

NOVEMBER 2026

TEXAS

in Bloom



Inspiration and Profit: Texas Floral Showcase Sparks Creativity in Waco

Texas Floral Showcase Chair Tom Wolfe, Jr. • Presented by Ann Jordan, AAF, AIFD, CFD, MMFD
Written by Amy Neugebauer AIFD, CFD, PFCI, TMFA

Attendees at the Texas Floral Showcase were challenged and inspired by Ann Jordan, AAF, AIFD, CFD, MMFD, on Sept. 24 at the Baylor Club in Waco, Texas. Jordan's seasonal presentation incorporated three distinct themes packed with creative ideas designed to equip florists for a highly profitable fourth quarter.

Earlier in the day, designers gathered for a hands-on workshop where not one, but three, arrangements were created to strengthen skills and spark creativity in three genres of floral design. A selection of plants was styled with an amaryllis bulb to later bloom. A gathering vase and grid were provided for the class, offering an alternative to a taped grid on glass. Attendees used this to design an exquisite look of fall blossoms perfect for the season. To finish the day, a sheath design that could beautifully adorn the entry of a home or office was created of dried selections and fresh florals that would later dry.

During the dinner presentation, the entire main stage was transformed into a model of a well merchandised and creatively branded floral shop. Beyond the floral arrangements themselves, Jordan explained how to use strategic merchandising to pique customer interest and drive engagement from one item to the next.

**“Think of yourself
as a businessperson.
Design is important,
but so is making
a profit.”**

— Ann Jordan



STEP INTO MY ENGLISH VINTAGE COTTAGE

Rooted in a vegetative design style, the arrangements feature florals that mimic their natural growth habits. By blending seasonal elements, the designs seamlessly bridge the transition from summer to fall, creating an immersive atmosphere that invites you to stay.

Inspiration: Inspired by *The Edwardian Lady*, a book by Edith Holden, the designs responded to the request to present a trans-seasonal style. Depicting florals from the last of a Summer English garden, the selections flow from Summer into Autumn.

Color Palette: The analogous colors are rich in deep tones of blue and purple with added hues of rose to burgundy.

Floral Selections: Antique carnations, hydrangeas and kangaroo paws in a unique burgundy are combined with ranunculus, miniature callas, rose lilies and garden roses in designs with numerous price points to illustrate an important business tip.

Foliage Selections: Seeded eucalyptus and dusty miller added depth and texture.

Plant Selections: African violets are placed with amaryllis bulbs waiting to later bloom.

Botanical Textures: Bunches of lavender, birch, natural grasses, wheat and painted acorns add interest.

Texas in Bloom

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FROM THE *President*



TSFA President
Marisa Guerrero
AIFD, CFD, TMF

In these monthly messages, I often talk about how wonderful our volunteers are, and this month is no exception! Fall is a time to reflect on all the people we are thankful to have in our lives, and at TSFA, we are grateful for each of you every day.

In September, we hosted a day of education featuring a hands-on class and an evening dinner program, which you'll read about in this issue. Behind the scenes, a dedicated team worked together to coordinate every detail and create a wonderful experience for everyone who attended.

Showcase Chair Tom Wolfe, Jr., of Wolfe Wholesale Florist in Waco, took on the many responsibilities involved in bringing the event to life. From sourcing flowers and hard goods to coordinating the day's activities and hosting the TSFA team throughout the week, Tom went above and beyond to make the event a success. This is no small undertaking, and we are grateful for his time and dedication.

The Wolfe Wholesale Florist team was equally generous with their time and talents. Kristin Voigt assisted Ann Jordan, AAF, AIFD, CFD, MMFD, in designing the program's arrangements and helped participants in the hands-on class develop new skills. Immediate Past President Ed Fimbel, CFD, TMFA, and Second Vice President Amy Neugebauer, AIFD, CFD, PFCI, TMFA, also contributed their time and expertise to these projects.

A table isn't complete without flowers, and Amber Hammer of Wolfe Florist created gorgeous centerpieces for our dinner tables. The Wolfe team also helped deliver Ann's arrangements and pack everything up at the end of the evening. We are so thankful to each of them for their generosity, hard work and support.

Our Texas Events Coordinator, Lynn Lary McLean, AAF, AIFD, CFD, PFCI, TMF, worked diligently for months to ensure every detail was in place. Thanks to her efforts and the support of so many others, the program was a wonderful experience for floral design students and teachers, growers, wholesalers and retailers. It was a pleasure to spend time with such a diverse group of floral professionals, as Jordan shared ideas to help us prepare for a successful fourth quarter.

While we are incredibly thankful to everyone who helped make this event possible, I hope their example also inspires you to get involved with TSFA. There are many ways to support our association and strengthen our floral industry. You don't have to know where to start. Simply make a phone call, send an email or complete the volunteer questionnaire on our website. We would love to have you join us in making a difference for our industry!

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CLASS WHERE FLORAL DESIGN MEETS
WEARABLE ART

DARK APOTHECARY

The twist features a rich, dark apothecary display honoring Edgar Allan Poe in lieu of an expected Halloween décor.

Inspiration: An alternative to traditional Halloween, Dark Apothecary is inspired by Gothic Revival and Edgar Allen Poe.

Color Palette: Deep gold, black and bittersweet create a moody atmosphere.

Floral Selections: Cymbidium orchids, sunflowers with brown centers and yarrow are featured in designs throughout the display.

Foliage Selections: Magnolia and seeded eucalyptus capture the spirit of the season.

Plant Selections: Harvest chrysanthemums, English ivy, ferns and an assortment of succulents and foliage plants fill containers.

Botanical Textures: Reindeer moss, millet and oak are abundant and secure the overall style.

Permanent Botanicals: Bittersweet flows well throughout this theme.



TRADITIONAL CHRISTMAS TRANSITIONED

A classic take on the holidays, heavily impacted by crisp contrast, transitions with the addition of Chinoiserie as an alternate Christmas decor.

Inspiration: The woodlands inspire a traditional approach to Christmas stylings that transitions within the presentation with the influential Chinoiserie inspiration.

Color Palette: The tradition of red, white and green is touched with blue.

Floral Selections: Green carnations and roses were responsible for the crisp contrast to white rose lilies. Vibrant red berries add pops of color. Striking blue delphinium and blue hydrangea are perfect additions.

Foliage Selections: Dusty Miller, holiday evergreens and spiral and seeded eucalyptus add texture to the designs.

Plant Selections: Poinsettias were not yet available but would have been placed center stage!

Botanical Textures: Birch logs and jumbo snow touched pine cones add set the trend.

MERCHANDISING YOUR SHOP OR STUDIO

Whatever surrounds the flowers is just as important as the arrangement itself. The total visual keeps the customer's eye traveling through your shop. Consider the following:

Create Atmosphere: Place candles throughout the shop to instantly set the mood.

Storytelling: Create displays using books and props to strengthen your seasonal theme and have your clients leave talking (about you)!

Visual Anchors: Select items of interest, such as glass cloches placed over items, hanging sheaves, baskets of plants, and painted acorns, to cause clients to take a second look around.

THE BOTTOM LINE: BUSINESS AND STRATEGY

Jordan challenged the audience to continuously learn floral design, stay creative and aggressively target the younger generation by tapping into current trends like crafting, painting, house plants and the revival of dried flowers. To maximize your 4th-quarter revenue, implement these retail strategies:

Know Your Time: Track how long it takes to make a design. Jordan recommends a target of 8 minutes to create a traditional arrangement.

Partner With Wholesalers: Create targeted purchases that allow you to present curated "Seasonal Selections" with a menu to ensure an enhanced profit margin.

The Rule of Three: Always offer three price ranges. Customers will routinely spend 20% more than they originally had in mind.

Phrases to Ban: Never say, "How much do you want to spend?" or a generic, "How are you?" Instead, guide the conversation toward the experience.

Uncover Local Trends: Find out what is unique to your area and expand upon it. For example, if customers ask for yellow flowers due to the Equinox, build a stunning display of yellow to celebrate both the Spring and Fall Equinox.

Repurpose and Save: Look for cost-saving creativity everywhere. Clean packing materials can be transformed into free wrapping material when enhanced with a bit of paint!

Build Your Brand: Be YOU. Dare to be unique. Do something different. Give people a reason to come into your venue just to see what is happening. Everyone is seeking inspiration, beauty and creativity – so, be the one who provides what they are seeking! Be the one who keeps them coming back to your brand.

In closing, TSFA extends its deepest appreciation to Tom Wolfe, Sr., and Tom Wolfe, Jr., of Wolfe Wholesale Florist for the tremendous support in the donation and receiving of floral product. We would be remiss without also expressing our deep appreciation for the support of the team at Wolfe Wholesale Florist and Wolfe Florist for processing and organizing the numerous projects for the hands-on workshop and the merchandised dinner presentation. It takes a village to make it all happen and we are most grateful for the tremendous support experienced in Waco!

TSFA SALUTES

TSFA salutes the supportive volunteers, the generous Texas Floral Education Underwriters and the thoughtful contributors who join together to make a difference in educating floral professionals, floral design students and teachers.

TEXAS FLORAL SHOWCASE CHAIR

Tom Wolfe, Jr., of Wolfe Wholesale Florist and Wolfe Florist

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TSFA Immediate Past President
Ed Fimbel, CFD, TMFA
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FLORAL CENTERPIECES FOR THE DINNER TABLE CREATED BY

Amber Hammer of Wolfe Florist

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Where Flowers, Vegetables and Art Meet

The historic streets of Hoogstraten, Belgium, were transformed into an extraordinary outdoor gallery of floral artistry during the 2026 Hoogstraten in Groenten & Bloemen Festival, held on Sept. 19-21.

Under the creative direction of internationally renowned floral designer Tom De Houwer, designers from around the world joined local volunteers to create imaginative, large-scale installations celebrating the region's rich agricultural heritage. Attracting more than 30,000 visitors, this free, public festival showcased creative possibilities, combining flowers, vegetables and innovative structural techniques to transform everyday botanical materials into extraordinary works of art.

Presenting Sovereign Bloom: Bloom in Your Own Strength Designed and written by Tricia Won AIFD, CFD, EMC, IMF, TMF

TSFA Retail Director Tricia Won traveled to Belgium to lead two design installations of her creation during the event. Her first-person account follows.

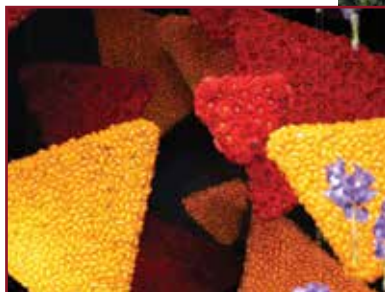
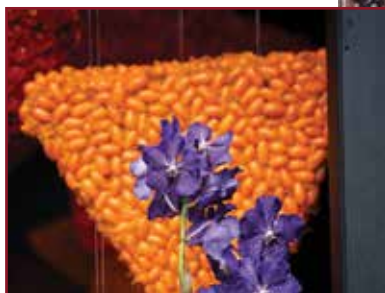
“Sovereign Bloom” explores the relationship between geometric precision and the untamable beauty of nature. Sharp, triangular forms adorned with vibrant red dahlias and orange cherry tomatoes establish a sense of structure and order, while deep purple Vanda orchids appear to break free from these geometric boundaries.

The contrasting colors, textures and forms created a visual narrative of strength, independence and organic defiance. The design celebrated nature's ability to transcend imposed boundaries, claim its own space and flourish with confidence – even within a carefully constructed environment.

Participating in Hoogstraten was an inspiring opportunity! It provided a chance to collaborate with international artists, explore unconventional botanical materials and demonstrate how floral design can move beyond traditional arrangements into the world of contemporary art.

Special thanks to sponsors Ansu Vanda, Crauwels & Peters and Den Berk Délice for their generous support at Hoogstraten and specifically of this design.

Photography Credit: Damian Antal



Behind the Scenes



Designs are reviewed with the volunteers at the start of the first work day.

Volunteers apply double sided tape to the surface and then glue tomatoes to the triangles that will hang in the design using Oasis Floral Adhesive.

Each structure is designed by the tech crew, based on the technical design schematics, and is at the auction house upon the designer's arrival.



Volunteers apply double sided tape to the surface for additional support. The dahlias are pinned to the triangles directly through their center stem, which is the strongest part of the flower. It is important to overlap the dahlias to prevent shrinkage from revealing the mechanics.

Two attachment techniques were tested prior to hanging the triangles onsite. Once the structure was in place on Main Street, the triangles were hung one by one. Installation took about two hours.



BEYOND THE CENTERPIECE

The Art of Autumn Floral Stylings

Designed and written by Scott Hasty AIFD

The fall season provides opportunities for floral placements to adorn the home, with the dining table often serving as the main stage. This presents the perfect opportunity to transition from designing a simple, yet lovely, fall centerpiece to creating an enhanced tablescape – one that envelopes the client's tabletop and fashions an interior setting that guests may never want to leave.

QUESTIONS OPEN DISCUSSION

Opening a discussion with the client can help develop the perfect flow for the event, and a few simple questions can easily spark that conversation:

- What do they want their guests to experience upon arrival?
- Is there a preferred entry? If so, would a companion design at the entrance set a welcoming tone?
- Will the dinner be served buffet-style? If so, a design or two could effectively connect the buffet to the primary tablescape.

FINDING INSPIRATION

The clients and their home are usually the primary inspiration. Find inspiration in a theme that your client wants their guests to experience. The final design must connect to the people who live there and their overall surroundings. While the rich colors and textures of autumn are often the first choice, a tailored color palette that fits the client's unique style is always best.

CREATING THE PERFECT TABLESCAPE

To develop the perfect tablescape, start by looking beyond the flowers. Consider the size and shape of the table, the colors and fabrics in the room and the detailed surroundings.

While flowers will forever remain the heart of the design, the surrounding elements – such as linens, tabletop decor, candlelight, seasonal accents and the tiniest details at each place setting – make the overall table feel welcoming and complete.

When designing a tablescape, keep in mind that guests require space to enjoy their meal and to see one another for easy conversation. A beautiful table should feel comfortable as well as memorable. You will know the event is a great success when the design naturally becomes part of the conversation at some point during the evening!

For a client's surprise 50th birthday celebration for her husband, Hasty created a lush, textured autumn design in the client's 4.5' long pewter tray. The tray was lined with clear cellophane for protection. Soaked Oasis floral foam was added to support the florals and foliage. A selection of Lemonade roses, mango Cymbidium orchids, pincushion protea, craspedia, succulents, safflower, thistle and fresh moss came together in a warm blend of color and texture. Fresh bittersweet was carefully twined throughout the entire length of the design, creating a graceful, sheltering framework over the flowers, providing a natural, autumnal feel.



PROVIDING CARE AND HANDLING

Providing proper care and handling for every arrangement, no matter how small or large, ensures that the flowers are enjoyed and look their best for as long as possible.

When designing a tablescape, keep in mind that guests require space to enjoy their meal and to see one another for easy conversation. A beautiful table should feel comfortable as well as memorable. You will know the event is a great success when the design naturally becomes part of the conversation at some point during the evening!



Fresh pumpkins become living gardens as a tablescape for an evening dinner with one for each guest to take home! These pumpkins remain whole with no carving or cutting needed. Freshly gathered sheet moss is attached to the pumpkin with Oasis Floral Adhesive. A variety of succulents and Tillandsia are carefully secured on top of the moss with the floral adhesive. The plants are without soil or roots. Keep the moss lightly moist and the succulents will begin to root as each grows. When the pumpkin has reached the end of its season, the succulents can be gently removed and planted in pots or garden containers to enjoy for years to come!

BOTANICALS – FRESH OR PERMANENT?



This permanent botanical design is created for the autumn season as a welcoming table centerpiece. The foundation is a 10" x 24" x 1" wood panel, with felt applied to the underside to protect the client's furniture. A block of Styrofoam is secured to the top of the panel with Oasis Hot Melt Pan Glue. Each permanent botanical is steel-picked, with the pick immersed in the hot glue for added security before inserting into the Styrofoam. Pumpkins, in a variety of colors and sizes, form the base, nestled among autumn foliage and berries. At the center, two tones of permanent ranunculus rise above the pumpkins, adding graceful height and a bright floral focal point to the abundant seasonal design.

Fresh florals are typically the mainstay of these designs, but realistic permanent botanicals answer the need for long-term styling. Both are important and have their place in the interior and exterior of the home. With fresh flowers, each stem brings its own personality to the design. Meanwhile, permanent botanicals introduce countless possibilities to expand a coordinated seasonal style throughout the entire home. These permanent designs can be stored after the season ends, providing the designer an opportunity to refresh them when the season returns. With Christmas decor soon to follow, there is no reason to be limited by the harvest. Looking ahead to the new year, the opportunities to enhance the home are endless.

The Ripple Effect

Presented and written by Cheryl Vaughan CFD, PFCI, TMFA

Inspiration is everywhere — in nature, architecture, fashion and art. Yet, one of the greatest sources of inspiration is sometimes overlooked, and that is discovering inspiration from our own work.

As floral designers, we're always searching for the next idea. We save photos, create inspiration boards, follow trends and study the work of other designers. All those sources of inspiration are valuable, yet some of the most meaningful growth happens when we ask ourselves, "Where else could this design idea go?"

Have you ever created an arrangement that sparked another idea? Perhaps your creativity was piqued by a unique mechanic, an interesting flower combination, a well-developed color palette or simply a desire to explore further.

"The ripple effect is not about copying a design, it's more about reimagining an idea."

— Cheryl Vaughan, CFD, PFCI, TMFA

Those moments are powerful, because creativity rarely ends with a single design. One idea leads to another. An arrangement may evoke a bouquet that then inspires another interpretation. A simple mechanic can evolve into an entirely new application. With a fresh perspective, endless inspiration may be found in an existing portfolio or from your photo and video files.

The Original Idea: A compote arrangement was originally requested, but through conversation with the client, it became clear that the desired design was more like a bird's



Photography Credit | Shy Laurel Photography

nest. They wanted something very organic, with flowers naturally emerging from the structure, rather than being arranged in a container. This led to the idea of banyan root. The framework was simultaneously strong and delicate. The movement was there. The line was there. The texture was there. Soon, it became clear that the next idea would emerge from this origin.

The Heart of the Design: Looking beyond the flowers for a moment, the movement remains, as does the texture, structure and negative space. Most importantly, the viewer's experience of and response to the design remains. These characteristics form the very spirit of the design and remain even when the mechanics, scale and purpose begin to change. This is when the ripple effect begins – not by copying a design, but by preserving the heart of it.

The First Ripple: After determining what should be preserved, the next question was, "How can the heart of this design be reimagined in an entirely different form?"

At first glance, a compote arrangement and a bridal bouquet do not seem to have much in common. One sits on a table. The other is carried down an aisle. One is viewed as part of an overall environment, while the other is viewed up close. The purpose is different. The mechanics are different. The scale is different ... but the characteristics remain the same.

The Syndicate Sales Holly Chapple Pillow was perfect for the armature. The banyan root – an important part of this floral story – was attached with brown Oasis Bind Wire to cover the sides of the pillow. The movement was still there. The texture remained. The negative space and overall feeling were still intact. What changed were the mechanics, the scale and the purpose.

The Second Ripple: At this point, most of us would probably consider the design journey complete. The compote arrangement had transformed into a bridal bouquet, and the banyan root remained to create a second ripple with significant movement to direct the eye through the design.

The banyan root was fascinating! It created movement throughout an entire space, flowing organically from the elevated stand toward the table, evoking a sense of continuity and motion. The root helped guide the viewer's eye through the composition, rather than emphasizing a single focal point. The movement, texture and organic feeling were still there, expressed on a much larger scale.

The journey began with a single idea. A compote arrangement rippled into a bridal bouquet and then into an elevated design. Three different applications, three different scales – yet all were connected by the same idea. That's the ripple effect. One idea leads to another; each design inspires the next; and every interpretation reveals new possibilities along the way.

Underwritten by
Texas Floral Education Underwriters



Discovering the Heartbeat of Nature

Presented and written by Joyce Mason-Monheim, AAF, AIFD, CFD, PFCI, AzMF

This program explores “Discovering the Heartbeat of Nature.” That heartbeat is both figurative and real. Trees have a pulse, though it is too slow for us to notice. Their trunks expand and contract as water moves through the roots, trunks, branches and leaves — almost as if they are breathing. Being surrounded by trees and plants can have a calming effect, reflecting the hypnotic power of biophilia and green spaces.

Nature’s rhythm can also be heard in a babbling brook and birdsong. Combined with the restorative power of green

spaces, these sounds can support a healthier outlook, ease stress and reduce anxiety and anger.

Silver Level Texas Floral Education Underwriter Accent Decor provided an abundance of vessels for this presentation. Each was filled with blooms to expand the intellect and celebrate the beauty of creative expression. Experience each design with an understanding of the underlying inspiration, the design concept examined and the key educational takeaway to generously add to your floral design education!



Photography Credit | Shy Laurel Photography

THE INSPIRATION

This grouping, “Nature and Metal”, features metal containers from Accent Decor. The Brentmore Stand and an inverted Cadenza Hanger created an interpretation of how nature grows along the bank of a river, or even in a ditch.

DESIGN CONCEPT

This is a New Convention Design Style with basic groups in a vertical position and horizontal stem placements. The grass grouping reflects natural movement, while the fern grouping illustrates the power of nature.

KEY EDUCATIONAL TAKEAWAY

Metal can portray itself as stiff and hard, but by adding the grasses, ferns and amaranths, it is possible to soften the structure and make it even more appealing. Inverting the Cadenza Hanger as a table piece, instead of a hanger, provides an additional option for its usage.



THE INSPIRATION

Seeking to complement the Accent Decor Lincoln series of bowls, vases and pots, brilliant reds and greens reinforce the striking influences of gold metal found in nature.

DESIGN CONCEPT

Still following the way flowers and plants grow in nature, grouping the varieties together helps make them more dominant and visible. Using a variety of textures makes the flowers and foliage stand out, and the complementary color palette of red and green emphasizes contrast.

KEY EDUCATIONAL TAKEAWAY

The Anthurium placed vertically expands visual space emphasized by the Leucadendron that springs upward from the focal area. Using hydrangeas at the base of the design helps support the other flowers and adds texture creating interest. The back of the design is as professionally finished as the front of the arrangement illustrating that the addition of minimal well placed florals add value.



Back of the design.



Front of the design.

THE INSPIRATION

The Accent Décor Lincoln series of bowls, vases and pots inspire countless design possibilities, highlighting the range of colors, textures and shapes found in nature.

DESIGN CONCEPT

Formal linear design style emphasizes asymmetrical balance, negative space and grouping of like flowers.

KEY EDUCATIONAL TAKEAWAY

The grouping helps draw attention to texture, and the negative space allows the individuality of the anthurium to show. The controlled grass movement helps the eye travel from the anthuriums to the focal area at the lip of the container of the tall vertical arrangement.





THE INSPIRATION

Nature and wood are evoked when using an Accent Decor Winnie Compote.

DESIGN CONCEPT

Using a formal linear design style, the concept was to enhance the design by incorporating pieces of wood for texture and contrast. Negative space is created by the lily grass and the stems of the bird of paradise used to tie on to.

KEY EDUCATIONAL TAKEAWAY

The focal area at the lip of the compote was created by grouping the orange roses next to the wood, which draws the eye and makes it possible to discover all of the details.

Featured on the Cover



THE INSPIRATION

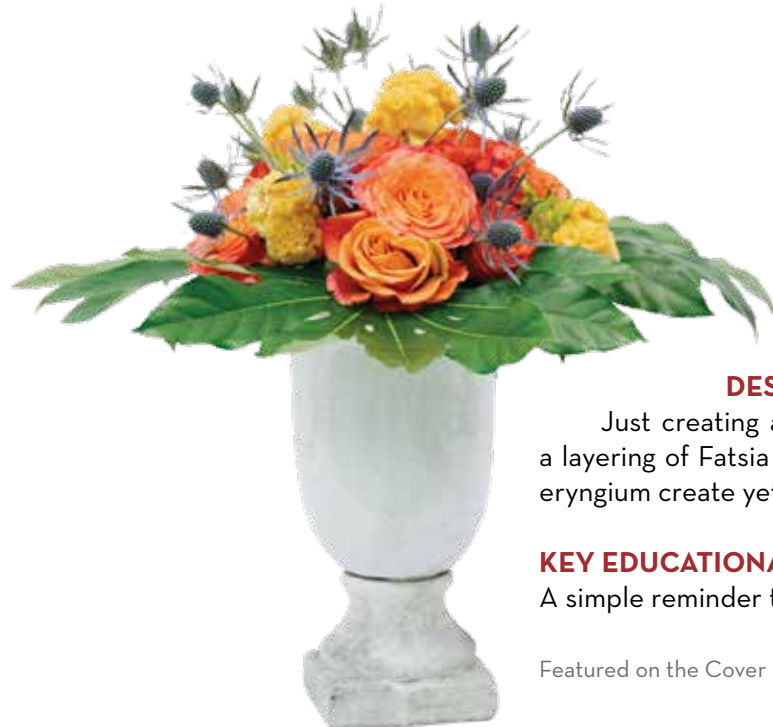
The free form design style was inspiring.

DESIGN CONCEPT

This Accent Decor container helped to create a grid for the flowers, which were inserted in groupings. Lily grass was added for movement. The complementary color palette of orange and blue helps emphasize the roses.

KEY EDUCATIONAL TAKEAWAY

By using hydrangea at the base, it helps to support the other flowers and emphasizes the textures.



THE INSPIRATION

The color palette and Destiny Urn from Accent Décor inspired this refreshing design.

DESIGN CONCEPT

Just creating a round centerpiece can be elevated beyond the usual with a layering of Fatsia leaves and a grouping of flowers on top, and then letting the eryngium create yet another layer above.

KEY EDUCATIONAL TAKEAWAY

A simple reminder that color and texture can make all difference.

Featured on the Cover

THE INSPIRATION

The piece of wood was the inspiration in that it went well with the Wallace Urn. The importance of the placement weighted the design with minimal floral to enhance.

DESIGN CONCEPT

The wood was used strategically to dominate the design, adding texture and utilizing space. This is a concept that oftentimes adds to the profitability of the overall creation.

KEY EDUCATIONAL TAKEAWAY

To attach the piece of wood, drill two holes underneath the piece of wood and glue in wooden picks to insert into the floral foam.

Featured on the Cover



THE INSPIRATION

The Sanctuary Urn from Accent Decor helps elevate vertical designs.

DESIGN CONCEPT

Groupings emphasize the texture and color of the pincushion Protea, delphinium and other blossoms selected for this arrangement.

KEY EDUCATIONAL TAKEAWAY

The piece of wood helps pull the texture from the urn and stabilizes the design both physically and visually.



“When you feel unsettled, overwhelmed, anxious or angry, consider spending time in a natural setting. Sit quietly, close your eyes and listen to the surrounding sounds. Open your eyes and then observe the green space around you and experience the restorative influence of biophilia – the beneficial connection between people and nature. In doing so, you may rediscover the heartbeat of nature.”

– Joyce Mason-Monheim, AAF, AIFD, CFD, PFCI, AzMF

Underwritten by Bronze Level Founding
Floral Education Underwriter Accent Decor



TRANSITIONING STYLES FOR *Today's Bride*

Presented and written by
Susan Piland AIFD, CFD, TMF



Hands-on Workshop
Underwritten by
Texas Floral Education
Underwriters



In “Transitioning Styles for Today’s Bride,” conference attendees explored this updated approach by combining a hand-gathered bouquet with an elegant cascading element.

We began with a beautiful complementary palette of coral, soft blue and white. Flexible flowers and foliage were essential to creating the desired cascade. Selections included Italian ruscus, assorted eucalyptus, lily grass, veronica, tweedia, Bella Donna delphinium and spray roses.

Beautiful flowers and foliage are just the beginning of creating the perfect bridal bouquet. Thoughtful design choices, proper mechanics and sound techniques bring them all together.

Cascading bouquets are making a comeback, but today’s designs are far removed from the dated styles of the 1980s. With expanded floral and foliage selections, today’s designers can create a softer, more natural look with graceful movement and flowing texture.

How do you transition a hand-gathered bouquet into a flowing cascade so that the two become one elegant combo?!



BUILDING THE CASCADE

- 1** The cascade began with a simple armature made by folding floral netting into an open cone and securing it with floral-taped wire.
- 2** Italian ruscus was woven through the netting first to establish the cascade's length, followed by additional foliage to build shape and fill the sides. Delphinium and the remaining blooms were then added to create a natural, flowing line. The length was left on the stems so they could blend with the stem of the bouquet.

The design goal was graceful movement, not a heavy mass of flowers. The flexible netting allowed the cascading element to be shaped, while providing support for the flowers and foliage.

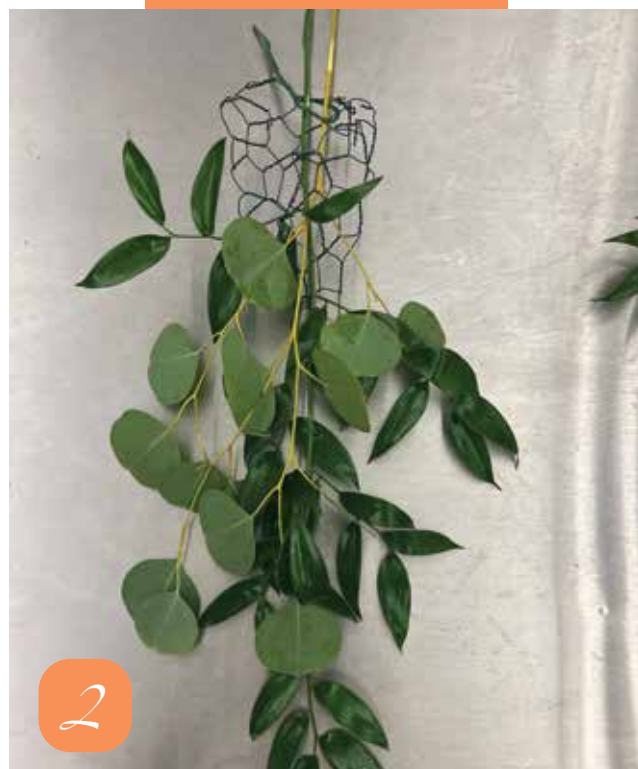


CREATING THE HAND-GATHERED BOUQUET

- 3** Each designer formed a small, loose support using two folded pieces of 20-gauge wire, leaving a short stem for handling. This helped separate the flowers and prevent them from clumping together.

Foliage was placed first, followed by hydrangeas, which helped create a natural grid. Open roses established the focal area, while secondary flowers and accent blooms added texture and movement.

Careful color placement helped balance the design and draw the eye toward the focal flowers. Anchor tape secured the gathered stems.

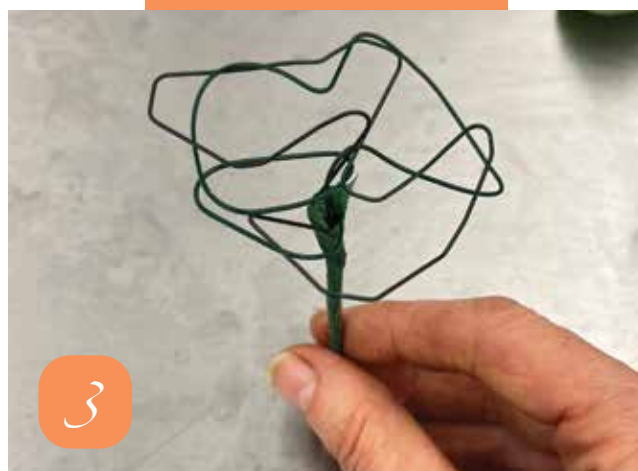


BRINGING THE TWO DESIGNS TOGETHER

The final step was blending the cascade into the hand-gathered bouquet. Designers established the front of the bouquet before joining the two components, carefully adjusting the flexible netting to create a seamless transition.

The pieces were secured together with floral tape, and additional flowers and foliage softened the connection, giving the appearance of one unified bouquet. Once the stems were trimmed, a beautiful satin ribbon completed the design.

One final detail: Always place a lovely bloom at the back of the bouquet for the bride to admire as she carries her bouquet down the aisle.



FLOWERS IN

Motion

Developed and written by
Cheryl Vaughan, CFD, PFCI, TMFA

Discussions about repurposing wedding flowers happen more frequently in today's wedding consultations than they did in the past. Sometimes, the conversations are driven by budget, other times it's about sustainability, but most often, there is a desire to gain the greatest impact and enjoyment from flowers that have been carefully selected. Whatever the motivation, clients are looking for designs that deliver lasting value and create meaningful experiences throughout the day. This important subject was the focus of my hands-on workshop at the 2026 Texas Floral Expo.

Successful repurposing is more than simply moving flowers from one location to another. We must keep transformation in mind and design with intention. Our clients challenge us to think beyond a single placement and create designs that evolve, adapt and beautify multiple spaces, telling a cohesive story throughout the event.

In the "Flowers in Motion" workshop, attendees explored the power of making thoughtful design decisions at the beginning of the process to support a variety of uses. Designing with intention makes it possible to create ceremony florals that transition seamlessly into new roles throughout an event. By considering form, structure, scale, balance and purpose from the start, designs may maximize impact, extend value and give guests multiple opportunities to experience and appreciate each bloom.

What does designing for transformation look like?

- Focus on strong form and structure. Create ceremony designs that will remain impactful even after they're relocated.
- Plan for multiple sight lines and viewing angles. Ceremony arrangements are often viewed from a distance, primarily from the front. Once they move into the reception space, guests may experience them from multiple angles and much closer proximity.
- Select mechanics and containers with care. They must support the design and ensure it can be moved safely and efficiently.
- Consider scale, proportion and balance. A design that feels appropriately scaled in a large ceremony space may overwhelm a smaller reception area. Likewise, an arrangement designed for one focal location may need adjustments to maintain visual balance in another setting.

When we envision our designs through this lens, repurposing becomes much more than relocating flowers. It becomes a deliberate design strategy – one that extends the life, value and impact of every arrangement we create.



Photography Credit | Shy Laurel Photography



Our responsibility as designers is to bring the clients' vision to life in the best possible way. We want every floral to contribute to the experience we've created for them. We want the flowers to be beautiful, purposeful and impactful – from the ceremony through the reception and beyond. The photographs last forever, as do the memories associated with the experience. Create designs that will take center stage for ultimate enjoyment throughout the event, no matter where they are placed.



Hands-on Workshop Underwritten by
Texas Floral Education Underwriters



From left to right:
Instructors and TSFA Past Presidents
Debbie Woltmann AIFD, CFD, TMFA, and
Cheryl Vaughan, CFD, PFCI, TMFA,
take great joy in sharing their
wealth of knowledge!



**G. Alan Masters AIFD, CFD, PFCI
2016 Texas Designer of the Year
2025 Texas All-Star Champion
TSFA Retail Director**

What is your first memory of flowers?

My first memory of flowers is two-fold. My great-grandmother, Mama Masters, used to wear a feathered pink carnation corsage every Sunday to church. She had a standing order at Fournoy's Florist in Lufkin, and the corsage was delivered every Saturday. Consequently, when she passed away, her casket cover was made with pink carnations and her favorite purple violets (artificial, of course). For her home going service, she was pinned with her signature corsage.

What event or experience led to your interest in the floral industry?

The event that drew me into the industry happened at church one Sunday. I was on the flower committee, and it was our job to set up the communion table each Sunday. We used faux botanicals that we changed each week. One Sunday, the design I planned to use had fallen off the table in our storage closet and messed up a number of the flowers, so I was repairing it when the other committee member walked in. A fellow committee member, Theresa, owned a local shop and was impressed. She asked where I learned to do the work. At the end of our conversation, she offered me a job, and I started two days later!

What brings you the most joy?

I absolutely love spending time with my family. My kids bring me so much joy. At the same time, I love being with my flower family. Spending time with like-minded people feeds my soul.



What's your favorite color, and why?

My favorite color is purple. It's crazy to say, but my high school's colors included purple, and it has stuck with me since. Purple is the color of royalty, and it has always appealed to me.

What's been your favorite trip to date?

My favorite trip was to Africa. It was a mission trip to South Africa and Zimbabwe. The people were amazing, and the countries were beautiful. One special memory is of the conference we attended there. They had beautiful flowers that made a large rainbow approximately 15' wide.



Masters as Santa at a preschool Whoville celebration.



Masters in his custom University of Houston jersey with Sasha and Shasta!

Is there a “dream trip” and if so, where does the “dream trip” take you?

I have always dreamed of going to the United Kingdom. I want to go to England and Scotland, where my family is from, and Ireland, where my wife’s family is from. Of course, I would love to go to Holland, the quintessential flower trip.

Do you have a favorite food?

I’m a country boy, so my favorite food is simple chicken and dumplings. When those are served with fresh purple hull peas, I am in my happy place.

Do you prefer to cook or dine out?

I love to cook. Cooking brings me great joy. I’m a firm believer in eating on “real” plates and love setting a pretty table, so cooking will always beat eating out.

What is your favorite flower?

I have two favorite flowers. My poor man flower is carnations. I don’t really care what color, except for peppermint carnations. I hate those. Of course, purple is my favorite.

My rich man favorite is the Paphiopedilum Orchid. That is my dream flower. I would have them all the time if I could.

What is your favorite design style?

Architectural, formal linear designs are my favorites. My usual design style is very romantic, though.



A cross that Masters created on stage during the Easter Sunday celebration at his church.

If you could design for anyone in the world, who would it be and why? Describe what you would create!

Honestly, I have designed for so many celebrities already, I would keep it simple. If I could design once a week for my mom, that would be a dream for me. She loves everything I make, no matter the color or style – and flowers bring her so much joy. Our goal, I believe, with flowers, is always to make people happy. So, seeing her joy is all I would ever need.

Describe your educational background.

I have two college degrees, one in business and one in funeral home administration. From a floral design perspective, I have spent about 15 years attending conventions, wholesale shows, symposiums, hands-on classes, etc. Every opportunity I get for education, I go. I have come to understand that the more I learn, the more I realize how much I don’t know and need to learn.

What is your present employment, and what do you like best about it?

I currently own my own wedding and event business, but I also freelance for other companies. I love freelancing, because everywhere I work, I learn new mechanics and ideas.



An arch created for a wedding in Tyler, Texas, while working with Brandy Ferrer AIFD, CFD, TME.

Are you affiliated with any floral industry associations?

I am a member of the American Institute of Floral Designers (AIFD), the South Central Regional Chapter of AIFD, Professional Floral Communicators International (PFCI) and, of course, the Texas State Florists’ Association (TSFA).

Share some of your association achievements and leadership experiences.

I have served as a member of the South Texas Teleflora Unit, an Allied Florists of Houston President, a South Central Regional Chapter of AIFD President, a member of the AIFD Education Committee and Chair of the TSFA Membership Committee. I am proud to be a current TSFA Retail Director.

What highlights have you experienced, to date, in the floral industry?

One major highlight was designing at the Texas State Capitol. Of course, winning the Texas Designer of the Year, Houston Designer of the Year, National Alliance of Floral Associations (NAFA) Designer of the Year and the Texas All Star Competition was amazing. My highlight win was the Jim Johnson Cup.

What does serving on the TSFA Board of Directors mean to you?

I am excited to serve as a TSFA Retail Director, because I have been given so much by this organization. This is an opportunity to give back to TSFA, its staff and TSFA members. We're working to ensure a strong future for our industry in Texas, which is rewarding. It gives me the opportunity to inspire and encourage young people, and it's fun to serve others.

What is your perspective of the volunteer leadership process?

I think it is important for each and every one of us to take time and find a way to give back to our industry. So, going through the process of being elected and serving as a board member is of the utmost significance to me.

It appears that you truly love the art of competition. What intrigues you about the process?

The adrenaline rush is exuberating, as is competition. Also, the chance to learn and grow from the feedback is worth it all.

What was your inspiration for the designs you created during the Texas All Stars Competition?

My inspiration for the competition, which was themed "Through the Looking Glass", was Tim Burton himself. He is so weird and twisted, and all his movies lean so far into the fantasy world, it reminded me of my love for steampunk style. I took the clock and disassembled it to use the gears and the clock faces, and I also added gears to mushrooms. I just felt the twisted mind of Mr. Burton and that look of steampunk "funk" fit perfectly together.

The takeaway must be much more than the win. What did you take away from this experience?

The takeaway was the input from the judges, as well as the validation of my ability as a designer. Most people didn't know, but I was going through a tough time in my life when the competition took place, and I was doubting my abilities. Winning the Texas All Star Design Competition gave me the encouragement I needed to jump back in wholeheartedly in design work.



Masters' design created for the Texas All Star Design Competition. The faux amaranthus was actually chunky yarn. It was a hit!



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TSFA PRESENTED TWO MASTER CLASSES

Rooted Elegance

A Master Class in Woven European Floristry

Presented and written by
Tricia Won AIFD, CFD, EMC, IMF, TMF

The European-style, hand-tied bouquet is the backbone of European floristry – prized as one of the most important floral gifts given or received. This design was the focus of “Rooted Elegance: A Master Class in Woven European Floristry” at the 2026 Texas Floral Expo.

Attendees explored sustainability and repurposing materials as ways to increase return on investment for designers and their clients. Many items can be used again – in new or different ways.

For example, smilax vine, from a wedding a few weeks before, was defoliated and brought to the expo to share with those that took this master class. It provided the perfect opportunity for all to experience sustainability firsthand.

Inspired by one of the featured bouquets from the Stars of Texas award ceremony, the vines were used to create natural armatures for the hand-tied bouquet. Workshop participants also learned how to make a stained-glass frame using floristry wire and paper wire. Demonstrating with a drill, wires were wrapped during a quick “how-to”, ensuring all could see how the provided wrapped wires were made in advance.

The smilax armature was bound to the stained-glass frame using paper wire and then flowered. While the flowers selected were similar to the ones used in the original bouquet from the award ceremony, participants selected from various



colors, which gave them the freedom to create their own color palette and style.

The techniques learned in the class included:

- Wrapping wires with a drill.
- Bending and weaving with vines.
- Creating a stained-glass wire frame.
- Binding, grouping and spiraling stems.
- Pruning botanicals for a hand tied bouquet.

By the end of the master class, each designer's style and creativity came to life. Their bouquets were uniquely their own, enhancing the learning experience.



From left to right, Frances Fortanelly, CFD, TMF and Betsi Doherty are pictured with instructor Tricia Won and their amazing hand-tied bouquets created during the master class.



Master classes
underwritten by
Texas Floral Education
Underwriters



These opportunities were held during the Texas Floral Expo presented by two globally recognized presenters who call Texas home!

The Sculpted Stem

A Master Class Where Floral Design Meets Wearable Art
Presented and written by Ellie Grande AIFD, CFD, EMC

In “The Sculpted Stem” master class, participants were guided in bringing floral design and wearable art together. Working hands-on with structural wire, fresh and dried botanicals, pearls and other embellishments, students explored how to shape a custom double necklace with a pendant drop. Mini orchids, spray roses and delicate botanical details transformed the spiraled wire into a sculptural piece inspired by the organic movement of vines and the innovative forms of modern fashion designers.

The master class also examined jewelry trends, such as sculptural forms, nature-inspired materials, mixed media and personalized design. Participants considered how culture and storytelling can inform floral adornment and how custom statements can carry artistic, emotional and commercial value.

Designers were encouraged to look beyond traditional designs and imagine new opportunities for floral artistry in fashion, special events and personal expression.

Frances Fortanely CFD, TMF creates a stunning floral necklace during this master class held during the Texas Floral Expo.



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TSFA Calendar of Events

Design Credit | Brandy Ferrer AIFD, CFD, TMF



NOVEMBER

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

DECEMBER

- 1 Giving Tuesday.
- 5 First day of Chanukah/Hanukkah.
- 12 Last day of Chanukah/Hanukkah.
- 25 Christmas.
- 31 New Year's Eve.

JANUARY

- 1 New Year's Day.
- 15-17 Fundamental Elements and Principles of Floral Design.
- 18 Martin Luther King Jr Day.

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TEXAS FLORAL TALENT ABOUNDS DURING THE TYLER ROSE FESTIVAL

2024 Texas Designer of the Year Brandy Ferrer AIFD, CFD, TMF, had the honor of serving as the Official Florist for the 2026 Tyler Rose Festival Queen's Tea. An incredible design team of mostly TSFA members, including current Texas Designer of the Year Bruce Easley, AAF, AIFD, CFD, TMFA, and 2016 Texas Designer of the Year Alan Masters AIFD, CFD, PFCI, featured more than 2,500 roses and nearly 5,000 flowers in a spectacular celebration of yellow, blue and white. From towering floral crowns and cascading installations to charming teacup arrangements, the designs honored the beauty and traditions of this iconic East Texas event while showcasing the creativity, collaboration and talent within the TSFA family.

Read the complete story in the December issue of TEXAS in Bloom.



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