

APRIL 2022

TEXAS

in Bloom



Celebrating 30 Years

TEXAS FLORAL ENDOWMENT SINCE 1991

\$30 for 30
TOGETHER WE CAN

The vision of creating an endowment, to support educational opportunities in Texas, grew out of the TSFA Education Committee. This committee understood the impact that a floral endowment would make in the Texas floral industry. I had the honor of serving on the first Texas Floral Endowment Board of Directors and continue to do so because of the amazing difference the Endowment makes in the lives of florists and inspiring high school students that wish to pursue a career in the floral industry.

*Ken Freytag
Texas Floral Endowment Director
Freytag's Florist | Austin, Texas*

The Endowment is Celebrating 30 Years of Dedication and Commitment to the Texas Floral Industry

SCHOLARSHIPS

Providing much needed help when funds make it hard to obtain desired knowledge and skills

INDUSTRY & CAREER RESOURCES

Funding for educators to present to students and individuals seeking careers in the floral industry

EDUCATIONAL OPPORTUNITIES

Providing virtual and hands-on training and classes to industry members and future generations

CONSUMER EDUCATION

Funding for public venue shows to educate consumers on all aspects of the industry

PLEASE JOIN US WITH YOUR CONTRIBUTION OF \$30 OR MORE TO ENSURE THAT THE ENDOWMENT CONTINUES TO BE VITAL IN SUPPORTING THE NEEDS OF THE TEXAS FLORAL INDUSTRY.

Checks may be mailed to
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Donate Online at tsfa.org>Texas Floral Endowment>donations.

Texas in Bloom

APRIL 2022 | VOLUME XXXXVIII | NUMBER 4

FROM THE *President*



TSFA President
Cheryl Vaughan CFD TMFA

Spring is here and all that comes with it. Being outside working in my flower beds with my hands in the dirt always rejuvenates and inspires me as I hope it does all of you!

This is an exciting time for TSFA and its members. We had our first virtual learning for 2022 in March with the incredibly talented Charlie Groppetti! His insight and talent together gave us so many ideas and ways to improve our photography for our businesses. If you didn't get a chance to watch it live, be sure to catch it on *TSFA on Demand*. He will return once more with *Solutions* in virtual learning before he comes to our Showcase on June 22nd in Waco with a hands-on workshop and a stage presentation. We will also have our annual meeting the same day, so please put this on your calendar!

We have a great lineup for *Solutions* during our once a month live Virtual Learning. But, if that doesn't work for you, catch it on your schedule at *TSFA on Demand*.

We will continue to work through *Solutions* during our Texas Floral Forum in Corpus Christi on July 22 - 23, 2022 with Renee Tucci AIFD PFCI and Tina Coker AAF AIFD PFCI with presentations and hands-on learning. The Floral Forum will also host our Texas Designer of the Year Competition to include the final competition at the Art Museum of South Texas where the public will be able to watch the competition. We will have a limited number of competitors, so be sure to register early. Remember, if it's been five years since you won Designer of the Year, you can compete again. So, maybe it's time some of you former winners sharpen your knives and get ready to compete!

High School Testing will continue through May, so if you would like to volunteer, please let me or the TSFA office know you are interested. We can always use extra help at these testings! These students and teachers have been working hard in preparation for these tests. We have some wonderful high school teachers and many are involved in TSFA and on our education team. We are so happy to have each of you involved! We will be hosting a presentation by Renee Tucci AIFD PFCI for the first 125 High School Floral Design Teachers on the Sunday after the Forum at the Art Museum of South Texas before the ATAT Professional Development Conference. So, if you are a high school teacher, be sure and sign up!

With all that is happening, don't forget to set aside time for Signature Statements with Ian Prosser. This is going to be an incredible three day intensive workshop on weddings and special events. Don't miss this rare opportunity to study with Ian on September 6 -8, 2022!

I hope this little insight into upcoming events will inspire you to sign up early for *Solutions* in this ever-changing industry that we have the privilege to be a part. I hope to see you soon at a testing or an event. Until then, I wish you a wonderful and successful spring!



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TOGETHER WE CAN

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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KARNES CITY HIGH SCHOOL ADVANCED FLORAL STUDENTS HONOR FIRST RESPONDERS

Karnes City is a small town in South Texas about an hour from San Antonio. As you drive through downtown, you might not see a whole lot but look a little closer and you will find community, love, pride, help and hard work. There is a lot that makes this community special but above all else, it is the people in this small town that make you feel valued. The Karnes City Advanced Floral students are no exception to this claim. In August, Karnes City High School reopened its doors after a crazy remote learning school year. With remote learning no longer a choice, an advanced floral course seemed to be a viable option with Texas State Florists' Association Level Two Certification as the goal. This major goal came with major expectations.

Mrs. Katelyn Ebrom, the floral design instructor at Karnes City High School shared, "When school started, we hit the ground running with a back-to-school arrangement for all of our high school staff. Once all of those had been delivered, the students were pretty proud of themselves and the reaction the deliveries had created from the staff. I turned to my students and said what would you like to do next?"

The students knew exactly what they wanted to do next. With the craziness of the world at the forefront of the students' minds, they wanted to show appreciation for first responders. Originally, they had planned to do an arrangement for the community first responders and deliver each to their respective departments and stations. However, when they realized how close it was to the 20th Anniversary of September 11th the class decided community wide recognition would be the perfect way to express appreciation.

With several student leaders enrolled in the course, they took the idea and ran with it, first seeking approval from the administration. It was decided that before the home football game on September 10, 2021 the Advanced Floral Course Students would have the prime opportunity to express their appreciation. Once approved with details arranged, students started inviting first responders throughout the county.

"We knew we wanted to include police officers, but we brainstormed to figure out how many more departments we could recognize in the county," expressed Senior Advanced Floral Student and Student Council President, Layla Rice. The students sent invitations to the Karnes County Sheriff's Office, Karnes County EMS, Karnes City Fire Department and the Karnes City Police Department. The response was overwhelming and students were excited to not only recognize others but showcase their talents to the community. However, the work had only just begun.

Now, came the difficult part of designing the arrangements. Of course, nothing says first responders like red, white and blue so the color scheme was decided from the start. Students wanted to create an arrangement that could be shared throughout the respective stations and departments. Therefore, they decided on a red, white and blue hanging wreath. Since these students had already obtained their TSFA Level 1 Floral Design Certification from creating symmetrical arrangements with carnations and leather leaf, students' familiarity of that material encouraged the incorporation of those selections in the wreaths.

Tried and true, like the first responders that would be recognized with this classic arrangement, the students designed a red, white and blue carnation wreath accented by gypsophila and leather leaf. With blue carnations not readily available for order, this arrangement gave students the unique chance to work with floral spray. "Not only were we able to learn how



Photography Credit | Karnes High School Student Photographer Ryen Black

to use floral spray in arrangements but we also experienced making bows for each wreath. As bows are on the list of requirements for TSFA Level 2 Certification Application, I was grateful for the excuse to practice my bow making skills!" shared FFA President and Junior Advanced Floral Student Kaslyn Moczygamba. Once all wreaths had been assembled, the students eagerly anticipated Friday night's presentation.

As first responders and advanced floral students lined the football field, Student Council Vice President, FFA Secretary and Senior Advanced Floral Student Joshua Henke recognized the anniversary by reading the following passage, "Twenty years ago tomorrow, our nation suffered a great loss. The tragic events of September 11th changed the lives of survivors, responders, witnesses and everyone who followed the news of the terrorist attacks. We remember those who lost loved ones on that day and forever, a piece of their hearts. That day changed our country, by uniting us once again. Please join us in a moment of silence as a sign of respect to the nearly 3,000 individuals who lost their lives during the September 11th tragedy. On September 11, 2001, over 400 first responders courageously responded to cries for help, knowing what the end result might be. We are blessed to live in such a close-knit community where our first responders are family to so many. To all the first responders who care for our city and county especially during these times, we express our sincere gratitude. The Karnes City High School Advanced Floral Class would

like to offer a token of our appreciation to each department for all the sacrifices they make daily. We are truly grateful for the impact you make in our lives. 'We pledge to never forget!'"

The stands roared with applause and the first responders stood humbly accepting the appreciation. The Karnes City Advanced Floral Students were proud to be able to recognize these selfless individuals. "To say I am proud of my students would be an understatement. I am proud of the skill they showcased with this thoughtful arrangement but I'm even more proud of the people they are and the hearts they have." said Mrs. Ebrum.

Through the evening, the participating students received compliments on their beautiful work. Students enrolled in the Karnes City Advanced Floral Course include Alizea Conover, Miranda Delossantos, Joshua Henke, Chastaine Leal, Krystina Mika, Kaslyn Moczygamba, Kinzie Rice, Layla Rice, Stephanie Serna and Trinity Weed.

**TEXAS STATE FLORISTS' ASSOCIATION
CELEBRATES THIS ACHIEVEMENT AND
CONGRATULATES EACH PARTICIPANT
ON A JOB WELL DONE!**

MEET CHARLIE GROPPETTI AIFD FEATURED PRESENTER TEXAS FLORAL SHOWCASE

JUNE 22, 2022 | THE BAYLOR CLUB | WACO, TEXAS

There is no designer, in recent years, that has developed a style as well known as the signature of Charlie Groppetti AIFD. Together with his partner Todd Smith, he has developed yet another success in the development of Porch View Home. Charlie will join TSFA as the featured Texas Floral Showcase presenter. Additionally, he will present another virtual learning session in May of this year. His wealth of knowledge on just how to build a brand is priceless. Take time to register now!



Pictured left to right:
Partners Charlie Groppetti AIFD and Todd Smith of Porch View Home

Texas Floral Showcase Dinner Presentation

Solutions to Building Your Brand

Step into an exploration of trends and design concepts for Solutions to build your brand and visually transcend your floral shop. Focused on a variety of floral concepts with discussion on discerning topics, Charlie Groppetti AIFD will lead you through everything from graphic design to understanding trends to conceptual planning. The floral presentation of these processes will open possibilities to offer selections that are uniquely your own.

Texas Floral Showcase Hands-on Workshop

Solutions to Develop Your Signature Style

There is no designer, in recent years, that has developed a style as well known as the signature of Charlie Groppetti AIFD. This Hands-on Workshop will take you through the stages of development resulting in a design that captures your signature with techniques to enhance and products to explore. A perfect lead in to the dinner program that follows this workshop later in the evening!

We had the opportunity to discuss the inspired brand developed by this visionary designer. What a treat this was! Take a look!

It appears that life has opened new possibilities for you. Share a little bit about your transition to Porch View Home.

After years of developing the Park Hill Brand, our vision differed from that of our business partner. As difficult as it was, my partner Todd Smith and I decided that it was time to depart and start a new venture, in order to preserve our original vision. Authenticity is one of the hallmarks of our brand and thus we felt it most important to stay true to our original vision.

Did the vision lead you to a company name or does the name establish the parameters of the vision?

Our new collection, Porch View Home, features our signature, a relaxed style of home furnishings, accessories and gifts. Porch View Home reflects those casual living spaces where families often gather and relax and recall travels from their past, as well as contemplate new adventures ahead. The vision came first. We then came up with a name to suit our vision.

The name Porch View Home instills an image of peace and tranquility. What do these words say to you?

We truly live our vision. Our designs are inspired by our home. We have a large farmhouse with a big front porch and a screen porch. It is a tranquil, country location in rural Arkansas. We wanted to also feature the word Home since we are all about providing items for the home.

Are there parameters, occasions or experiences, that assist you with product development while at the same time allowing you to stay true to your vision?

We are often inspired by our home and surroundings. Observing nature is always a source of inspiration. There are also practical inspirations. If we need a narrow but impressive piece for the stairwell or a great 36" cabinet for a small space for ourselves, then others probably do too!

Does the creative come entirely from within or are there inspirations that come your way that lead, direct, or challenge the creative?

Magazines are always the most current form of inspiration of trends and styles and color directions. Television sets and movies are always inspiring to me as well. We often see our products used in those spaces, as well. Simple things, like a beautiful fabric swatch, can inspire an entire room or piece of upholstery. Memories of beloved pieces from our past can also be inspiring and then updated for contemporary living.

**Plan now to join Charlie Groppetti AIFD
in June for the Texas Floral Showcase!**



 PORCH VIEW HOME



TEXAS

Floral

2021 • SHOWCASE • 2022

JUNE 22, 2022

1:30 p.m. - 3:30 p.m.
Hands-on Workshop

5:00 p.m. - 6:00 p.m.
TSFA Annual Meeting

6:00 p.m. - 7:00 p.m.
Networking
Product Gallery
TSFA Election

7:00 p.m. - 9:30 p.m.
Dinner and Presentation

9:30 p.m. - 10:00 p.m.
Product Gallery and Flower Sale

REGISTRATION INFORMATION

Hands-on Workshop
Member \$85.00 • Non-Member \$105.00

TSFA Annual Meeting
All members are welcome to attend
the Annual Meeting

Registration for Product Gallery,
Dinner and Design Program
Member \$75.00 • Non-Member \$95.00

ATTENTION

TEXAS MASTER FLORISTS

Texas Master Florist Recertification CEU
Credits Available to Earn
during the Texas Floral Showcase
Hands-on Workshop • 2 CEU Credits
Design Program • 4 CEU Credits

Solutions TO DEVELOP YOUR SIGNATURE STYLE

HANDS-ON WORKSHOP

Study Hands-on with Charlie Groppetti AIFD

There is no designer, in recent years, that has developed a style as well known as the signature of Charlie Groppetti AIFD. This Hands-on Workshop will take you through the stages of development resulting in a design that captures your signature with techniques to enhance and products to explore. A perfect lead in to the dinner program that follows this workshop later in the evening!

Solutions TO BUILDING YOUR BRAND DINNER PROGRAM

Step into an exploration of trends and design concepts to build your brand and visually transcend your floral shop. Focused on a variety of floral concepts with discussion on discerning topics, Charlie Groppetti AIFD will lead you through everything from graphic design to understanding trends to conceptual planning. The floral presentation of these processes will open possibilities to offer selections that are uniquely your own.



CHARLIE GROPPETTI AIFD

The very essence of Charlie Groppetti's style is nature-inspired designs "Cut from the Landscape", often mixed with commercially grown materials to create unique botanicals. Having years of experience in the floral industry and a member of AIFD, Charlie's understanding of the multiple aspects of design is immense. His early years were spent in a flower shop in California, of which he owned for nearly 20 years, often incorporating the agricultural bounty that surrounded him. Now settled on his farm in Vilonia, Arkansas, Charlie finds a source of inspiration reflected in each gathered botanical bouquet. Through his visionary development of Porch View Home, a home and garden lifestyle brand, his inspired home furnishings and accessories expand his style into a global marketplace.

HOTEL INFORMATION

Comfort Suites • 810 I-35 North • Waco, Texas 76705
Comfort Suites has provided TSFA guests
\$109.99 room rate to include breakfast!

Two Ways to Make Your Reservation

Telephone 254.799.7272 and ask for the Sales Department
or follow this link to complete online

<https://www.choicehotels.com/reservations/groupsez99m4?checkInDate=2022-06-20&checkOutDate=2022-06-23&ratePlanCode=BYRTBD>

TSFA ANNUAL MEETING AND ELECTION

This serves as the notice to the TSFA Membership from the Nominating Committee of the candidates nominated for each available position on the TSFA Board of Directors in accordance with the TSFA Bylaws.

The TSFA Annual Meeting and Election will take place on June 22, 2022,
in conjunction with the Texas Floral Showcase | The Baylor Club | Waco, Texas

PRESIDENT

Cheryl Vaughan CFD TMFA

SECOND VICE PRESIDENT

Susan Piland CFD TMF

RETAIL DIRECTOR (ELECT ONE)

Ed Fimbel CFD TMF

**THE NOMINATING COMMITTEE HAS NOT MADE A
NOMINATION FOR THE GROWER POSITION.**

For Nominations directly from the TSFA Membership, please reference the TSFA Bylaws, Article VI, Section 6.

TSFA Nominating Committee

Susan Weatherford, Chair

Bruce Easley AAF CFD TMFA

Tiffany Houck TMF

Jimmy Klepac

Tom Wolfe, Sr.

SIMPLY *Social*

INSTAGRAM REELS VS. TIKTOK: WHICH ONE IS RIGHT FOR YOU?

Written by Ashley DeFranco | ashley@simplicatedsocialmedia.com

Since the beginning of the pandemic, TikTok use has skyrocketed. Instagram came out with their answer to TikTok's booming video platform, Instagram Reels, with the head of Instagram, Adam Mosseri, publicly stating that Instagram is no longer an image sharing platform, but rather a video-sharing one. As the race for the top spot heats up, it's important to understand the difference between the two platforms in order to know which platform is right for your specific goals and audience. However, no matter which one you choose, it's time to get comfortable with creating quality video content because this is where all platforms are headed.

Before discussing the differences, let's take a moment to go over the similarities between Instagram Reels and TikTok. Both platforms allow users to share short-form videos of just a few seconds up to 1 minute (or up to 3 minutes with the new TikTok update). In addition, they give their users the option to use in-app features, including filters and music, to increase their creative potential.



Now, let's discuss the differences:

DEMOGRAPHICS

According to Statista, the primary Instagram user audience is between 25-34 years old and these users represent 31.4% of the platform. By comparison, TikTok is comprised of younger audiences, with 42% of users between 18-24 years old and 27% of users are in the 13-17 age group.

VIDEO LENGTH

TikTok extended its video length up to 3 minutes instead of 15-60 seconds. The results? Longer retention on the platform and a shift to long-form storytelling. On the other hand, Instagram Reels only last 15-60 seconds, resulting in only short-form content where information is shared rapidly and videos are packed with value. We do expect Instagram to roll out longer video formats in future.

FEATURES

Another essential difference is their features and video editing tools. TikTok offers a wider variety of effects, filters, sounds and voiceovers that make the platform fun and engaging. These features allow businesses to expand their communities and utilize trends to get ahead with their audience. Instagram has some catching up to do here, but for a hack, we often create the video in TikTok, save it and then upload into Reels.

To focus on the best platform for your business, you'll need to reflect on your goals:

Who is your target audience?

What are your goals?

What features draw you to each platform?

You know your business better than anyone, so you'll likely know the right solution for your brand.

THE BUSINESS OF *Flowers*



Jodi McShan AAF AIFD PFCI TMF

With everything going on in the world today, you may be seeing more and more questions posted on the Facebook forums about business. What to charge, when to charge, how much does someone else charge are a few of the numerous questions being asked. While good to seek answers, these are in depth questions to ask on platforms such as this. Why? Each business is different. What you need is quite different from the needs of others. To answer such questions requires a review of standard business practices.

It is always great to see what others are doing and trends across the country, but you have to look at your customers, your business, and your community. A florist in Manhattan may be charging \$45 for basic delivery, but this same delivery fee to deliver in town in Tulia, Texas may get you laughed out of the market. We can always learn from others, and we should always be learning. However, PLEASE do not change your business model based only upon what someone else does.

Do not make snap judgments and react. You need to evaluate your options and then act appropriately. Many are looking at the price of oil and paying gas prices that we haven't seen in years. As we know from history, an increase in gas prices does not only affect our deliveries but also the cost of flowers, increased freight, and fuel surcharges, to name a few! Evaluate your costs and expected costs. The last thing you want to do is raise prices on flowers and/or delivery to then raise them again next month to maintain your profit. Customers appreciate it more if you maintain the ability to

lower your prices, mainly looking at delivery, when gas goes back down. We learned from the pandemic that John Q. Public does not fully comprehend the increased prices in "just a few flowers and a vase." We have to educate our customers and price expenses that they understand. There is a gas increase and thus delivery costs increase. This is a straight forward approach and easily understood.

What makes it harder? Our Amazon society. I know I'm not the only one guilty of ordering something on Amazon and then getting frustrated when I see a delivery charge despite being a Prime member. None of us are immune! How do we overcome the Amazon mindset of "next day for free"? While I am sure that the Amazon drivers are nice people, I have yet to see one hand deliver their item to someone at the hospital or take the time to set it on grandmother's table for her 95th birthday.

Can I tell you definitely that you should or should not raise your prices? Sadly, no. BUT... I can tell you that we all need to constantly evaluate our businesses and make sure that we are being profitable while providing an invaluable service to our customers. Does that mean raising your prices? Maybe. Does that mean increasing your delivery charge? Perhaps. Whatever it means for your business, the best thing we can do is educate our customers and help them understand that we are not price gouging or taking advantage of a situation; like everyone else, we are running our businesses and trying to maintain our profitability.

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DALLAS

TSFA Calendar of Events

Photography Credit | Charlie Groppetti AIFD
Courtesy of Porch View Home



APRIL

- 1 April Fools' Day
- 5 - 7 Texas Master Florist Certification Classes | TSFA School of Floral Design | Registration at tsfa.org
- 8 Texas Master Florist Exam
- 9-11 Creative Flair, Certification Prep & Competition Class | Instructor Jackie Lacey AAF AIFD CFD PFCI Registration at tsfa.org
- 10 Palm Sunday
- 17 Easter
- 19 TSFA Finance Committee Meeting 2:00pm via Zoom
- 20 Virtual Learning at 3 p.m. CST *Solutions* to increase your Reach for Mother's Day Week and throughout the Summer with Tina Coker AAF AIFD PFCI
- 22 - 24 TSFA Design Classes Basic, Wedding and Sympathy Design Registration at tsfa.org
- 27 Administrative Professional Day

MAY

- 6 National Nurse's Day
- 8 Mother's Day
- 15 TSFA Board of Directors Meeting TSFA Headquarters Leander, Texas
- 18 Virtual Learning at 3 p.m. CST *Solutions* to Well Designed Plantings with Charlie Groppetti AIFD
- 30 Memorial Day

JUNE

- 15 Virtual Learning at 3 p.m. CST Finding *Solutions* with Tips, Techniques & Trends with Renee Tucci AIFD PFCI
- 19 Father's Day
- 22 TSFA Annual Meeting Baylor Club | Waco, Texas
- 22 Texas Floral Showcase Baylor Club | Waco, Texas

July 22-23, 2022
Corpus Christi

Renee Tucci AIFD PFCI
Tina Coker AAF AIFD PFCI
will present design and business programs respectively and teach design and business Hands-on

Texas Designer of the Year Competition will take place!

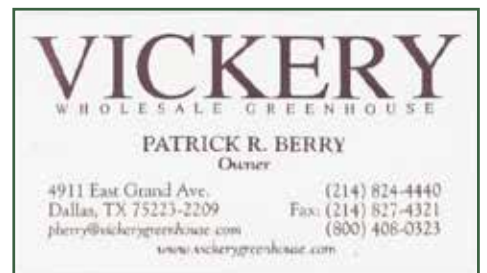
Complete Information in the May issue of TEXAS in Bloom!



DENTON



AUSTIN



DALLAS

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- 10 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 10 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 10 Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
- 11 The Florist, LTD | 940.483.1800 | www.thefloristltd.net
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Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



please visit tsfa.org for the most up-to-date list of underwriters and their links