

JANUARY 2026

# TEXAS

*in Bloom*





# Texas State Florists' Association

## *Highlights of the Year*

The dedication and collaborative efforts of many, with the support of the Texas Floral Education Underwriters, continues to add to the education platforms in Texas. The Texas State Florists' Association is pleased to share some 2025 highlights!

### SECRETS WERE SHARED DURING THE TEXAS FLORAL EXPO

The Texas Floral Expo opened just outside of Houston with the best and the brightest providing programming with secrets to be told. Seven Hands-on Workshops, one Advanced Hands-on Workshop, the Stars of Texas dinner event with a featured presentation, a Breakfast Presentation prior to the TSFA Annual Meeting and two Luncheon Presentations provided a wealth of information. Four Business Workshops and two International Highlights expanded abilities while the Texas Floral Education Underwriters not only supported the programming but also a Product Gallery for all to experience and enjoy! Chair Marisa Guerrero AIFD, CFD, TMF, exceeded expectations!

### TEXAS DESIGNER OF THE YEAR COMPETITION "THE SECRET GARDEN", CENTERED IN THE PRODUCT GALLERY, OPENED THE TEXAS FLORAL EXPO

Six floral design professionals captured the very essence of "The Secret Garden" during the 2025 Texas Designer of the Year Competition chaired by the 2024 Texas Designer of the Year Brandy Ferrer AIFD, CFD, TMF.

### THE TEXAS FLORAL SPOTLIGHT SHINED BRIGHTLY IN SAN ANTONIO

Former Texas Designer of the Year Beth O'Reilly AIFD, CFD, TMF, presented Fiestas with Flair in April at Platinum Level Texas Floral Education Underwriter Bill Doran Company in San Antonio. From spring weddings and quinceañeras to every celebration in between, all were inspired with a kaleidoscope of colors and themes! The Texas Floral Spotlight was created to provide FREE education to TSFA members and involve Texas area wholesalers who are not only underwriters but also offer the products of other Texas Floral Education Underwriters!

### TWO TEXAS FLORAL SHOWCASES WERE HELD – IN LUBBOCK AND TYLER

Two Texas Floral Showcases were held in 2025. Each featured a design presentation and the most requested hands-on learning. Nationally recognized Joyce Mason-Monheim, AAF, AIFD, CFD, PFCI, AZMF, provided insights on elements and principles. TSFA was thrilled to be at the Lubbock ISD Agri-Stem Complex and held high school certification testing nearby, adding to the significance of the event. From students to teachers to designers to business owners, the event provided something for all. Cassie Sanders AIFD, CFD, TMF, added an opportunity for students to showcase their talent during the Product Gallery. The second showcase of the year was held in Tyler where, through the looking glass, everything was coming up roses! The multifaceted floral wonderland took place at the Tyler Rose Garden Center, where a key opened the gate to numerous events! The Madhatter's Elegant Tea Party was enjoyed while viewing the White Rabbit's Marketplace and the Madly Marvelous Tablescapes. A walk through the ever so famous Tyler Rose Garden took place between a hands-on design workshop and presentation by world-renowned Deborah De La Flor AIFD, CFD, PFCI. This one-of-a-kind Showcase was the vision of Chair Brandy Ferrer AIFD, CFD, TMF. The Texas Floral Showcases were made possible by the Texas Floral Education Underwriters.

### TEACHING THE TEACHERS

TSFA leadership attended the Agriculture Teachers Association of Texas Professional Development Conference. A presentation, underwritten by Bronze Level Texas Floral Education Underwriter Smithers-Oasis, was presented by Donald Yim AIFD, CFD, PFCI. TSFA's expert instructors provided nine training sessions for high school floral design teachers during the conference.

### THOUSANDS OF STUDENTS EARNED TSFA FLORAL DESIGN CERTIFICATION WITH THE SUPPORT OF COUNTLESS FLORAL DESIGN TEACHERS AND VOLUNTEERS

Thanks to the TSFA Education Committee, more than 25 dedicated volunteers, and floral design teachers throughout the state, thousands of students in Texas gained a greater appreciation for floral design – and obtained their TSFA floral design certification – during the 2024-2025 school year! More than 20,000 knowledge-based certifications were earned online in English and Spanish. Seven on-site testing events were held for Level 1 and Level 2 hands-on design certification, and Level 1 certifications were also obtained virtually throughout the year. This tremendous success would not be possible without the expertise of TSFA's virtual and onsite graders.

"The achievements of an organization are the results of the combined effort of each individual." ~ Vince Lombardi

# Texas in Bloom

JANUARY 2026 | VOLUME LII | NUMBER 1

## FROM THE President



TSFA President  
Marisa Guerrero  
AIFD, CFD, TMF

Happy New Year, TSFA friends! I hope 2026 brings each of you joy, prosperity and renewed inspiration. This is going to be a busy and exciting year for TSFA, and we're starting with several wonderful educational opportunities across Texas in January.

We are thrilled to bring one of last year's Texas Floral Expo presenters to El Paso for a Texas Floral Showcase. Rocio Silva AIFD, CFD, PFCI, will present *Vida en Flor*, a bilingual wedding and event design program and dinner, along with a hands-on class at the historic St. Rogers Depot on Jan. 21.

January also marks the start of high school testing season, a cornerstone of TSFA's commitment to education. Our dedicated volunteers will set up and evaluate each test, beginning on Jan. 28 in Georgetown and continuing on Feb. 21 in Haslet, and more! If you'd like to help support this important initiative, please contact the TSFA office.

In February, Bill Doran Company in Dallas will host this year's Texas Floral Spotlight, featuring Texas' own Kari Gaudet AIFD, CFD. This program promises to deliver fresh ideas, inspired artistry and practical takeaways for designers at every level.

We're also kicking off a year of floral education at the TSFA School of Floral Design in Leander. The popular Fundamental Elements and Principles of Floral Design course will be held on Jan. 9-11. This hands-on class develops essential design skills and enhances care and handling knowledge. Only a few spots remain, so register today!

All TSFA educational programs are open to members and non-members. You can visit [tsfa.org](http://tsfa.org) to learn more and secure your space. We can't wait to see you. Cheers to a year filled with growth, creativity and extraordinary blooms.

Warmly,  
Marisa Guerrero AIFD, CFD, TMF

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION  
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# Making a Difference in So Many Ways

## TSFA Members Speak Out About How TSFA Makes a Difference!



### Darrin Hammons • Canyon Lake, Texas

My TSFA journey started a year after the challenges of opening my floral shop without much experience. It was during this time that I applied for an educational scholarship, which allowed me to attend the incredible 2023 Floral Expo. The experience was amazing, with breathtaking floral designs adorning the hotel and dining areas, quality classes that enriched my knowledge and the opportunity to network with fellow florists from across the state. The friendships I've formed over the years have been invaluable. Being connected with the Association has strengthened my confidence as a businesswoman and has enhanced my business skills and design artistry. I invite you to embark on the journey of growth, personal connections and the memorable experiences that come with being actively involved with TSFA.



### Clay Honeycutt AIFD, CFD • Rockwall, Texas

TSFA is more than just a membership. It's family, friends, professionals and so much more. In my almost 10 years of membership, I have made countless friendships, gained several mentors and made connections that were only able to be made through TSFA. I have grown as a designer, professional and person – all thanks to the wonderful people involved with TSFA – and I could not be more grateful.



### Pat Houck • Sugar Land, Texas

Being a member of the Texas State Florists' Association has been an invaluable experience for my family and our business, House of Blooms. As a family-owned and operated florist, TSFA has provided meaningful opportunities for all of us to grow professionally and stay deeply connected to the floral industry. Through TSFA, my daughter Tiffany earned her Texas Master Florist certification and served as Retail Director in 2022, while my son Patrick contributes as a member of the TSFA bylaws Committee. I have also been proud to serve on the Legislative Committee. These leadership and educational opportunities have strengthened both our individual careers and our family business. TSFA Expos and Showcases allow me to connect directly with wholesalers and growers while attending hands-on workshops that keep my skills current and my shop competitive. TSFA has truly helped House of Blooms build lasting relationships and remain engaged in the ever-evolving floral industry.



### Sarah Kehrer • Round Rock, Texas

Education has been the foundation of my 25-year journey in the floral industry, and TSFA continues to play a vital role in shaping the next generation of designers – including myself. Through hands-on education, mentorship and exposure to diverse techniques and perspectives, TSFA creates an environment where designers can grow with confidence and purpose. I am grateful for the educators and fellow members who generously share their knowledge and passion for this art. A special thank you to Dawson Clark, TMF, and the team at High Pointe Estates for their continued support and encouragement. Being part of an organization so deeply committed to education inspires me to keep learning, evolving and contributing to the future of our industry.



### Erica Morgan, CFD • Fulshear, Texas

Designing flowers became my passion when I was still in high school in the 90's, and I've been hooked ever since. Over the years, I've continued to learn and grow, working alongside exceptional designers, but it was not until recently that the culture I am currently employed within wholeheartedly encouraged me to attend Texas State Florists' Association events and to become involved as much as possible. Doing so has completely transformed my world and opened my mind to new possibilities. I have met numerous talented designers. This says to me that it doesn't matter if you are up and coming or a seasoned florist, I've experienced firsthand how TSFA makes a difference, and am extremely grateful.

# The Value of TSFA Membership

Cultivating Member Success and a Strong Floral Community for 112 Years!

Volunteer Leadership • Professional Development • Educational Development

High School Certification • Professional Certification • TSFA Recognition

National Recognition • Scholarships • Competition • Volunteer Participation

## 2025-2026 TSFA BOARD AND COMMITTEES

### TSFA BOARD OF DIRECTORS

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Retail Director  
Brandy Ferrer AIFD, CFD, TMF

Retail Director  
Tricia Won AIFD, CFD, EMC, IMF

Grower Director  
Jimmy Klepac

Wholesale Director  
Jeff Floyd

### EDUCATION COMMITTEE

Please refer to Committee List  
on Page 10.

### FINANCE COMMITTEE

Chair Tom Wolfe, Jr.  
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Las Vegas, Nevada



TSFA MAKES  
IT EASY TO  
*Get Involved!*

TSFA 2025-2026 Leadership

# Professional Development

# TSFA School of FLORAL DESIGN

Providing the Best in Education

**Jan. 9-11, 2026**

Fundamental Elements and  
Principles of Floral Design

**March 13-16, 2026**

Texas Master Florist  
In-Person Classes

**May 22-23, 2026**

Formative Design Objectives

**July 31 - Aug. 2, 2026**

Fundamental Elements and  
Principles of Floral Design

**Aug. 26-27, 2026**

Wedding Bouquet and Flowers  
to Wear Class

**Aug. 28-31, 2026**

Texas Master Florist  
In-Person Classes

**Oct. 17, 2026**

Intermediate Sympathy Designs



**TO REGISTER**  
Scan the QR code  
or visit [tsfa.org/school](http://tsfa.org/school)

## MEET THE INSTRUCTORS



Bruce Easley  
AAF AIFD CFD TMFA



Ed Fimbel  
CFD TMFA



Amy Neugebauer  
AIFD CFD PFCI TMFA



Susan Piland  
AIFD CFD TMF



Cassie Sanders  
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Cheryl Vaughan  
CFD PFCI TMFA



Debbie Woltman  
AIFD CFD TMFA

**TO READ ABOUT  
EACH INSTRUCTOR**

Scan the  
QR code or visit  
[tsfa.org/instructors](http://tsfa.org/instructors)



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

 *Texas State Florists' ASSOCIATION*  
PRESENTS

# BLOOM

2026 TEXAS FLORAL EXPO

June 19-21, 2026

Embassy Suites  
San Marcos

Chair Dawson Clark, TMF

# 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 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/elpaso-showcase](http://tsfa.org/elpaso-showcase)



### ABOUT

*Rocío 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, Jan. 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
6:30 p.m.	Dinner
	Bilingual Design Presentation
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

**SAVE THE DATE – SEPT. 25 IN WACO**  
**Mark Your Calendar for a Fall Showcase of Incredible Talent!**

# In-Person Education TEXAS FLORAL SPOTLIGHT

## TEXAS FLORAL SPOTLIGHT SHINES BRIGHTLY IN DALLAS!

**WEDNESDAY, FEB. 25, 2026**

Featuring  
Kari Gaudet AIFD, CFD

Bill Doran Company  
9008 Sovereign Row  
Dallas, Texas

### 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
8:00 p.m.	Farewell

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 the Texas State Florists' Association as well as the 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.

### TRENDING FLORALS FOR SPRING 2026

Design Presentation

### WEDDING WEARABLES PROM PERSONALS • PETITE PIECES

Hands-On Workshop

### TO REGISTER Scan the QR code or visit [tsfa.org/dallas-spotlight](https://tsfa.org/dallas-spotlight)



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's 80th Anniversary!

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

## TSFA on Demand VIRTUAL LEARNING

All sessions are FREE to TSFA members!

An added BONUS! TSFA members may share with members of their staff!

TSFA's innovative approach to virtual learning opened with a variety of subjects hosted by a wealth of talent! The selected subjects addressed the most relevant of topics and highlighted the most creative of techniques.



Each is catalogued for you to learn at your leisure 24-7!

Visit [tsfa.org/tsfa-on-demand](https://tsfa.org/tsfa-on-demand) for the complete  
TSFA Virtual Learning Catalogue.

Education Free to TSFA Members

# Educational Development

*The TSFA Education Committee*, led by several amazing co-chairs and TSFA leadership, work together to provide opportunities for the Texas State Florists' Association to provide the absolute best in industry education and professional development.

## Co-Chairs

Edwin Fimbel, CFD, TMFA  
Northlake

Susan Piland AIFD, CFD, TMF  
Mesquite

Cheryl Vaughan, CFD, PFCI, TMFA  
Lytle

Debbie Woltmann AIFD, CFD, TMFA  
Brenham

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TMFA  
Conroe

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Humble

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Lufkin

Tom Collum-Williams, TMF  
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Heather Cox, TMF  
Cypress

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Caldwell

Gaby Ponsaerts, TMF  
New Braunfels

Kristen Stockard, TMF  
Decatur

Jack Winterrowd, CFD, TMF  
Caldwell

The committee supports professional floral certification, the Texas Master Florist designation, knowledge-based floral design certification for high school students, Level 1 and Level 2 Floral Design Certification and the TSFA School of Floral Design.

## Principles & Elements Curriculum



# TSFA MEMBERS ARE INVITED TO VOLUNTEER AT A HIGH SCHOOL TESTING

*Take a look  
AT THE NUMEROUS  
OPPORTUNITIES*

## 2026 TSFA LEVEL 1 AND LEVEL 2 HIGH SCHOOL TESTING DATES

**JAN. 28, 2026**  
**GEORGETOWN, TEXAS**

**FEB. 21, 2026**  
**HASLET, TEXAS**

**MARCH 4, 2026**  
**TYLER, TEXAS**

**MARCH 26, 2026**  
**LUBBOCK, TEXAS**

**APRIL 9, 2026**  
**AUSTIN, TEXAS**

**APRIL 15, 2026**  
**KLEIN, TEXAS**

**APRIL 30, 2026**  
**SEQUIN, TEXAS**

**TSFA MAKES IT EASY TO**

*Volunteer!*



TSFA.ORG/VOLUNTEER  
OR SCAN THIS QR CODE

## Texas High School Floral Design Teachers

*Speak Out!*



**Ashley Bishop, TMF**  
**La Grange ISD**

TSFA has opened the door to so many opportunities for me both professionally and personally. Through the multiple education and professional development opportunities, I have been able to achieve my dream of becoming a Texas Master Florist. I am able to apply the skills I have learned from the instructors and bring those back to my own students. Not only that, I have been given the opportunity to serve on the education committee and play a small part in the future of floral education. TSFA has also introduced me to some of the most incredible designers and industry professionals, some of which I am now blessed to call friends. Without TSFA, I wouldn't be the designer or teacher I am today. If you're on the fence about joining, don't be. Make the leap today and join our flower family!



**Jessica Goodwin, TMF**  
**Cypress-Fairbanks ISD**

Through TSFA, I've gained lifelong friends and mentors who support me professionally and personally, along with my students. Their resources, curriculum and guidance help me bring stronger, more relevant lessons to my classroom and business. TSFA also opens doors for my students – giving them opportunities to learn real-world floral skills, earn certifications, build confidence and grow in the floral industry. The support they provide to teachers, students and FFA creates a community that inspires growth, passion and success in the floral profession.



**Morgan Richards**  
**Texas City ISD**

TSFA opens the door for us Ag teachers to the possibilities of this floral world and the community that is my second family. I never touched anything floral design related until I was assigned to teach it 10 years ago. In my years of teaching, I have learned something new or different from TSFA that improves my skills to help my students with each workshop, competition, Expo, Forum, and agriculture teachers conference, because they have taken the time to cultivate that community of sharing knowledge and our love for flowers. I personally think that TSFA and their partners are one of the reasons why Texas floral teachers are skilled and prepared to tackle each year with our kiddos – or as my classes say we embrace the floral chaos that we decide to create.

*High School Certification*

# Professional Certification

## Become a Texas Master Florist®! The Study of an All Encompassing Curriculum



The Texas Master Florist Program provides a standard of professional excellence that has been recognized as one of the most complete educational curriculums in the floral industry. The series includes: design production, design management and professional florist certification. From the sales floor to the design room, from the delivery personnel to the office staff, from entry level employee to shop manager to owner, the content addresses the variety of skill sets required for a successful floral environment. Texas Master Florist (TMF) recertification is required every three years.

**TSFA is an approved AIFD Education Partner and Provider. Upon achieving TMF certification, you may apply to become a Certified Floral Designer (CFD) through AIFD.**

### FIVE STEPS TO BECOMING A TEXAS MASTER FLORIST

1. Complete the Texas Master Florist application available at [tsfa.org](http://tsfa.org).
2. Upon approval of the application, you will be eligible to register online for seven of the 10 courses in the Texas Master Florist Program. Proceed with the seven online courses, successfully completing the online exam for each class.
3. Register online for the three hands-on courses that are offered in person.
4. Once you have successfully completed all 10 courses, you may register for the Texas Master Florist Program Final Exam.
5. Upon successful completion of the Texas Master Florist Program, you are eligible to test for CFD through the American Institute of Floral Designers (AIFD). An additional preparatory course to support the creative process is occasionally offered through TSFA.

Are You AIFD Certified and Wish to Pursue the Texas Master Florist Certification?

### FAST TRACK to Texas Master Florist Certification

#### BECOME A TEXAS MASTER FLORIST IN 5 STEPS

##### STEP ONE

Hold AIFD certification and be an accredited member of AIFD.

##### STEP TWO

Be a TSFA member.

##### STEP THREE

Complete and submit the Texas Master Florist certification application.

##### STEP FOUR

Take the seven online TMF classes and pass the exam for each class.

##### STEP FIVE

Pay the TMF certification fee of \$125.



**TMF certification is achieved once all requirements are met.**

Apply today at [tsfa.org/tmf-certification](http://tsfa.org/tmf-certification).



## TSFA Members Who Have Achieved the Texas Master Florist and Texas Master Florist Advanced Designations

The TMF and TMFA designations are a recognition of floral professionalism.  
The following TSFA members currently hold those distinctions.



ABERNATHY Carley Abell, TMF	DETROIT Tracy Denny, TMF	LYTLE Cheryl Vaughan, CFD, PFCI, TMFA	SCHWERTNER Jessica Goodwin, TMF
ARLINGTON Ben Bowen, TMF	EDINBURG Monica Coulthard, TMF	MATADOR Becki Koepke, TMF	SIDNEY Bailee Buchanan, TMF
AUSTIN Pat Becker AIFD, CFD, TMFA Robert Brown, TMF Cliff Martinez, TMF Dee McKenzie, TMFA	EL CAMPO Lisa Bubela, TMF	MCKINNEY Peggy Franklin, TMF Elaine Henry, TMFA	SILSBEE Courtney Champagne, TMF, CFD
EL PASO Marisa Guerrero AIFD, CFD, TMFA	EL PASO Marisa Guerrero AIFD, CFD, TMFA	MEADOW Cassie Sanders AIFD, CFD, TMF	SPICEWOOD Bruce Easley, AAF, AIFD, CFD, TMFA
BARTLETT Jessica Marek, TMF	FLATONIA Kaywin Kubesch AIFD, CFD, TMFA	MESQUITE Susan Piland AIFD, CFD, TMF	SPRING Kim O'Brien Jones AIFD, CFD, TMFA Nicola Parker AIFD, CFD, TMFA Stacy Rozell, TMF
BAYTOWN Robyn Howell, TMF Shari Sandlin, TMFA	FORT WORTH Kelly Norvell AIFD, TMF	MIDLAND Elizabeth Preece, TMF	SUGAR LAND Tiffany Houck-Albrecht, TMF
BELLVILLE Bailee Adams, TMF	FREDERICKSBURG Betsi Doherty, TMF	MINERAL WELLS Linda Menchaca, TMF	TEMPLE Norman Northen, TMFA
BRENHAM Debbie Woltmann AIFD, CFD, TMFA	FRISCO Lynn McLean, AAF, AIFD, CFD, PFCI, TMF Narin Perkins, TMF	NEEDVILLE Tatiana Weakley, TMF	THE WOODLANDS Mary McCarthy AIFD, CFD, TMFA
BRIDGEPORT Kassie Montford, TMF	FULSHEAR Richard "Ace" Berry AIFD, CFD, PFCI, TMF	NEW BRAUNFELS Teia Bennett AIFD, CFD, PFCI, TMF Gaby Ponsaerts, TMF	VICTORIA Karen Elkins, TMF
BURLESON Tyler McCoy, TMF	GARLAND Dorothy Anthes, TMF	NORTHLAKE Ed Fimbel, CFD, TMFA	WACO Amber Hodges, TMF
CALDWELL Lisa Pieper, TMF Jack Winterrowd, CFD, TMF	GAUSE Megan Teel, TMF	ODESSA Chris Collum-Williams AIFD, CFD, TMF Tom Collum-Williams, TMF Mark Knox, AAF, TMF	WAELDER Ashley Bishop, TMF
CENTER Shana Brittain, TMF	GILMER Brandy Ferrer AIFD, CFD, TMF	ORANGE Scott Hasty AIFD, CFD, TMF	WEATHERFORD Sue Wooldridge, TMF
COLLEGE STATION Deborah Brooks, TMFA Wendy Osburn AIFD, CFD, TMF	HOUSTON Yolanda Amos, TMFA	PASADENA Debbie Gordy AAF, AIFD, TMFA	WEST COLUMBIA Sylvia Gibson, TMFA
CONROE Amy Neugebauer AIFD, CFD, TMFA, PFCI	HUMBLE Robin Martinez, AAF, TMFA Tamara Seely, TMF	PATTISON Johnny Hackett, TMFA	WICHITA FALLS Lucile Holder, TMF Ann Payne, TMF
CORPUS CHRISTI Iuliia Prokhorova AIFD, CFD, TMF	KILLEEN Jimmy Burrage, CFD, TMF	PLANO Sarah Demartino, TMF	ZAVALA Debbie Wright, AAF, TMFA
COTTON CENTER Kristie Keys, TMF	LA FERIA Abel Gonzalez-Mencio, AAF, AIFD, CFD, PFCI, TMF	RICHMOND Susan Harrison, TMF Gayle Johnson, AAF, TMFA Cindy Millis, TMF	MAGNOLIA, ARKANSAS Bridget Joslin, AAF, AIFD, AMF, CF, CFD, TMF
CYPRESS Heather Cox, TMF Beth O'Reilly AIFD, CFD, TMF	LEMING Rey Rodriguez, AAF, AIFD, TMFA	ROBSTOWN Rebecca Sullivan AIFD, CFD, TMF	BOULDER, COLORADO Pam Fuller, AAF, TMFA
DALLAS Debby Baker, AAF, TMF Shawn Coyle, TMF Jodi McShan, AAF, AIFD, CFD, PFCI, TMF	LIBERTY HILL Dawson Clark, TMF Kelly Thomas, TMF	ROUND TOP Robin Schill, CFD, TMF	LAS VEGAS, NEVADA Victoria Howle, CFD, TMF
DENTON Mary Ann DeBerry, AAF, CFD, TMFA	LUFKIN Ashlyn Childress, CFD, TMF	SAN ANTONIO Jack Cross, AAF, TMFA Oralia Espinoza AIFD, CFD, TMF	RIO RANCHO, NEW MEXICO Joel Shirley, TMF
			WILLIAMSBURG, VIRGINIA Deborah Debrucque, TMF



# *A Walk Down the Aisle*

*Making Memories to Last a Lifetime*

In the spirit of floral community, let's think for a moment about a day that many dream of. There are two loving parents with a loving daughter. One special gentleman enters the picture at just the right time and asks for their blessing to marry. This story describes all that follows in preparation for the big day!

It is the story of a family that has been involved in TSFA for decades. Whether you are a floral designer who specializes in weddings, a bridal consultant, a wedding planner or simply a dear friend of April and Jimmy Klepac and their sweet family, this story will touch your heart while providing countless ideas to grow your business. TSFA is grateful to

TSFA Grower Director Jimmy Klepac and his family for sharing special behind-the-scenes details from the wedding of Harleigh Sue Klepac and Garrett Dean Gray – including planning for lovingly created florals at their finest and memories to last a lifetime.

"The Klepac girls have attended TSFA conventions since they were toddlers," shared mother of the bride April Klepac. "They each wanted florals to play a starring role in their weddings. To add a personal Klepac touch, we hoped that Jimmy could grow some extra special selections!"



"Hydrangeas are my favorite flowers, and I thought it would be incredible if my father could grow enough to line the entire aisle. We measured the length of the aisle and the width of each hydrangea. We did the math and figured we would need 120 hydrangeas to complete both sides. My father sent us weekly picture updates of the hydrangeas from when they were planted up to the week of the wedding, which was very special to me. Perhaps the most special is that my parents placed each one of the hydrangeas down the aisle the morning of the wedding." – Harleigh Klepac Gray

A special moment for mom: "It was our beautiful daughter walking to the altar with me and her dad, with the white hydrangeas Jimmy had grown lining each side of the aisle. It was breathtaking and a memory I will forever recall." – April Klepac

Photography Credit | Dillon Ross Kirk Photography

"I thought I knew exactly the dress style I wanted until my sister pulled what turned out to be the one! I fell in love with the simple bow on the back. It was absolutely perfect and I still love it so much! I knew I wanted big and white for the bouquet. I never found a picture of a bouquet that was the one, so I sent Cheryl Vaughan, CFD, PFCI, TMFA, pictures and shared what I wanted different."

– Harleigh Klepac Gray

Oftentimes, we find it is just as helpful to know what a bride does not want rather than to keep looking for the perfect picture.



"Too often, bridesmaids buy expensive dresses for a wedding that they will never wear again," Harleigh noted. "So, I gave each bridesmaid a guideline on whether their dress should be a solid shade of blue or a floral print. As each bridesmaid selected their dress, my sister posted it on a Canva file to be certain all coordinated well."



The flowers were a WOW but dad had an additional wow to share. "One of the 'WOWS' that stood out for me was implementing the clear acrylic risers on the altar. The elevated arrangements appeared as if each were floating. The bonus of this design decision was the clear acrylics offered an unobstructed view of nature seen through the tall windows behind the altar."

— Jimmy Klepac

Seeing an entry table with blossoms arranged in chinoiserie vases was Harleigh's inspiration. A blue-and-white color palette was already her favorite. So, when these thoughts came together, the design concept was established early on and the fun began!" April said. They decided arrangements would be designed in chinoiserie vases to unify all locations.

Vases soon became the focus, including determining just how many would be needed. So, knowing that's what moms do, April started buying them up. "The first shipment came in and then Harleigh and I shopped till we dropped in Houston, Austin and San Antonio, sourcing a variety of shapes and sizes," April shared. "Home goods stores, thrift stores, you name it! We were on a hunt! When we knew the sizes that we needed and could not find them in blue and white, I started watching YouTube tutorials on decoupage and got to work. My dining table and front porch became a craft studio. Jimmy stood at the kitchen counter to eat dinner many nights to help accommodate the process!"

Researching venues started quickly. From the very beginning, Harleigh wanted an elegant hill country wedding. Once engaged, the top three venues were visited and the favorite was selected. The Preserve checked every box, with a large chapel, tall windows that showcased the Texas Hill Country surrounding the venue and the simplicity of white accents throughout. Next came selecting a wedding planner! Then, it was time to select a floral giant to take on this floral endeavor. "That was easy!" April shared. "Cheryl Vaughan, CFD, PFCL, TMFA, was the top choice and, thankfully, she said yes!" To establish her vision, Harleigh pinned her inspiration, colors, flower types and styles to a Pinterest board.

Photography Credit | Dillon Ross Kirk Photography



Chinoiserie vases were well planned for all of the guest tables months in advance and labeled by table. "I was overjoyed to see my vision come to life. It took a lot of hard work and coordination and I am so grateful for all of the amazing people who helped bring it to life." — Harleigh Klepac Gray

"Growing up as a Klepac, I always knew that I wanted the flowers to be the focal point of my wedding, and Mom and Dad were in agreement," Harleigh said. "We wanted flowers and we wanted the flowers to be the WOW! Mom and I discussed our vision with Cheryl and immediately knew we needed my dad to grow plants, specifically hydrangeas, and lots of them!"

Jimmy and the amazing team at Klepac Greenhouses grew more than 400 White Sun hydrangeas for the wedding! The white hydrangeas down the aisle nailed Harleigh's vision and were a beauty to behold. Cheryl included numerous florals from the greenhouse benches that completed the style and blended in pops of color. It always helps the floral designer when flowers are discussed early on, because the flowers then become a primary focus from which other decisions can be made. For example, the color and style of florals may influence the dress choice. For Harleigh's wedding, the list of specific blossoms was narrowed down to the plants her dad could grow and the flowers Cheryl could source in the spring.

Jimmy had several roles in this beloved event, with the most important being father of the bride! Few brides can share that their father actually grew the flowers for their big day! "I was honored and proud that Harleigh asked us to grow plants specifically for the wedding," Jimmy said. "Because of Harleigh's vision and organization, she was able to effectively communicate her vision to Cheryl. Cheryl did a fantastic job of translating that vision into a plant list with items we were able to provide. Cheryl and her team of professionals then

transformed those plants into decorative arrangements, bouquets and boutonnieres. TSFA Past Presidents Cheryl Vaughan, Ed Fimbel, CFD, TMFA, and Susan Piland, AIFD, CFD, TMF, shared their talents in celebration of the occasion. The design team brought their absolute best!"

The wedding, with each and every detail relating to the overall vision, was timeless. In years to come, Harleigh and Garrett will be proud to share the images and tell their story. The guests most definitely extended their memories through the gift of plants. "Something that I was proud of and happy to see was that we lined up all the hydrangea plants near the exit for guests to take home and enjoy," Jimmy said. "April and I received numerous thank you messages from guests who were still enjoying their hydrangeas – even weeks later! Our plants served their purpose and then went on to bring joy and fill floral gardens with memories to last a lifetime."

Photography Credit | Dillon Ross Kirk Photography



"White hydrangeas were the focal spotlight," Jimmy said. "Once the variety 'White Sun' arrived at our greenhouses, I took pictures of the crop every week and texted them to everyone on the team. The team really looked forward to the weekly pictures, which included a comparison picture with a quarter and eventually a dollar bill. We also got to watch and appreciate how long it takes for a crop to reach maturity."



The sweetheart table was pretty special. Garrett and Harleigh were set apart. Cheryl and team were able to repurpose the altar arrangements to highlight this area.



# TSFA Recognition

## TSFA HONORS OUTSTANDING INDIVIDUALS FOR *Service to Texas State Florists' Association*

Please refer to the August 2025 issue of  
*TEXAS in Bloom* for the complete presentations.



Photography Credit | Shy Laurel Photography

### **Renato Cruz Sogueco, AAF, PFCI is awarded the TSFA Lifetime Achievement Award**

Renato Cruz Sogueco, AAF, PFCI, was awarded the TSFA Lifetime Achievement Award in a presentation by TSFA Past President Cheryl Vaughan, CFD, PFCI, TMFA. His achievements and understanding of the world of technology are almost as abundant as his service to the floral industry. He not only assists Texas florists with answers to tech questions but has also provided a number of business sessions during TSFA events over the years on an array of topics. He is joined by Ed Fimbel, CFD, TMFA, who was part of the presentation of this prestigious award during his term as TSFA President.

### **Mark Knox, AAF, TMF is inducted into the TSFA Hall of Fame**

TSFA Past President Ken Freytag inducted Mark Knox, AAF, TMF, into the TSFA Hall of Fame during the Texas Floral Expo this summer. Knox has spent a lifetime serving and mentoring others to build a community and advance our profession. His commitment to supporting future generations of florists has left a lasting mark on TSFA. Ed Fimbel, CFD, TMFA, welcomed Mr. Knox into the TSFA Hall of Fame with Texas Floral Expo Chair Marisa Guerrero AIFD, CFD, TMF.



Photography Credit | Shy Laurel Photography



Photography Credit | Shy Laurel Photography

### **Cassie Sanders AIFD, CFD, TMF is awarded the Jim Orr Volunteer Spirit Award**

The Jim Orr Volunteer Spirit Award recognizes an outstanding volunteer who gives generously of time, expertise and talent to TSFA. With this award, we capture the essence of the award and the highlights of the volunteer spirit that most deserves this recognition. The 2025 award was presented to Cassie Sanders AIFD, CFD, TMF, by 2024 recipient Tom Wolfe, Jr.

# TSFA MEMBER ACHIEVEMENTS LEAD TO *National Recognition*



Mary Ann DeBerry  
AAF, CFD, TMF

## The American Academy of Floriculture bestows the designation of AAF.

The American Academy of Floriculture (AAF) recognizes Society of American Florists members who have committed their time and energy to both the floral industry and their local communities. The AAF designation distinguishes life-long industry leaders for these commitments. TSFA member Mary Ann DeBerry was inducted in 2025. Her husband Bill joined her in celebration of the occasion. Congratulations, Mary Ann!

## The American Institute of Floral Designers® (AIFD) inducted three TSFA members and designated each AIFD this summer during the AIFD Symposium in Palm Springs.



Iuliia Prokhorova  
AIFD, CFD, TMF



Elisabeth Stover  
AIFD, CFD



Rebecca Sullivan  
AIFD, CFD, TMF

Membership in AIFD is selective. An individual must fulfill rigid qualifications and demonstrate advanced professional ability. After registering to participate, a candidate must successfully complete the two-part process of the AIFD Professional Floral Design Evaluation® (PFDE) and, in doing so, earn scores high enough to earn the coveted Certified Floral Designer® (CFD) designation and also earn an invitation to join as an accredited member and uphold AIFD's mission to advance the art of professional floral design through education. Members of AIFD are distinguished by the letters "AIFD" used as an addendum to their name.

TSFA congratulates former TSFA Retail Director Iuliia Prokhorova, 2025 Texas Designer of the Year Rebecca Sullivan and longtime TSFA member Elisabeth Stover on this achievement!

*National Recognition*

THE SOCIETY OF AMERICAN FLORISTS AWARDS Former TSFA Executive Director Dianna Nordman, AAF, the Prestigious Paul Eck, Jr. Award in Honor of

*Lasting Influence and Leadership*



Story provided by the Society of American Florists.

For more than 30 years, Dianna Nordman, AAF, has been a visionary force in the floral industry, transforming ideas into powerful, lasting programs that uplift both professionals and students alike.

"Dianna doesn't just lead programs — she builds platforms that empower generations," said Marisa Guerrero, AIFD, TMF, vice president of Debbie's Bloomers in El Paso, Texas, and the current president of TSFA. "She's reshaped how floral education is delivered." Nordman's dedication to education, professional development and legislative advocacy has left an indelible mark.

One of her most influential accomplishments is the Texas State Florists' Association's (TSFA) Level 1 and 2 High School Certification program. Under Nordman's guidance, the program educated more than 20,000 students annually in floral design and flower identification. She helped initiate teacher training through the Agriculture Teachers Association of Texas conference, ensuring instructors, many new to floral work, are equipped to guide their students to success. This certification not only teaches life skills but also fulfills graduation requirements, helping students become informed floral consumers and future professionals.



During the COVID-19 pandemic, she sprang into action, working with the Texas Department of Agriculture to classify florists as essential businesses. Her swift and strategic outreach ensured flower shops across the state — TSFA members or not — could stay open, support their communities and keep employees working.

Her legacy extends far beyond Texas. Nordman modernized the Texas Master Florist program and helped other states adopt the curriculum, spreading high standards of design and professionalism nationwide. She's known for turning volunteer-led ideas into comprehensive programs — proof of her tireless commitment and deep understanding of what the industry needs to thrive.

The Paul Eck, Jr. Award, established in 1984, recognizes an individual for exemplary devotion to the floral profession, industry and community. Originally known as the Golden Bouquet Award, it was renamed in 2002 in memory of Paul Eck, Jr., AAF, to honor his lasting influence and leadership. Paul Eck Jr. (1925-2002) was the visionary horticulturist who revolutionized the poinsettia industry by developing modern propagation techniques and pioneering national marketing that made the poinsettia America's iconic holiday plant.



The 2025 Texas Designer of the Year Competition was a great success! Designers from throughout the state of Texas competed for the title of Texas Designer of the Year.

The 2024 Texas Designer of the Year, Brandy Ferrer AIFD, CFD, TMF, chaired the competition with "The Secret Garden" as the 2025 theme.



**REBECCA SULLIVAN AIFD, CFD, TMF**

Attendees were thrilled when Rebecca Sullivan AIFD, CFD, TMF, from Robstown, won first place and was named the 2025 Texas Designer of the Year. She received the official silver Texas Cup, First Place Ribbon, \$1,000 cash prize and a \$1,000 scholarship to represent TSFA in the Sylvia Cup during the Society of American Florists Convention. She was also named a Star of Texas. Sullivan owns Fancy Pants Floral in Robstown, where she has a passion for designing and providing flowers for every occasion. She enjoys crafting arrangements for daily life, important milestones, weddings and events. For Sullivan, the most rewarding parts of her business are connecting with her customers, being an active part of her small-town community and creating the perfect floral design to fit each special moment. Congratulations, Becky!



**KARI GAUDET AIFD, CFD**

Kari Gaudet AIFD, CFD, from Beaumont, placed second. She owns The Flower Place in Beaumont. Gaudet received the second place ribbon and a \$300 cash prize. Congratulations, Kari!



**ASHLYN CHILDRESS CFD, TMF**

Ashlyn Childress, CFD, TMF, from Lufkin, placed third. She teaches high school floral design at Hudson High School; owns AC Floristry, a floral design studio; and freelances for Alene's Florist in Lufkin. Childress received the third place ribbon and \$200 cash prize. Congratulations, Ashlyn!

*monday bloom*

# TEXAS FLORAL EXPO WORKSHOPS FROM A

## *Design Assistant's Perspective*



### Ashley Bishop, TMF • Design Assistant to Chris Collum-Williams AIFD, CFD, TMF

Any opportunity to volunteer at the Expo is time well spent! This is my second year to be a design assist in the workroom. This year, I had such an incredible opportunity to work with Chris Collum-Williams. In doing that, I also got to meet Tom Collum-Williams, TMF, and the famous Mr. Mark Knox, AAF, TMF. I took a class with Chris at the Christmas showcase in Salado last year, and when I found out I was going to work with him, I was ecstatic!! I don't even know where to start in explaining just how much fun we had. But, more than that, these three incredibly talented designers poured into me decades of floral knowledge – everything from color harmony and mechanics to embracing the whimsical when it comes to floral arrangements. Chris also allowed me the opportunity to create a large stage design for his presentation, which was amazing. If you are ever given the opportunity to attend Expo, or even work behind the scenes, I highly recommend it. The connections you can make with others in our industry and the chances to be in on the latest floral trends and learn new tips and tricks is so beneficial. You never know what friendships you might take away with you, too.



### Kailey Dixon • Design Assistant to Brandy Ferrer AIFD, CFD, TMF

I had the honor of serving as a design assistant twice – once for Brandy Ferrer at the Texas Floral Expo and once for Deborah De La Flor AIFD, CFD, PFCI, at the Texas Floral Showcase in Tyler. These experiences allowed me to observe and learn the unique rhythms of different designers, which has been both inspiring and educational. Working alongside such talented florists motivates me to one day lead a flourishing, creative floral business of my own. During Brandy's class, I explored the emotional side of design – how an arrangement can tell a story. Using artificial intelligence (AI), we organized feelings, colors and styles to guide our creations. I even demonstrated a "Design With AI" arrangement expressing anxiety, showing how technology can enhance floral storytelling. The floral industry is evolving, and embracing tools like AI is exciting and eye-opening. I am deeply grateful to Brandy and Deborah for these unforgettable opportunities, which hold a special place in my heart.



### Morgan Richards • Design Assistant to Hitomi Gilliam AIFD

My experience with Hitomi during the Expo was like winning the lottery. From the beginning, everything was methodical, functional relatable for my classes and my own learning, and so much fun. I love that a lot of the prep work for both the stage and workshop were things I can and have shared with my students this year. Each of the tasks that went into the stage designs or preparations for the workshop were just more tools that I can now have in my toolbox of skills to pass on to my students. There isn't a magic trick or special thing that is going to make you the best overnight – it is the culmination of the simple skills you build upon every day that makes it possible to create these wonderful designs of floral art to share with anyone you meet.



### Kari Gaudet AIFD, CFD • Design Assistant to J. Keith White AIFD

Being Keith's assistant is always incredibly educational. I've learned that the best place to grow as a designer is in the processing and prep stage, because every successful arrangement begins long before the first stem is placed. One standout design from this year's American Floral Trends Forecast was the Umbra design, built in an amber asymmetrical sculptural vase with a beautifully woven armature. We layered in equisetum, calla lilies, string of pearls and decorative wire, all framing a striking king protea focal. Gold wire spirals and orchids added the final movement. The Takeaway: This design demonstrated how intentional mechanics provide structure and artistic impact – reminding us not to hide the beautiful, detailed work that supports the entire design.

# TEXAS FLORAL EXPO WORKSHOP PERSPECTIVES

## *From Those Who Attended*



**Ellie Grande AIFD, CFD, EMC**  
Attended workshop presented by Charlie Groppetti AIFD

In Secrets for Creating Marketing Videos, Charlie Groppetti offered instructions that were dynamic and clear with live demos. During the workshop, each participant created a floral arrangement that reflected their personality. Photos were taken of the design and then manipulated by adding effects, transitions, text and audio to develop a personal, polished, professional video-story. The workshop provided expert advice on how to use the power of video with limited resources. We learned which technologies to use to increase audience engagement. A step-by-step demonstration was outlined on 'how to build a strong video strategy' using the best practices to increase views, attract attention quickly and help audiences understand your brand in seconds. The workshop highlighted how to achieve the desired marketing outcome to promote your brand and your product or service. This was the educational take away for me!



**Dawn Katterson**  
Attended workshop presented by  
Frank Feysa AIFD, CFD, PFCI, and Rocio Silva AIFD, CFD, PFCI

The sympathy design workshop with Frank Feysa and Rocio Silva at the Texas Floral Expo was a standout experience. Their Mastering the Secrets of Sympathy Florals session was especially impactful as a bilingual presentation that thoughtfully guided us through the emotional and technical aspects of sympathy and memorial design. A key takeaway for me was how essential mechanics are in creating arrangements that are not only beautiful but stable and respectful of their purpose. I also appreciated the focus on movement, texture and letting floral lines feel natural rather than overly structured. The instructors shared real-world insight on designing with intention and empathy, reminding us that sympathy work is about honoring lives and supporting families. I left the session inspired, grounded and more confident in creating meaningful sympathy designs.

# TEXAS FLORAL EXPO WORKSHOP PERSPECTIVES

## *From Co-Chair Susan Piland AIFD, CFD, TMF*



Hands-on education is in demand! So, one of the best volunteer commitments is chairing the Hands-on Workshops during the Texas Floral Expo. Amy Neugebauer AIFD, CFD, PFCI, TMFA, and I co-chaired the eight opportunities offered in 2025. The classes ranged in subject and style, with amazing experiences shared. Derek Woodruff, AAF, AIFD, CFD, PFCI, CF, returned to Texas and led a workshop centered around the bespoke style of design, which was enlightening! The designs mimicked the definition of bespoke, because each was unique in style while emphasizing quality and individuality. Woodruff's knowledge was shared in a relaxed, fun environment, encouraging each attendee to bring their very best! We were thrilled that Silver Level Texas Floral Education Underwriter Syndicate Sales sponsored this class. In each workshop, the designer's signature style inspired participants to broaden their own creative interpretation. We can hardly wait for what's next at the 2026 Texas Floral Expo in San Marcos! Save the dates now and join us on June 19-21 to study hands-on!

Volunteer  
Participation

# New Members

**TSFA welcomes new members! Thank you for recognizing the value of TSFA.**

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# Scholarships

## 2026 SCHOLARSHIP OPPORTUNITIES

A tentative list of scholarships is provided below with more information coming soon.

**Applications Open Soon at [tsfa.org](http://tsfa.org).**

Freytag Family Education Scholarship in Memory of Ann Hobbs, TMF

The Gina Waters, AAF, TMFA, Scholarship

Cross Family Education Scholarship Honoring Jane and Mark Knox, AAF, TMF

Kassie Baker, TMFA, Memorial Scholarship

2025 New Attendee Opportunity to Attend Texas Floral Events

Sheri Renee Montgomery White, AAF, TMFA, Memorial Scholarship

Society for the Advancement of Floral Design TMF/Career Change Scholarship

Texas State Florists' Association Past Presidents' Scholarship

TSFA Education Committee Scholarship Honoring Judy Rutledge, TMFA

TSFA Floral Event Registration Scholarship

Tubby Adkisson, AAF, TMFA, Educational Scholarship

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

# TSFA *Calendar of Events*

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## 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](http://tsfa.org/events).

## FEBRUARY

- 2 Groundhog Day
- 14 Valentine's Day
- 16 Presidents' Day
- 17 Lunar New Year
- 18 Ash Wednesday
- 25 Texas Floral Spotlight  
Bill Doran Company in Dallas

## MARCH

- 2 Texas Independence Day
- 4 High School Testing
- 8 International Women's Day  
Daylight Savings Time Begins
- 13-16 Texas Master Florist Classes in Leander
- 17 St. Patrick's Day
- 20 International Day of Happiness
- 26 High School Testing

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