

OCTOBER 2022

TEXAS

in Bloom



Introducing

MARY MCCARTHY AIFDTMFA

2022 TEXAS DESIGNER OF THE YEAR

Celebrating 30 Years

TEXAS FLORAL ENDOWMENT SINCE 1991

“The Texas Floral Endowment was established for the purpose of providing educational opportunities for floral professionals. Numerous scholarships are offered each year to fulfill this purpose, however over thirty years, the Texas Floral Endowment continues to exceed expectations. The Endowment funded the very beginning of the TSFA High School Certification Program and is a place to where individuals may be honored for decades of service to the industry through established funds such as the Sheri White AAF TMFA Endowed Fund. The TSFA High School Certification program has produced countless certifications and provided education, through TSFA educational content, to assist High School Teachers professionally, as well as in their classrooms. It’s easy to see why the Texas Floral Endowment deserves this celebration of their history. The 30 for 30 Campaign’s success depends on you! We invite you to contribute what you can to ensure this continued success.”

— Lynn Lary McLean
AAF AIFD PFCI TMF

\$30 for 30 TOGETHER WE CAN

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

SCHOLARSHIPS

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

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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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FROM THE *President*



TSFA President
Cheryl Vaughan CFD TMFA

I hope this finds everyone doing well and your business flourishing! It has been a whirlwind of travel for some of us. Dianna Nordman, Courtney Burkhardt, (winner of Cal Flowers "All About Flowers" registration) Marisa Guerrero and myself traveled to the beautiful Hotel Del on Coronado Island. Marisa presented a program on "2023 Wedding Flower Trends." She wowed us with floral installations, such as beautiful tunnel entrances, and inspired us to sell and design flowers on all levels from the floor to the ceiling and everything in between. She enticed us with beautiful slightly smaller bouquets, but with specimen blooms to please the 2023 brides. She showed us new ways to use the pampas grass that won't stop! Marisa did it all with a spirit of enthusiasm and graciousness that portrayed her obvious passion for wedding flowers. I am so thankful to have been able to attend her program and learn from her. We

are lucky to have this Texas treasure! Thank you Marisa for sharing your talent in California with our industry.

We enjoyed the programs at the convention, met new people, connected with many friends in our industry and learned as we soaked up some of that beautiful California sun. As we were strolling through the beautiful grounds of the Hotel Del, an employee told us about a specific type of Bird of Paradise that was modified to be a darker red to go with the red roof of Hotel Del and to be more drought tolerant than the common Bird of Paradise known as *Strelitzia Reginae*. I understand the Bird of Paradise growing at Hotel Del is called *Strelitzia Juncea*. I found this fascinating and wanted to share this with my floral friends. You will see a picture taken at Hotel Del of this beautiful species.



The very next week, Dianna, TSFA Retail Director Tiffany Houck, TSFA Retail Director Ed Fimbel, Partrick Houck, Charles Ingram, Jenny Thomasson and I traveled to SAF which had some great programming and we were also able to connect with some of our amazing Texas Floral Education Underwriters. But, the highlight of our trip was for us to be able to accept the Century Award, presented to TSFA, on the last night! This award is given to an organization that has made a difference in the floral industry for over 100 years. What an honor, for TSFA, to receive this award!

I know many of you have reached out to me with interest in serving on certain committees and I want to say thank you to each of you for your commitment. If anyone else is interested, please let me know! Committee meetings are beginning for this year and we have some exciting things happening. One of those is a Christmas wholesale presentation, *Merry and Bright* by Scott Hasty to be held November 2nd at Bill Doran in San Antonio. Don't miss this opportunity for new ideas and inspiration from one of the best! I hope to see some of you there!!



2 *\$30 for 30*
TOGETHER WE CAN

4 TSFA INVITES YOU TO A
MERRY AND BRIGHT CHRISTMAS
WRAPPED IN STYLE 2022

6 CELEBRATING
MARY MCCARTHY AIFD TMFA
2022 TEXAS DESIGNER
OF THE YEAR!

8 TSFA HONORS TOM WOLFE, SR.
FOR A LIFETIME OF LEADERSHIP

9 PAT BERRY IS INDUCTED INTO
THE TSFA HALL OF FAME

10 VOLUNTEER EXTRAORDINAIRE
YOLANDA AMOS TMFA IS
AWARDED THE JIM ORR
VOLUNTEER SPIRIT AWARD

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 | dnordman@tsfa.org | caroles@tsfa.org | tmarshall@tsfa.org

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Production | Pixels and Ink
Cover Photography | Kirsty Wallace
Contributing Writers | Ed Fimbel CFD TMFA, Mary McCarthy AIFD TMFA,
Keith Taylor and Cheryl Vaughan CFD TMFA

SCOTT HASTY WRAPS A

Merry and Bright Christmas

IN STYLE

TSFA Invites you to a Free Member Event.

TSFA's Holiday Gift to You!

\$25 Registration for Those who are NOT Members Yet!
Join TSFA now and receive 20% off your membership for the year
and a Free Registration to this event!

WEDNESDAY, NOVEMBER 2, 2022

Platinum Level Texas Floral Education Underwriter

Bill Doran Company
710 Nogalitos Street
San Antonio, Texas

Holiday program presented by Scott Hasty AIFD

Register today at

<https://tsfa.org/christmas-design-class>

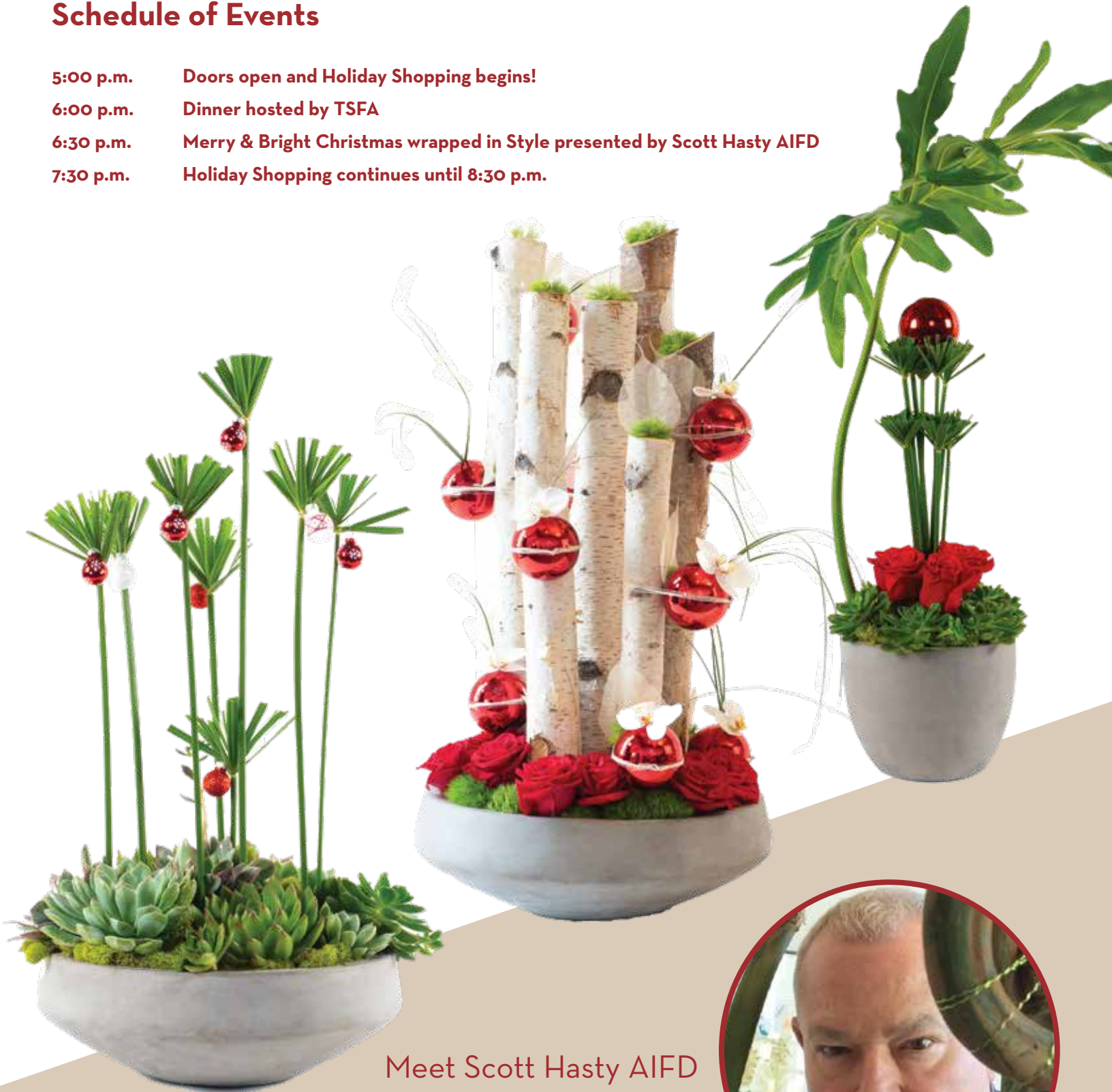
**Light Dinner Included
with your Registration!**

TSFA Members attend for FREE
but you must register!



Schedule of Events

- 5:00 p.m. Doors open and Holiday Shopping begins!
- 6:00 p.m. Dinner hosted by TSFA
- 6:30 p.m. Merry & Bright Christmas wrapped in Style presented by Scott Hasty AIFD
- 7:30 p.m. Holiday Shopping continues until 8:30 p.m.



Meet Scott Hasty AIFD



Scott Hasty AIFD was a retail florist for over 40 years in Orange, Texas. Over the years, he became the provider of in-trend flowers, offering international styling and big city looks! He is a former Texas Designer of the Year and is going to be with us to share the design tips and techniques that will make a difference this holiday season!

Celebrating Mary McCarthy AIFD TMFA 2022 Texas Designer of the Year!

We have all met those who continue to give back along the way and help others in the process. We have all met those whose cup is half full rather than half empty. We have all met those that greet you with a smile and seek the positive in every situation, no matter what they may be facing. We all know those who give unselfishly of their time to be a part of what they feel is important. Perhaps it is to assist designers for TSFA events and contribute to the growth of organizations through roles of leadership. Perhaps it is accomplishing professional certifications, always striving to be their best so that they may strengthen their business and share what they have learned with others, This is Mary McCarthy AIFD TMFA and this is her story.



From Left to Right
TSFA President Cheryl Vaughan CFD TMFA
2022 Texas Designer of the Year Mary McCarthy AIFD TMFA
Competition Co-Chair and Former Texas Designer of the Year Scott Hasty AIFD

I was born and grew up in Scotland. Following in my mother's footsteps, I wanted to be a nurse. I completed high school and attended The Victoria Infirmary Nursing School in Glasgow attaining my registered general nursing certification followed by my midwifery certification.

I met my husband, Brian, while we were both studying and following graduation, we married! During the next four years we had two children, Kirsty & Neil. Then in 1987 Brian's career took us to Germany where we lived for seven years and had two more children, Michael & Fiona! We had always wanted to experience America and in 1994 Brian received a transfer position with his employer taking us to Massachusetts. We thought it would be a two year contract, but to our surprise the contract was extended

for another five years when a permanent opportunity arose in Houston. During all this time, I was the homemaker and between transporting children here, there and everywhere, I enjoyed gardening, crafting, sewing and quilting.

The children were getting older and did not need me as much, at least as their taxi driver, so I decided to take a floral design class at the Houston School of Floral Design with Pat Hermes. I also started looking for a job in a flower shop but found it hard to get a position without experience. We had explored opening our own business in Massachusetts, a quilting store, and still had the desire to do so. So, in November 2002, I took the plunge and opened my own flower shop! The Blooming Idea was official with one assistant, Veva Shephard, who had taken Pat Hermes' course with me.

It quickly became clear that, to survive, I needed to get out and build the business. I started networking at the local Chamber of Commerce, Business Networking International and the Bridal and Event Networking Group to develop contacts and get visibility within the community.

My husband, Brian, has always been my greatest supporter and would work weekends and holidays to help out. Over time the business grew to a level that he took early retirement from his IT career and joined The Blooming Idea full-time in 2013. Our son, Michael, also worked weekends and holidays and joined the business upon college graduation in 2011. I am so proud to see his growth as an incredible floral designer. Over the years I have had some amazing employees, who have all been part of The Blooming Idea family. I must say that, without them, the

business would not be what it is today.

Early in my floral career, I joined Allied Florists of Houston in 2002 and worked through various board positions, eventually elected President, serving from 2011 to 2013. I also attended my first Texas State Florists' Association Convention in 2003, became a Texas Master Florist, TMF, in 2007 and TMFA in 2009. I have been involved with TSFA, both on the board and on various committees. I was inducted into AIFD in 2014 and became an AIFD Certified Floral Evaluator in 2017.

I have always loved flowers! Growing up in Scotland, I spent a lot of time enjoying nature. Both sets of grandparents and my parents had beautiful gardens and they would always have a vase of fresh flowers on the kitchen table picked from the garden. Daffodils, tulips, roses, snapdragons, sweetpeas, hydrangea, whatever was in season filled the vase. Still today, I have a love for the "English Cottage Garden Style" of flowers. But my favorite flowers are tropical flowers, perhaps because I never saw them in Scotland. I love the hot colors and the unique shapes and forms that tropical flowers take and I especially love orchids for all their different varieties and the movement they provide to an arrangement.

I have competed in several floral design competitions over the years to include Allied Florists of Houston (AFH), Houston Rodeo, Jim Johnson Cup and the Frankie Shelton Cup. I won the AFH People's Choice Award in 2016, but other than that, I have not placed in a competition until this year! I enjoy competing and the challenge of thinking quickly and doing something that you would not normally do in everyday design. The feedback from the judges has been most helpful to me to improve my skills. Each competition has been an opportunity for personal growth and accomplishment.

One of the highlights of my career was the trip I took with Mayesh International Workshop to Ecuador in 2019. Brian accompanied me on the trip and we stayed at the most wonderful venue which was originally built in 1647 as

an old monastery. It was the perfect backdrop for the workshop with beautiful park-like grounds, majestic trees and lush flower borders. During our four day stay, we had two days of workshops with Holly Chapple, Sue McLeary and Veronica Cicero, a day to visit the farms, Greenrose and ValleFlor, and a day in the capital city of Quito. It was one of the most amazing experiences of my life!

It's been quite a journey over the last twenty years in the floral industry. I look forward to seeing where I go from here!



TSFA HONORS TOM WOLFE, SR. FOR A LIFETIME OF ACHIEVEMENT



Surrounded by friends and family, TSFA Past President Tom Wolfe, Sr. is awarded the TSFA Lifetime Achievement Award in Corpus Christi during the Texas Floral Forum. Presenting is long time friend and fellow TSFA Past President Keith Taylor. Keith has shared the presentation for publication so that those of us who were unable to attend may feel a part of this recognition.



Presented by TSFA Past President
Keith Taylor

I am honored to present the TSFA Lifetime Achievement Award.

This award is given to someone who has shown dedication, leadership and unselfish service to the industry. It is difficult for me to disguise this person because of the clear evidence of these attributes.

The recipient is not reluctant to speak his mind. You may not agree with him but you will most definitely know where he stands on a matter. Over the years, I have been in several disagreements with the recipient but he has always respected, maybe even admired, an opposing opinion.

He is a great listener. You will have his attention. You may have met people who are lukewarm. This recipient is not. It has been said "what you see is what you get" and this saying holds true in that there is no plastic in this man. He is in fact the real deal, the real McCoy.

He was born in Waco, Texas, in 1954. He attended Waco public schools until the eighth grade when he moved to Crawford, Texas and graduated from Crawford High School in 1973. He went on to earn his Bachelor of Business Administration from Baylor University in 1976 with majors in marketing and management and a minor in economics. Upon graduating college, he was destined for the family business. He went to work full-time for Wolfe the Florist as a fifth generation florist where he oversaw mass market sales and ran the company's wholesale division. However stop and remember the kind of man he is, most often marching to the beat of a different drum. Thus he left Wolfe the Florist in 1990 to start his own business, Waco Wholesale Flower Market. His family's business sold several years later to Color Spot Nursery.

As his business grew, he bought seven acres of land and built a permanent home for his business in 2001 and changed the name to Wolfe Wholesale Florist.

The company is a one-stop-shop for florists offering a full selection of cut flowers, floral supplies and indoor tropical plants. His son joined the company upon graduating from college in 2002. In 2006, they opened a new division of the company, a Floral Design Center, which is a full-service retail flower operation.

It must be clear now that we are talking about Tom Wolfe, Sr. and the son just referenced is Tom Wolfe, Jr.

Tom Wolfe, Sr. has always been a steward

of the floral industry. He was a three term President of the Central Texas Allied Florists' Association, and he has been a Life Member of Texas State Florists' Association since 1977, which his Great Grandfather founded in Waco in 1914.

He has served on TSFA Committees to include Bylaws, Legislative Action, Finance, Investments, Membership and Nominating. He also served on the TSFA Board numerous times as Wholesale Director and later in office that led to the Presidency in 2018.

Tom is an active member of St. Paul's Episcopal Church in Waco. He has two children, Tom Wolfe, Jr. and Brooke Wolfe. When he is not at work, he enjoys cooking, boating and spending time with family and friends.

TSFA congratulates Tom Wolfe, Sr. on a Lifetime of Achievement!



PAT BERRY IS INDUCTED INTO THE TSFA HALL OF FAME

Presented by TSFA President
Cheryl Vaughan CFD TMFA

The Hall of Fame Award is presented to one or more who have supported the Texas State Florists' Association and the association's continuing goals. This award is given to a person, committee, group or business that continues to elevate the Texas State Florists' Association and its mission.

This year's recipient is a long standing member of TSFA. He has been on multiple committees including Consumer Marketing, Technology and Marketing, Membership, Trade Fair Development, Investment, Bylaws, Finance, Legislative and Nominating Committees. He is a TSFA Past President and has spent years on the TSFA Board of Directors. He represents TSFA on the Ellison Chair of International Floriculture at Texas A & M University.

Our recipient likes plants. He likes selling plants and flowers. When he was only twelve years old, this little boy stood on street corners selling Tyler roses for 49 cents per dozen, earning 12 cents commission for every dozen that he sold. Rain or shine he would sit out under his umbrella for 12-13 hours on Saturdays. He spent some of that time dodging eggs, water balloons and other stuff that was thrown at him out of car windows. Sometimes, when it was raining, cars would intentionally drive next to the curb to intentionally splash him and get him soaking wet. Sitting in the sweltering heat all day did not deter him from his work.

From the time he was six years old, he was always doing something to earn his own money. His parents had instilled a strong work ethic in him from the beginning. From the time he was 16 years old and could work "legally", he was never without a job all through high school, college and his adult life.

While in college, earning a priceless Bachelor of Arts in Philosophy, he kept thinking that working in a greenhouse was his true desire for his life's work. In 1978, he saw a classified ad for a wholesale greenhouse that was looking for someone to run a truck route, selling potted plants and flowers to retail florists. He bluffed his way into the job, figuring he could learn as he went. He did learn very quickly and now, 44 years later, Vickery Wholesale Greenhouse is still thriving and

celebrating its 70th year in business. Fortunately, he was able to attract a team of employees, many that have remained with him for 30-40 years.

Twenty years ago, he decided to open a second location in Austin, Texas. At that time, his wife Marilyn came on board to manage this location. They have known each other since they were in the 1st grade, lifelong friends that ended up marrying in 1983 and took it up a notch. Their easy-going relationship has created a fun working environment. Two of his three daughters, Carly & Casi, have both worked at Vickery. Casi still does, part-time.

Besides plants and greenhouses and family, our recipient loves playing golf and enjoys numerous old friends dating back to his childhood. In his social life and in his business life, he is a great communicator, organizer and problem solver. With this solid foundation, he became a leader in TSFA. Many of us have looked to him for guidance and direction throughout the years. It was my honor to serve on the TSFA Board of Directors for several years with him and It is my honor and pleasure to announce the 2022 Hall of Fame Award Recipient Pat Berry!



Volunteer Extraordinaire Yolanda Amos TMFA is awarded the Jim Orr Volunteer Spirit Award

Presented by the 2021 Jim Orr Volunteer Spirit Award Recipient
Ed Fimbel CFD TMF

Photography Credit | Cody Ash Photography



The recipient of this award definitely has the "Volunteer Spirit" because they are always there when needed. They do not shy away from any request. As a member of the Education Committee, they have worked many hours grading virtual tests as well as on-site tests traveling across Texas. I was asked to make this a short speech which happens to coincide with the height of this person. They being one of shortest members of TSFA and I being one of the tallest. It is my honor to present the 2022 Jim Orr Volunteer Spirit Award to Yolanda Amos TMFA.

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DALLAS



Left to Right | Victoria Howle TMF, Rebecca Sullivan TMF, Kari Gaudet AIFD, Mary McCarthy AIFD TMFA, Alan Masters AIFD PFCl, Tricia Won AIFD EMC, Richard Trujillo AIFD, Jack Winterrowd TMFA.

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MIAMI

TSFA Calendar of Events

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



OCTOBER

- 1 Columbus Day
- 7 Tropical Paradise
Hands-on Workshop
TSFA School of Floral Design
Leander, TX
Registration | tsfa.org
- 21-23 Introductory Floral Design Class
TSFA School of Floral Design
Leander, TX
- 31 Halloween

NOVEMBER

- 6 TSFA Board of Directors Meeting
TSFA Headquarters | Leander, Texas
- 6 Daylight Savings Time Ends
- 11 Veterans Day
- 24 Thanksgiving Day

DECEMBER

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



Texas Floral Forum Design Program and Business Session, More about the Texas Designer of the Year Competition Designers and Designs, Texas Master Florist Recognition and Texas Floral Endowment Scholarship Recipients will fill the pages of TEXAS in Bloom Fall Issues!

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BRONZE



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