardens in Nashville in 2024.

to the luxury and depth of teal – it's a color that can truly take my breath away. There's something captivating about how it feels both bold and serene at the same time. I've also always been partial to the richness of purple and the tranquility of ice blue. Each of these shades speaks to a different part of my personality and design style – elegant, calming and full of emotion.

Favorite Trip

My favorite trip to date is the first one I took with my husband. We went to Las Vegas to celebrate my 30th birthday, and while we've been back several times since, that first trip will always hold a special place in my heart. That trip reminded me that the best memories are made not by where you are, but by who you're with.

Dream Trip

My dream trip would be to spend a few weeks backpacking through Europe. I'd love to wander through centuries-old streets, tour breathtaking cathedrals and marvel at the incredible architecture that tells the story of time. I want to experience nature, taste authentic local foods and soak up the culture in every city and village I visit.

Favorite Food and Cooking

I love a good home-cooked meal, but I also can't resist a great steakhouse. Truthfully, I just love good food! Growing up in Louisiana, everything revolved around a meal – whether it was a holiday, celebration or just a regular Sunday, there was always food and family at the center of it all. I also love to cook. Even with a busy work life, Sundays often find me in my kitchen experimenting with new recipes or remaking old favorites.

Favorite Flower

For years, I've always claimed orchids as my favorite flower – and I still stand by that. But, once I began truly designing and exploring the incredible variety of blooms available, it became almost impossible to choose just one. Hellebores quickly became one of my top favorites, along with the elegant double tulip. I also adore the strength and drama of a King Protea and the soft, delicate beauty of a butterfly ranunculus. Still, a classic Phalaenopsis or Cymbidium orchid will always stop me in my tracks.

Favorite Design Style

I love a nice asymmetrical floral design. There's something

dynamic and expressive about a composition that isn't perfectly balanced – it feels alive and intentional.

My Thoughts on Design

Every design tells a story – who it's for, what the occasion is and what emotion is attached. I believe the flowers themselves help guide the story; telling you where they want to be in a design if you're willing to listen. For me, the process is organic – it's about allowing nature to lead rather than forcing a composition into place. I try to let the flowers speak, finding harmony in their natural lines and rhythm as the story unfolds stem by stem.

Design Education

I studied advanced floral design at the prestigious Houston School of Flowers, where my passion for artistry and technique truly deepened. I've continued my education, learning from some of the world's most inspiring designers, including J. Keith White, Laura Dowling, Bart Hassam, Hitomi Gilliam, Per Benjamin and Tom de Houwer. Each experience helped me develop my unique style while honoring the principles and techniques shared by these incredible designers.



Louisiana Designer of the Year
2023



J. Keith White AIFD, Main Stage Presentation, 2022 AIFD® Symposium

Present Employment

I am self-employed at The Flower Place in Beaumont, Texas. What I love most about owning my shop is getting to design for people I've built real relationships with over the years. Being trusted to create designs for the most meaningful moments is the greatest gift of all.

My Greatest Supporters

My greatest support system starts at home. I am truly blessed to have my husband, Paul, by my side. He has shown me unwavering support and I'm so thankful to have him in my corner. His encouragement and belief in me keep me grounded and motivated every step of the way. I am also privileged to have mentors within the floral industry who have played an important role in my growth. J. Keith White, Anje Williams, David Parker, Angela Brown and others have been sounding boards for problem-solving when challenges arise. Closer to home, I'm blessed to work alongside designers such as Mr. Scott Hasty, James, Ali Meaux and the entire crew at Johnsen's Wholesale Florist. I believe collaboration makes us all stronger as we lift each other up to help our industry flourish together.

Association Affiliations and Achievements

I am a proud member of the Texas State Florists' Association (TSFA) and the Louisiana State Florist's Association (LSFA). In 2020, I was honored to be inducted into AIFD, one of the most meaningful milestones in my career. I am currently a member of the South Central AIFD Chapter, where I continue to grow, learn and contribute to our floral community. I have also had the privilege of serving on the LSFA Board of Directors, an experience that allowed me to give back to an industry that has given me so much.

Industry Highlights

My journey in the floral industry has been filled with extraordinary experiences that continue to shape who I am as a designer. I've had the privilege of serving as an AIFD Design Ambassador during the Roots Symposium in Las Vegas, Nevada, in 2022 – an unforgettable opportunity to assist both World Cup Champion Bart Hassam and J. Keith White during his Main Stage presentation of American Floral Trends 2023-2024. I later returned as an AIFD Design Ambassador at the Emerge Symposium in Orlando, Florida, in 2024, where I served as Assistant Designer for the Gallery Exhibit introducing the American Floral Trends 2025-2026. In 2025, I was honored to assist the renowned Piero Koppi during the AIFD Symposium in Palm Springs, California. That same week, I designed florals for one of the hosting hotels and created my first exhibit for the Partners' Showcase – both experiences that challenged and inspired me creatively.



Float Designer for the Tournament of Roses Parade

I've also had the immense honor of contributing to the Tournament of Roses Parade for multiple years – a dream come true for any floral artist to see thousands of blossoms

transformed into breathtaking moving art. In 2024, I had the privilege of working alongside former White House Florist Laura Dowling on an enchanting Christmas installation at Cheekwood Estate in Nashville, Tennessee – an experience that blended artistry, elegance and history. I'm thrilled to be returning with her team again in 2025.

Another defining highlight came in 2025 when I was selected as one of only 22 designers nationwide to create florals for The First Lady's Luncheon in Washington, D.C. It was an incredible honor and a profoundly moving experience to design alongside so many gifted artists for such a meaningful national event.



Designer for the First Lady's Luncheon in Washington, D. C.



Designed the CalFlowers Table for the Industry Showcase during the 2025 AIFD Symposium.

Over the years, I've also been recognized with multiple awards from state floral competitions through both TSFA and LSFA. Each project, collaboration and competition continues to strengthen my artistry, fuel my passion and deepen my gratitude for the floral community that has given me so much.

Goals

While I've been fortunate to achieve many milestones in my floral career, there are still so many goals I hope to reach. Most center around exploring new techniques, mastering evolving trends and challenging myself creatively. I also want to give back to the organizations that have inspired me by offering my time and service wherever I'm needed. For me, growth isn't just about personal achievement; it's about helping strengthen the floral community that has given me so much purpose and joy.

Interest in Competition

Competition has always been incredibly inspiring to me. It allows us to truly stretch our creativity and think beyond the boundaries of our everyday design work. I love being surrounded by other like-minded artists. It's fascinating to see how each person interprets the same challenge in a completely unique way. Competing is about learning, growing and pushing yourself to see design through new eyes. A sense of community makes every event even more meaningful.

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Secrets of Top Event Florists

Turning Vision into Profitable Designs



Presenter: Corrine Heck, PFCI, Founder and CEO, Details Flowers Software

At the 2025 Texas Floral Expo, Corrine Heck, PFCI, shared an inside look at how today's most successful event florists are turning artistry into profitability. Drawing on her experience designing more than 800 weddings and working with thousands of floral professionals, Heck outlined the systems and strategies that empower creative entrepreneurs to build thriving, sustainable businesses.

The focus of her session centered on one key philosophy: the most successful florists treat creativity like a business and business like an art form. She encouraged attendees to master both design fundamentals and the operational processes that support growth – everything from pricing and financial tracking to client management and team development.

Heck walked participants through 10 core focus areas that define a successful floral business: mastering systems and processes, protecting work through clear contracts, crafting professional proposals, managing budgets and stem counts, maintaining impeccable financial records, building strong teams, following up with clients, prioritizing innovation, providing white-glove service and investing in ongoing education.

By implementing consistent systems, florists can save time, strengthen client trust and improve profitability. Heck emphasized that processes like automated terms and conditions, branded proposal templates and real-time budgeting tools allow designers to spend less time on admin work and more time creating.

Financial awareness was another recurring theme. Tracking income, expenses and event-specific margins helps identify what truly drives revenue. Heck



urged florists to focus their time on the tasks that move the needle – like client consultations, vendor negotiations and marketing high-value services.

Team structure and communication also play a vital role in scalability. Clearly defined roles and a supportive environment create space for creativity to thrive. Meanwhile, thoughtful client follow-up – sending care tips, seasonal updates or simply checking in – turns satisfied clients into repeat customers and vocal advocates.

Heck closed her session by encouraging florists to keep learning, stay connected to industry organizations and embrace innovation. Tools like Details Flowers Software and BloomVision are helping florists streamline operations and gain confidence in their numbers, but it's the balance of artistry, organization and continuous growth that leads to long-term success.

ENCHANTING CASCADES EXPAND OPPORTUNITIES

An Advanced Workshop During the Texas Floral Expo

Written by Gaby Ponsaerts, TMF

Creating out of the box is definitely a trademark of Brenna Quan AIFD. The bridal cascade created for this advanced workshop was whimsical, ethereal and full of movement. The design pushed the boundaries of traditionally understood cascades. The selected materials did the same.



Products selected to create a new approach to cascading placements.

The design began with a 3" wood craft ring, gold Oasis 24 gauge wire, Oasis gold bullion wire, wood chips and white reindeer moss. Quan selected spray roses, alstroemeria blossoms, waxflower and statice in shades of soft pink, adding peach Hypericum berries and a small air plant to complete the design. As you can easily see, these are definitely not your everyday ingredients for a cascading bouquet.

Quan illustrated how to construct the "spine" of the bouquet, like the ones used in the headpiece and corsages presented during the International Insights presentation. She walked us through combining and manipulating these materials to weave them into a delicate and artful waterfall of precious blooms. To state that this class pushed even the most experienced designers out of their comfort zone is an understatement, and that is exactly what fuels and inspires me.

Creativity knows no boundaries and I am so fortunate that I could learn from and be inspired by the absolute best in the industry at TSFA events. Thank you, Brenna Quan, for reinvigorating not just me but my fellow students in this class. To top it off, Quan did it all with a huge smile on her face that lights up every room she walks into.



Brenna Quan AIFD instructs a full house on enchanting cascades.

Detailed closeup showcases the elegance of style and exquisite movement perfect for cascading bouquets and enhancements to a uniquely styled design.

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Founding Silver Level Texas Floral
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Remembering Susie Ramos

Susie Ramos peacefully passed from this life on April 23, 2025. Born in Andice, Texas, on December 22, 1944, to Estanislado and Concepcion Bracamontez, Susie was the light and the heart of her family.


In 1965, she married Marcos Ramos. Susie and Marcos lived a beautiful life together with their two children, Emily and Mark. She was a devoted wife, extraordinary mother and the most loving grandmother. She celebrated every achievement of those she loved. She enjoyed cooking for her family, shopping, traveling and gathering on Sundays to watch her favorite football team, the Dallas Cowboys.

As a successful business owner of The Flower Box in Georgetown, Texas (1975 - 2010), Susie attributes her inspiration to Lillian Peterson, owner of The Flower Nook. Under Lillian's guidance, Susie mastered the art of floral design and began a successful career in the floral industry. Earning the designation of Texas Master Florist (TMF) is a testament to Susie's exceptional skill, knowledge and dedication within the floral design profession in Texas. She served as a Teleflora Unit President for Central Texas. Her passion led to many professional achievements that included being a design team member for the inauguration of George W. Bush.

As a devout Catholic and a member of St. Helen's Catholic Church, Susie believed in the power of prayer. She always believed more in giving than receiving. She will be remembered for her kindness and generosity. Her dedication extended beyond her home into the fabric of her community. As a member of the Chamber of Commerce and the Planning and Zoning Committee, Susie took an active role in shaping the future of her community. She brought thoughtful insight and a collaborative spirit to every meeting, always focused on what would best serve her neighbors and the generations to come. Her sense of responsibility was genuine. She believed that doing the right thing was about love, service and dedication to her community.

Her warmth touched countless lives, leaving an indelible mark on our community. Memories of her unwavering kindness, her infectious laughter and the profound impact she had on each of us will long be remembered.

The family gathered for visitation followed by a Rosary on Monday, May 5, 2025. Services were held at St. Helen's Catholic Church on Tuesday, May 6, 2025. Interment followed at Our Lady of the Rosary Cemetery and Prayer Gardens in Georgetown, Texas.



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DENTON

TSFA Calendar of Events

DECEMBER

- 2 Giving Tuesday
- 12 Poinsettia Day
- 14 Hanukkah (Chanukah) begins
- 25 Christmas Day
- 26 Kwanzaa begins
- 31 New Year's Eve

JANUARY

- 1 New Year's Day
- 9-11 Fundamental Elements and Principles of Floral Design in Leander
- 20 Martin Luther King Jr. Day
- 21 Texas Floral Showcase in El Paso
- 28 2025-2026 In-Person High School Certification Testing Cycle Begins
See tsfa.org/events.

FEBRUARY

- 14 Valentine's Day
- 16 Presidents' Day
- 17 Lunar New Year
- 25 Texas Floral Spotlight in Dallas

Photography Credit | Shy Laurel Photography



PAST PRESIDENTS' BREAKFAST FEATURES THE DESIGN TALENT OF TSFA PAST PRESIDENT CHERYL VAUGHAN, CFD, PFCI, TMFA

To create the look of the container, Vaughan used banyan root from Green Point Nurseries. "We receive it very damp so it is easily manipulated. Keeping it from sliding while binding it with Smithers - Oasis Bind Wire can be tricky. I tried using UGlu but it would not adhere. Using bind wire to sew through the root kept it together once the wire was tied off. To secure the foam, the bind wire was placed over the foam in a few places. Selecting the Brown Bind Wire was best to blend with the Banyan Root."

TSFA expressed appreciation to the Past Presidents in attendance for their continued support and participation. Gayle Johnson, AAF, TMF and John Priest were presented a crystal star and acknowledged as Stars of Texas during the event.

Helpful techniques include: Prune the leaves from the southern smilax to create more depth and perceived value. Nigella petals were edited to create interest and less visual weight.

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