

MARCH 2022

# TEXAS

*in Bloom*



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THE SIZE OF TEXAS!

Join us in 2022 as we find Solutions through TSFA Events around the state with nationally known presenters and exceptional learning opportunities to help every aspect of your business.

Floral Education made possible by the Texas Floral Education Underwriters. Please see back cover for complete listing.

## TEXAS FLORAL SHOWCASE AND TSFA ANNUAL MEETING

Charlie Groppetti AIFD returns to Texas, teaching a Hands-on class and presenting center stage during the Texas Floral Showcase! The TSFA Annual Meeting and Election of the 2022-2023 TSFA Board of Directors will complete the day.

## TEXAS FLORAL FORUM TO PRECEDE THE ATAT PROFESSIONAL DEVELOPMENT CONFERENCE

Save the Date! July 22 - 23, 2022 for the absolute best in education! Complete Information will be highlighted in the April issue of TEXAS in Bloom!

## TSFA EVENT FOR TEXAS HIGH SCHOOL TEACHERS TO PRECEDE THE ATAT PROFESSIONAL DEVELOPMENT CONFERENCE

Renee Tucci AIFD PFCI will return to Texas to instruct Texas High School Teachers on July 24, 2022 so that each teacher may bring the best in floral education to the Texas High School classroom.

## SIGNATURE STATEMENTS

High Pointe Estate will welcome Ian Prosser AAF AIFD PFCI NDSF when TSFA launches Signature Statements September 6-8, 2022. This three day intensive workshop is sponsored by Silver Level Texas Floral Education Underwriter FTD.



## VIRTUAL LEARNING WILL PROVIDE SOLUTIONS IN 2022

*Solutions*, through Virtual Learning, will be presented live, once a month beginning in March, and also recorded and housed at *TSFA On Demand* for viewing 24/7. Virtual Learning is provided, at no charge, as a TSFA member benefit.

# Texas in Bloom

MARCH 2022 | VOLUME XXXXVIII | NUMBER 3

## FROM THE *President*



TSFA President  
Cheryl Vaughan CFD TMFA

It's March and spring is quickly approaching! The trees are beginning to bud and spring bulbs are showing their color as they break through the soil. I love this time of year with all the new growth and surrounding color. This season should also ignite our enthusiasm with inspired passion for our industry. Let all that surrounds us in nature come forth in new and fresh designs!

These times seem to inspire change and opportunities arise as we seek solutions. TSFA has certainly done so in recent weeks when the programming planned simply did not work out. We looked to our theme for the year and found Solutions! Take a look at the inside cover and discover the new educational overview for the year!

Spring also brings high school testings. We actually began with our first testing in Georgetown in January. In March and April, we travel to Lubbock, Fort Worth, Longview, Houston Klein and Houston Cypress, and San Antonio. We have some amazing high school teachers that are doing a great job with these students. Some of them have received their TMF and are on our education team. We are grateful to them for their hard work and time spent with these students. Thank you, Texas Floral Design High School Teachers, for giving these students the foundation to build a career.

American Floral Endowment's Young Professional Council put together some data on young professionals in the floral industry. This data showed that nearly a quarter of the respondents ended their formal education after high school and some of those do not only have a career in the floral industry, but own their own business. Also, nearly two-thirds of the companies represented in the survey plan to hire up to ten employees within the next year. This data shows that TSFA along with Texas teachers are helping to prepare some of these students to play a vital role in our floral industry. If you want to help, please reach out to me so that you take part in this exciting endeavor! Thank you TSFA Education Committee Co-chairs and Committee Members for all your hard work!

We also have another TMF Hands-on Class coming up in April, so you still have time to get signed up if you act quickly. Immediately following the TMF class, we are offering an Encore Creative Flair and National Certification Preparatory Course with Jackie Lacey AAF AIFD CFD PFCI. If you have ever thought about competition or just want to hone your skills, this is a great class to do just that! Challenge yourself with new techniques while expanding your education!

This is a busy time of year with spring events to include weddings, dance recitals, proms, Administrative Assistants' Week and Mother's Day. I hope each of you have a successful spring and hope to see or hear from you soon!



### 2 TEXAS PROGRAMING TO PROVIDE

*Solutions* IN 2022



4 \$30 for 30  
TOGETHER WE CAN

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## Public Relations at its Finest Everything IS Coming Up Roses!

A two month gallery display and five presentations highlight flowers as a signature and a way to celebrate life and life's occasions.

Written by Lynn Lary McLean AIFD

The Cultural Activity Center has been a central focus of art and cultural achievements in Temple, Texas for fifty years. With a new Director of Development to the "Art in Bloom" concept, discussed for quite sometime, was brought to task with an invitation to showcase the design talent of TSFA Past President Norman Northen TMFA and feature TSFA member Seleese Thompson's store Precious Memories. An overall display, titled "Everything's Coming Up Roses" opened January 8th in the Carabasi Gallery with a monumental crowd in attendance. The exhibit will extend to February 26th.

Additionally, five programs were presented to support the display and create a center of activity all about flowers with each personalized with stories about the ninety women to be honored. Three presentations were for associations, that meet at the center, thus

becoming their program for the month. Plans were set in place with opportunities for the future being discussed.

The first of these centered around a group who have forever been referred to as the "Pink Ladies." They met at 5 o'clock in the evening on each and every Friday night to avoid the Friday night lights of the football games that consume Texas in the fall of each year! It was truly a gathering of "Silk Stocking Row," often referred to as the "Sewing Club," with one member darning her husband's socks so it would appear so if they were checked on. As told, the name, "Sewing Club," was decided since it could not be called the "Drinking Club" even though that's what really took place! The designs were in shades of pink with roses provided by Rio Roses and Southern Floral Company.

The second highlighted Women of Influence in Arts and Education honoring Temple Educators.



Women of Influence in Literacy were recognized for the difference they have made in the community. Scholarships, provided through the Foundations that each represent, elevate the success of others. There is no doubt that these women have truly educated the community.

The fourth provided a way for Norman to highlight his home town of Belton with a step back in time to visually tour downtown Belton as it was in 1966 when he was 10 years old. At that time there were many rules. There were only two places where you could cross the street. You could only walk on certain streets. You could not walk by the jail. Together the program took 42 stops honoring 21 ladies. Ladies, who were shop owners or worked in stores, who taught a young boy about customer service, offering items to sell in varying price points, the importance of style and that every woman had a signature color and most, a signature flower.

To wrap it up, the programming returned to "Everything's Coming Up Roses" with an enhanced feature "Let's Design It!" for the Garden Club and Master Gardeners. Rose designs took on a Texas twist. Temple is the Wild Flower Capital and so it seemed appropriate to add wild flowers with mention of Lady Bird Johnson and the connections made over the years!

The theme was most important in that 2022 is the 40th Anniversary of Precious Memories in that this was the theme that owner Melissa Baugh used when she opened the store. 100 attended on a Sunday that was Norman's birthday noting a coincidence in that 27 years ago he came to Precious Memories and started on his birthday! Those honored have celebrated his 48 years as a florist with loyal support.

This exhibit and highlighted programming showcased signature arrangements for the ninety women who have influenced a life as he has celebrated theirs with flowers, of course! Everything IS Coming Up Roses!



Roses to recognize the "Pink Ladies"

Women of Influence in Education and Literacy were honored. Martha Tyroch (centered with flowers), of Tyroch Consulting, was one of the honorees. The women surrounding her are amongst the leadership of Temple. Martha is a registered nurse and a vital part of the medical community. She is a former City Councilwoman. She currently works for State Senator Dawn Buckingham at the State Capitol in Austin. Special Note: TSFA member Selese Thompson, owner of Precious Memories, joins the group on the far left of the back row. TSFA recognizes her success in highlighting the floral industry through continued promotions in her community. Congratulations Selese!



Cultural Activities Center Lobby arrangements are part of the two month long EVERYTHING'S COMING UP ROSES exhibit in the Carabasi Gallery.



Former TSFA President Norman Northen TMFA presents floral signatures in honor of those who have made a difference in Temple, Texas. TSFA recognizes this tremendous effort and congratulates Norman on this success!

# Precious Memories

*Florist and Gift Shop*  
*"We Turn Your Feelings Into Flowers!"*

Rex and Malissa Baugh opened Precious Memories Florist and Gift in July of 1982, named for her grandfather's favorite hymn "Precious Memories". It all started on her washer and dryer in her laundry room at home, then moved to the 2 car garage. From there the shop opened in a free standing retail store, later doubling that space and finally ending up on South 31st Street which is the main thoroughfare in Temple and close to Scott and White Hospital.

Nineteen years ago, Seleese Thompson purchased the business and will celebrate 20 years of ownership in October of this year! She bought the former Beimer's Fine Jewelry building and renovated the space as the store's prime location. In October of 2021, Seleese opened a second location in downtown Temple as a 12 month Christmas Store with other seasonal gifts and flowers.

The store was named Retail Florist of the Year in 2007.

Norman Northen, a TSFA Past President, has been at Precious Memories since January of 1995, serving as design manager. He was named Texas Designer of the Year in 2001. 2022 marks 48 years of floral history within his long standing career!

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MIAMI

# AWARD-WINNING DESIGNER KEN SENTER AIFD PRESENTS “THE DANCE OF THE EUISETUM”



*TSFA MEMBER AND DESIGNER EXTRAORDINAIRE, Ken Senter AIFD, has recently placed in the Top Five in three International Floral Competitions! These competitions include AIFD Foundation Design Contest “Just Make it Pretty,” Florida State Florists’ Association International Design Competition and the Canadian Academy of Floral Art Competition. TEXAS in Bloom features his CAFA award-winning design while sharing his insight into the art of competing!*

## **IT APPEARS THAT YOU TRULY LOVE THE ART OF COMPETITION. WHAT INTRIGUES YOU ABOUT THE PROCESS?**

I have always enjoyed entering floral competitions. A competition offers the opportunity for you to reach inside and find your best. In doing so, the process assists you in truly evaluating your design while working to take it to the next level. Competition not only defines your ability but also opens you to new ideas that oftentimes change the way you look at a design. The experience also teaches you to focus, to work hard until it is done and most important, to not give up on an idea.

## **WHAT WAS YOUR INSPIRATION BEHIND THIS DESIGN?**

When I decide to enter a floral competition, my approach is to first study the theme answering two important questions: What are they looking for? What are my strengths and weaknesses

in this category? Then, I begin the process of creating a theme oriented design that allows my creative juices to flow freely. The theme for CAFA was “Suspended.” I titled my design “The Dance of the Euietum.”

## **DESCRIBE THE THOUGHT PROCESS, THAT FOLLOWS THE INSPIRATION, TO LEAD TO A WINNING DESIGN.**

A strong competitor MUST understand the Elements and Principles of Design to achieve a high score. Most of the time, my entries will feature texture, rhythm, line and contrast while also remembering color, proportion, etc. When I complete a design, I stand back and check off all the P&E’s that I was hoping to spotlight. Another consideration is Mechanics Mechanics. I cannot stress that enough! When competing you must present a professional finished design for the Judges to score.

## **THE TAKE AWAY MUST BE MUCH MORE THAN THE WIN. WHAT DO YOU TAKE AWAY FROM THESE EXPERIENCES?**

When I first started to enter floral competitions, it was a way to determine how my designs ranked with those of my peers. I never dreamed that I would place and certainly not win in that my goal was to simply advance my design ability to the next level. Along the journey, I discovered a most important bonus. Those competing become life long friends. This is a little different with virtual competitions since you are not standing next to your peers. The bonus here is that the virtual competitions have international presence. Competitors from around the globe raise the bar to where you quickly see just how your work ranks among that of your peers.



## STEPS TO THE DANCE OF THE EUISETUM

My first thought was to find a large piece of wood that I could suspend a design from. The stump I chose featured a very static line so I began to look for a branch that would offer a more dynamic line to create movement. The Kudza vine fit perfectly!

I drilled holes into the tree section and tied the Kudza into place. Then “Mechanics! Mechanics! Mechanics!” I hid the two drill holes with scabiosa pods.

Then came time to pierce holes into the Equisetum and secure each piece onto a heavy gauged wire. Take a look at the pictures above!

To create movement, I rotated the sections around the wire.

The Phalaenopsis orchids were added using cold adhesive glue.

Lastly the Jasmine was added to create a whimsical feel.

A photograph was taken and emailed so that I could see what the camera saw! Once happy with the results, I hit the send button to enter, congratulated myself and waited for the results! Was I ever so happy to place Second in the Top Five in CAFA International Competition!

### ANY TIPS FOR OTHERS THAT WOULD LIKE TO GIVE COMPETITION A TRY?

In this new day of Virtual Competitions, one of the useful tips that I learned was from Charlie Groppetti AIFD. Before you submit a finished photograph to enter the competition, send an email of the photograph to yourself. Open it and study the design for this is what the judges will see. In virtual competitions, judges do not have the luxury of experiencing the design in three dimension. They see it as the camera sees it. At a first glance, I always find crossing lines, depth issues, small problems with balance and so on. This simple task of emailing the image provides what you need to fix those problems and then take a new photograph and resend it to yourself. Repeat this process until the design is all you want it to be. Once you are happy and feel it reflects your best then hit send! Hitting the send button is such a rush. Then sit back and take a moment to congratulate yourself for entering. We do not take those moments enough!

# TSFA *Virtual Learning*

PRESENTS

## *Solutions*

We invite you to gather your colleagues or view at your leisure 24/7 at TSFA *on Demand!*

### **MARCH 16**

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Easy *Solutions* to Improve your Floral Photography with Charlie Groppetti AIFD

### **APRIL 20**

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*Solutions* to increase your Reach for Mother's Day Week and throughout the Summer with Tina Coker AAF AIFD PFCI

### **MAY 18**

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*Solutions* to Well Designed Plantings with Charlie Groppetti AIFD

### **JUNE 15**

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Finding *Solutions* with Tips, Techniques & Trends with Renee Tucci AIFD PFCI

### **JULY 20**

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Signature *Solutions* with Ian Prosser AAF AIFD PFCI NDSF

### **AUGUST 17**

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*Solutions* to Maximize Year-end Profits with Derrick Myers CPA CFP PFCI

### **AUGUST 31**

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*Solutions* LIVE from CalFlowers' All About Flowers

### **SEPTEMBER 14**

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*Solutions* in progress

### **OCTOBER 19**

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*Solutions* in progress

### **NOVEMBER 9**

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Looking to 2023 with Renato Sogueco AAF PFCI

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# TSFA *Calendar of Events*

## MARCH

- 2 Texas Independence Day
- 13 Daylight Savings Time Begins
- 16 Virtual Learning at 3 p.m. CST  
with Charlie Groppetti AIFD
- 17 St. Patrick's Day
- 30 Doctor's Day

## 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 Lace 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  
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  
with Charlie Groppetti AIFD
- 30 Memorial Day

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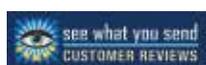
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