

DECEMBER 2022

# TEXAS

*in Bloom*



ALL WAS

# Merry and Bright

## WITH SCOTT HASTY AIFD AND TSFA!

Take a look at all that was created to bring holiday spirit and numerous ideas! Inspired designs bring forward the extraordinary! How many of these arrangements will you produce this season for your customers?!



# Texas in Bloom

DECEMBER 2022 | VOLUME XXXXVIII | NUMBER 11

## FROM THE *President*



TSFA President  
Cheryl Vaughan CFD TMFA

Merry Christmas and Happy New Year to all! I know you are busy decorating, shopping and getting ready for the many Christmas festivities both at home and at work. I am looking forward to spending time with family and enjoying those traditions that accompany the season!

Speaking of the season, I was pleased to greet so many of you during our Merry and Bright evening held at Platinum Level Texas Floral Education Underwriter Bill Doran Company in San Antonio. Thank you, Scott Jewett and your incredible Bill Doran team, for being the perfect host and seeing to every single detail including the holiday florals! Also, a huge thank you to Bill Doran Company for believing in Texas State Florists' Association enough to become a Platinum Level Texas Floral Education Underwriter!

Scott Hasty AIFD inspired each of us with so many clever ideas. He shared what I call "Scott Magic" so that our designs may stand out from the ordinary and be the extraordinary! We have included several of his designs to surround my message so that you all can make the most of what he shared! Thank you Scott Hasty AIFD for sharing Christmas in Style!



Designed by  
Scott Hasty AIFD

In addition to inspired education, Scott Jewett of Bill Doran went on to share that he was a believer in TSFA not only because of the education we offer but also because it was TSFA that helped to keep the Texas floral industry's doors open during the pandemic.

TSFA member Clay Honeycutt AIFD shared that as a high school teacher, TSFA is instrumental in providing what is needed to educate the future floral designers along with producing educated consumers in the floral design classes taught in Texas High Schools. In closing, Scott Hasty AIFD shared not only his love of floral design but also his love for his TSFA floral family. He also shared that he had won a scholarship through TSFA to acquire his Texas Master Florist (TMF). There are so many reasons to be a part of this great association!

I want to remind you that this is the time of year to start thinking about scholarships with the deadline coming up in early spring. Be sure to schedule time to complete an application! The information is available at [tsfa.org](http://tsfa.org). TMF classes are scheduled March 3 - 6, 2023. Also scheduled are additional TSFA Member events at wholesale locations in other areas of Texas so please stay tuned for more information!

In closing, SAVE THE DATE for the Texas Floral Expo in Georgetown June 23 - 25, 2023. Susan Piland CFD TMF is our Expo Chair and the planning is going great. We have some incredible designers lined up and will be sharing more insights in future issues so stay tuned. I know this will be the best Expo ever and I know you won't want to miss it. Hope to see each of you there! For now, I wish you the happiest of holidays and a little time off to enjoy the season!

### THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

PO Box 859 | Leander, Texas 78646 | 512.528.0806 | FAX 512.834.2150 | [www.tsfa.org](http://www.tsfa.org) | [dnordman@tsfa.org](mailto:dnordman@tsfa.org) | [caroles@tsfa.org](mailto:caroles@tsfa.org) | [tmarshall@tsfa.org](mailto:tmarshall@tsfa.org)

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Editor | Lynn Lary McLean AAF AIFD PFCI TMF  
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Production | Pixels and Ink  
About the Cover | Numerous Texas designers have been called upon to decorate The White House for the holidays as well as to design for various events. May each of you pause for a moment and celebrate your achievement.  
Contributing Writers | Yolanda Amos TMFA, Amy Neugebauer AIFD TMFA, Gaby Ponsaerts TMF, Cheryl Vaughan CFD TMFA

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# Merry and Bright Christmas

## IN STYLE

### MADE POSSIBLE BY THE BILL DORAN COMPANY AND TSFA

The Bill Doran Company understands the importance of the education offered through TSFA. Thus upon opening in Texas, they quickly became a Texas Floral Education Underwriter at the Platinum Level. It seemed most appropriate to hold our first TSFA Member event in their location in San Antonio and what an event it was! Thank you Bill Doran Company for your belief in our mission and for your support!

Written by  
Yolanda Amos TMFA

We are in the spirit of Christmas with Texas' own Scott Hasty. Scott's Merry & Bright design presentation showcased his dedication as a designer, florist, a passionate educator, and mentor to many that admire his creative flair.

Involved in the floriculture profession for over 40 years, Scott opened Scott's Planter that evolved into a full-service flower shop, J. Scott A Florist in 1994.

A member of TSFA, Scott has presented as a feature designer for many of TSFA's Texas Floral Expos. Most recently he was the Lobby Display chair for the Texas Floral Forum this past July.

Nicknamed P\*Star by his loving, 9-year-old granddaughter, Scott extended his heart and time to help create beautiful pieces for our 19 Uvalde angels.

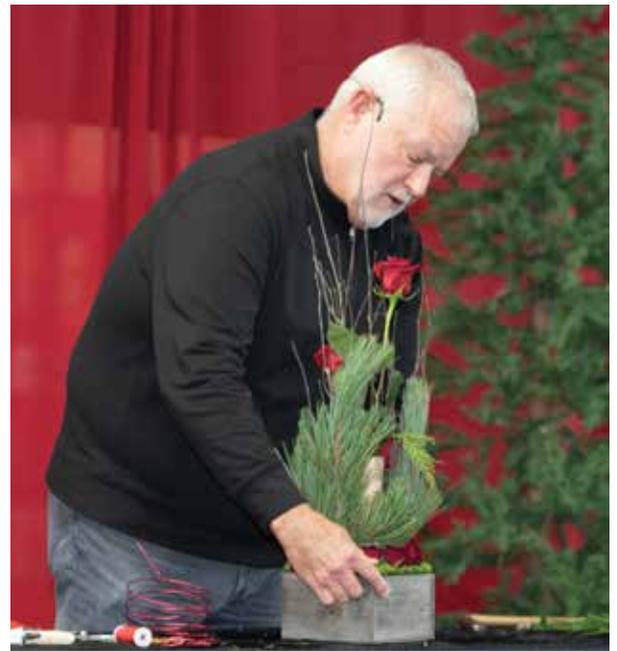
Let's begin our journey into the reason for the season celebrating the birth of Christ with a floral birthday cake. Christmas greens, layered with wax flower and Lemonade and Explorer roses, with green cushioned Kermit's and red spray roses, create a beautiful pattern of Christmas color combinations.

Thank you Scott Hasty and Platinum Level Texas Floral Education Underwriter Bill Doran Company for all you did to make this event Merry and Bright!





Scott Hasty AIFD brings smiles and countless holiday ideas to include trans-seasonal designs such as the one seen here!



Scott Jewett of Platinum Level Texas Floral Education Underwriter Bill Doran Company brings Greetings to TSFA during the recent TSFA member event in San Antonio.



Photography Credit | Maricela Ramos

TSFA President Cheryl Vaughan CFDTMFA shares TSFA Highlights and welcomes all to our first TSFA Member Event!

# FOLLOWUP FROM THE FORUM!

This issue unfolds several happenings in Corpus Christi to wrap up our coverage of the Texas Floral Forum! Enjoy!!



## SCOTT HASTY'S BEAUTIFULLY DESIGNED LOBBY FLORALS GREETED ALL AS THEY ARRIVED IN CORPUS CHRISTI THIS SUMMER!

^By definition, Texture is an element of design that defines the surfaces of shapes and forms. Texture that you feel with your fingers is called tactile while texture that the artist recreates on a flat surface is called visual texture. It has been said that Texture is one of the most difficult elements to master. This design is a true study of texture.

<<Hanging Floral Art featured Tillandsia Xerographica with floral accents of Cymbidium Orchids and Leucadendron blossoms.

Design Credit | Scott Hasty AIFD  
Photography Credit | Cody Ash Photography

# THE PRICE IS RIGHT

## with Tina Coker AAF AIFD PFCI

Written by Gaby Ponsaerts TMF

Some of us might think of Bob Barker or Drew Carey when we hear “The Price is Right” but we had a way more money savvy hostess for this game during the luncheon presentation.

Sure enough, Tina Coker started us off with three contestants who had to guess the price of three floral arrangements. This immediately brought her presentation into perceived value.

This aspect of pricing can derail or enhance your bottom line even when you apply excellent flower math for your designs. She showed us just how using more modern design techniques can aid you in achieving a higher perceived value with less product, resulting in more profitable designs. This was music to our ears for sure.

She illustrated her mantra “use it up, make it do or do without” with an example. One year: she way over ordered Cedar for the Holiday Season. Early spring: she broke out the spray paint, got creative and was able to use all the product and make her designs stand out from the competition.

Another way to enhance the bottom line is to design “grab and go” arrangements in multiples that are similar but a little different. This makes designing go faster and enhances your chances of selling multiples.

Tracking your SRP is of the utmost importance. Even an inexpensive design can have a high profit margin when correct flower math, creativity and perceived value are all combined and optimized.



It was then time for a new game! This one brought to light the importance of pricing your hard goods correctly. That is not an easy task in this time of rapidly changing prices and availability. How much is the Oasis Heart? How much is the Wreath? What did I pay for this bundle of dried material?

Tina also enlightened us on Psychological Pricing. Our customers have pre set barriers in mind when making purchases. Some are \$1 - \$10 - \$100. When pricing right under the threshold you can make the most of every sale. On the other hand there is exclusive pricing, which uses round numbers and gives items a higher perceived value.

Tina shared additional aspects that help to not to loose sight of the importance of profitability!

- When dealing with small budgets and requests for a big show, an Interpretative Vegetative design is your friend. You can achieve a big look with limited product.
- Filler flowers are expensive! Overstuffing can eat away at your bottom line very quickly!
- Photograph your own designs for your website and involve your staff in these decisions. This makes it harder for customers to compare your prices with other shops.
- Use mixed markups so you can stay competitive in all categories of sales. For example, your mark up may be different for cash & carry sales and sympathy designs.

Of course, lots of information sparked lots of ideas! Some of these ideas and implementations will score an A, a B or even a solid C. But even is some wind up being an F, roll with it because you will never know unless you try it for yourself.

Photography Credit | Cody Ash Photography



**TSFA LUNCHEON  
HIGHLIGHTS EDUCATION  
AND RECOGNIZES  
2022 LEADERSHIP  
IN CORUPS CHRISTI**

**TEXAS FLORAL ENDOWMENT  
PRESENTS THE 2022 SCHOLARSHIPS**

Former Texas Floral Endowment President and current Director Jimmy Klepac presents the Texas Floral Endowment Scholarships.



The Gina Waters AAF TMFA Scholarship  
Ali Godwin



Vice President Susan Piland CFD TMF presents TSFA President Cheryl Vaughan CFD TMFA with a Texas Flag that was flown over the Texas State Capitol in appreciation for her tremendous dedication to TSFA.



Judy Rutledge AAF TMFA Education Scholarship  
Iuliia Prokhovora TMF



TSFA President expresses appreciation to Texas Floral Forum Chair Iuliia Prokhovora TMF



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

# TSFA AWARDS THE TEXAS MASTER FLORIST DESIGNATION AND CELEBRATES THE ACHIEVEMENT

From left to right,  
 TSFA 1st Vice President Susan Piland CFD TMF,  
 TSFA 2nd Vice President Ed Fimbel CFD TMFA and  
 TSFA Past President Bruce Easley CFD TMFA  
 join each recipient.



Kristen Stockard TMF



Heather Cox TMF



Gaby Ponsaerts TMF



Courtney Burkhardt TMF



Becki Koepke TMF

These Recipients were unable  
 to attend the Texas Floral Forum.  
 Congratulations to each on their achievement!

Texas Master Florist  
 Kassie Montford TMF

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

Two Cross Family Education Scholarships  
 Honoring Jane & Mark Knox TMF  
 Aliza Gomez and Rachele Roberts

TSFA Floral Event Registration Scholarship  
 Abel Gonzales AIFD CFD TMF

Tubby Adkisson AAF TMFA Educational Scholarship  
 Jessica Dunn

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

# Waves of color

## 2022 TEXAS DESIGNER OF THE YEAR COMPETITION

Written by Amy Neugebauer AIFD TMFA

A special Thank You to the Chairs of this event: Texas Designer of the Year Round One and Round Two Chair Sheri Jentsch AIFD TMF Texas Designer of the Year Final Round Chair Scott Hasty AIFD.

The third and final category DBrooks challenged the contestants to create an art piece for the Art Museum of South

Texas using three varieties of foliage and three different leaf manipulations with one hour allotted to complete this creation.

The competitors were given two containers. The natural clay Astrid Pot from Accent Décor donated by Floral Supply Syndicate and a clear glass

rectangle from WGV International. Each of these companies are Texas Floral Education Underwriters.

The flowers and foliage, available for use, were blossoms that the contestants had “saved” from the first two rounds of competition that were held at the Texas Floral Forum host hotel.

The neutral walls and high ceiling of the Art Museum were a beautiful backdrop for the vivid flowers and verdant foliage. Museum visitors watched the designers in action. What a wonderful way to bring floral artistry to the public!!

Time was called by Chair Scott Hasty AIFD. Judges Kim Jones AIFD TMFA, Norman Northen TMFA and Renee Tucci AIFD evaluated. Scores were tallied by Tally Chair Yolanda Amos TMFA.

Congratulations to all participants for beautiful and creative work!



Eight contestants participated in the 2022 Texas Designer of the Year Competition  
From Left to Right: Alan Masters AIFD PFCI, Rebecca Sullivan CFD TMF,  
Kari Gaudet AIFD, Tricia Won AIFD EMC, Richard Trujillo AIFD, Victoria Howle TMF,  
Mary McCarthy AIFD TMF and Jack Winterrowd TMF

**THE 2022 DESIGNER OF THE YEAR TOP THREE COMPETITORS WERE ANNOUNCED!**

**3<sup>rd</sup> Kari Gaudet AIFD**



Kari Gaudet AIFD was awarded 3rd place with flowers and a check for \$200. Kari is pictured with TSFA President Cheryl Vaughan CFD TMFA and Chair Scott Hasty AIFD.

**2<sup>nd</sup> Alan Masters AIFD PFCI**



Alan Masters AIFD PFCI was awarded 2nd place with flowers and a check for \$300. Alan is pictured with TSFA President Cheryl Vaughan CFD TMFA and Chair Scott Hasty AIFD.

**1<sup>st</sup>**



**Mary McCarthy AIFD TMFA**

Mary was awarded the title Texas Designer of the Year with flowers and \$1,000 check, Silver Texas Cup, the Crystal Star of Texas and \$1,000 towards participating in the Sylvia Cup at the Society of American Florists' Convention. Mary is pictured with TSFA President Cheryl Vaughan CFD TMFA and Chair Scott Hasty AIFD.

**Thank you to each participant and to the Texas Floral Education Underwriters for your support of this most important competitive event!**

# ...AND THEN THERE WAS A SHRIMP BOIL ON THE BEACH!



Written by Gaby Ponsaerts TMF

Picture this, it is Friday night and you are a florist. You get to the beach and the first thing on your mind is where do I put the aisle markers? Is the wind going to blow over the arch?

Well, not on this Friday !!!!

As my friends drove the car over the white sand at North Padre Island Beach, we spotted a huge circle of colorful Adirondack chairs. Colleagues and friends were gathering around the food and drink tables. Scrumptious shrimp, tasty sausage, corn and potatoes were the main players in this relaxing, casual, let-your-hair-down dinner gathering.

It is amazing what water and sand can do to a person. We were all catching up with long-time-no-see flower family members and taking selfies to memorialize the occasion. We were discussing programs we attended earlier in the day, making new friends at every turn. Some were exchanging experiences from AIFD Symposium and sharing helpful tips with aspiring



AIFD members. People were encouraging newbies to dive into the Texas Master Florist program. Some brave souls even took a stroll in the warm ocean water.

As the sun sank lower, the bonfires were lit and s'mores took center stage. They were finger-licking good, even the ones that got roasted to a crisp. I was introduced to a fellow European who, twenty some years ago, moved to Alaska and started growing Peonies with his wife and in-laws. Hearing what it takes to provide us with high quality American-grown flowers makes me appreciate flower farmers even more. I know we, as florists, are passionate about our industry and our work. Now I know that growers share this passion and face struggles that we are not even remotely aware of.



As the night got darker I realized that there was nothing but smiling faces, playful banter and relaxed people surrounding me. TSFA is not just an organization, it is a community of likeminded florists sharing knowledge, searching for solutions and lifting each other up.

So thank you to our Madame President Cheryl Vaughan, Forum Chair Iullia Prokhorova, Executive Director Dianna Nordman and everybody who had a hand in organizing this dinner. It was an extraordinary experience and definitely one worth repeating.



## Remembering Harry Dietz, Sr.

Harry Gene Dietz, Sr., age 88 of Seguin, received his invitation to join his Lord and Savior, Jesus Christ on October 27, 2022. Harry was born on May 18, 1934 in Seguin, Texas to Hilda Kuehne Dietz and Harry Anton Dietz.

He graduated from Seguin High School in 1952. Harry proudly served in the United States Air Force from 1952 to 1956. He received his Bachelor's Degree in Education at the University of Houston and his Master's in Counseling from Our Lady of the Lake University.

Harry and Linda were married in Snyder, Texas on May 19, 1973. They had one son, Harry Gene Dietz, Jr. The family business, Dietz Flower Shop, began operations in July 1966 by his mother, Hilda Dietz. It was later purchased by Harry and Linda in July 1978. Harry retired from the family business in the 1990's but it continues to thrive and serve Seguin and the surrounding communities.

Harry's "dash" of 88 years of life, from 1934 - 2022, was a life built around people and relationships. He loved traveling, most of all to Germany, and it is no surprise that he had a host of friends that he loved. He was a leader, encourager, counselor and friend, evangelist and short-term missionary to Honduras, Slovakia, Estonia and Argentina. He was an active member of the Seguin Lion's Club for 48 years.

One of his favorite sayings was, "Your kindness and generosity is exceeded only by your good looks. You are a gentlemen (lady) and a scholar and there are very few of us left".

For all of the ladies, he would ask "What are you taking?" As a look of surprise would come across their faces, he would say "You are getting younger and prettier all of the time! Could you share some with me?"

His parting words will and always be, "God loves you and so do I!"

Visitation was held on Tuesday, November 1, 2022. Services were held on Wednesday, November 2, 2022 at First Baptist Church. with Pastor Jim Craver officiating. Interment, with military honors, followed at San Geronimo Cemetery. A reception was held in the First Baptist Church Fellowship Hall.

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MIAMI

# TSFA *Calendar of Events*

Thank you to former TSFA President Jimmy Klepac for these amazing images of Klepac Greenhouses filled with Joy for the holidays!



## DECEMBER

- 18-26 Hanukkah
- 25 Christmas Day
- 26-January 1 Kwanzaa

## JANUARY

- 1 New Year's Day
- 8 TSFA Bylaws Committee Meeting  
TSFA Headquarters | Leander, Texas
- 9 National Law Enforcement  
Appreciation Day
- 15 National Hat Day
- 16 Martin Luther King Jr. Day
- 18 TSFA Nominating Committee  
Meeting via Zoom Video Conference

## FEBRUARY

- 2 Groundhog Day
- 14 Valentine's Day
- 20 President's Day
- 21 Texas Floral Endowment  
Board Meeting | 3:00 pm  
via Zoom Video Conference
- 22 Ash Wednesday

EXP O • 2 0 2 3

**June 23-25, 2023**  
Sheraton Austin Georgetown Hotel and Conference Center



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Winner receives a front row seat at the design programs at the 2023 Texas Floral Expo and a \$50 Texas Floral Expo Registration credit.

Search the issue for your name, hidden on one of the pages, when you find it, email the TSFA office at [tsfaadmin@tsfa.org](mailto:tsfaadmin@tsfa.org) the page number and article your name is located in and win!

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