

JULY 2026

TEXAS

in Bloom



ANN JORDAN IS RETURNING TO TEXAS!

Save the Date!

Sept. 24, 2026
The Baylor Club • McLane Stadium
Waco, Texas



Chair Tom Wolfe, Jr.

About the Presenter

Ann Jordan AAF, AIFD, CFD, MMFD



Dinner Presentation

Designing a Season to Remember
Planting Seeds for 4th Quarter Success
\$50 Member Rate

Hands-on Workshop

Building Your Holiday Collection
Create three designs to launch your collection, with one featuring Texas-grown florals!
\$95 Member Rate

Fall holidays are often overshadowed with Santa on his way and jingle bells ringing! The fall season also offers opportunities with harvest festivals, historical commemorations, cultural celebrations and feasts for giving thanks.

The bright orange and yellow marigold has long been the iconic flower of Día de los Muertos. Tracing back to Aztec rituals, the flower's vibrant color and memorable scent act as a guiding path to lead the spirits of loved ones from their resting places to their family homes.

How fortunate we are in Texas to have these blossoms and numerous varieties Texas-grown. Jordan will reveal ways these blooms may be featured to design a season to remember.

Thanksgiving transitions into Christmas, providing a variety of opportunities for the savvy designer. From providing complete holiday decor for your clients' homes and businesses to a simple wreath on the door, decorations for the tree and flowers to bring holiday cheer to the table makes for quite the busy month!

Plan now to attend a day of education and build your holiday collection in a 3-hour hands-on workshop where you will create three designs to spark your creativity.

With Ann Jordan sharing her design and business expertise, your time will be well spent and the experience, like a well designed season, will be one to remember!

With more than 40 years of retail floral experience, Ann Jordan has led floral design classes, business sessions and hands-on workshops throughout North America. She has studied floral design with some of the greatest designers in the world and blends her experience with the latest technologies and trends to help floral industry professionals strengthen their design collections, marketing strategies, sales techniques, branding and much more.

Enthusiastic and knowledgeable, Jordan has significantly impacted the floral industry. Her designs were featured in *Florists' Review*, and she has participated in numerous AIFD events, including the AIFD exhibit at the famed Philadelphia Flower Show. Jordan served as Symposium Coordinator for the 2010 AIFD Symposium, was AIFD President for the 2012-13 term and made an impact as Symposium Coordinator for the 2022 AIFD Symposium in Las Vegas where she was awarded the prestigious Award of Distinguished Service to AIFD and named a Fellow of the Institute.

Jordan received the 2000 John A. Valentine Award, presented by FTD, and placed third in the Holland Cup Competition in 2004. She served on the design team for President George W. Bush's inauguration in 2005. Other accomplishments include main-stage presentations during the 2008 and 2015 Symposia.

Not only is Jordan recognized in the floral industry for her creative skills, but she is also known in her community as a business leader. She was nominated for the New England Business Woman of the Year in 1998 and the Maine Small Business of the Year in 2004. Jordan has taught all aspects of floristry to students at the world-renowned New York Botanical Gardens. She recently retired from the FTD Education Team, where she taught business and design since 1997. Her ability to explain the business of flowers, along with the ever-so-important aspects of design, is noteworthy.

Texas in Bloom

JULY 2026 | VOLUME LII | NUMBER 6

FROM THE *President*



TSFA President
Marisa Guerrero
AIFD, CFD, TMF

Thank you for another amazing Texas Floral Expo! Together, we enjoyed exceptional programs, educational hands-on learning, inspiring main stage presentations and plenty of laughter with our flower friends. It was truly a weekend to remember. None of this happens without the incredible volunteers, educators and industry partners who generously share their time and talents. Thank you for making TSFA a place where industry members at all career levels can come to learn, grow and connect.

One of my favorite parts of Expo is seeing experienced designers learning right alongside those attending their very first TSFA event. It is a wonderful reminder that no matter how long we've been in this industry, there is always something new to learn and someone new to encourage.

You'll learn all about the weekend over the next few months as TEXAS in Bloom dives into each program and special event. I hope the stories and photos inspire you to join us next year in Frisco for the 2027 Texas Floral Expo, "Aspire". If you weren't able to attend this year, I know you'll love it. And if you were at the Expo, I hope you'll bring a friend next time.

If you're already looking forward to your next opportunity to learn, make plans to join us in Waco on Sept. 24 for the next Texas Floral Showcase with renowned designer Ann Jordan, AAF, AIFD, CFD, MMFD. Ann is known for her thoughtful teaching style, creative techniques and infectious enthusiasm. She'll lead an engaging hands-on program followed by an inspiring dinner presentation that is sure to leave you with fresh ideas to take back to your shop. You won't want to miss it.

Providing exceptional education has always been at the heart of TSFA's mission. We are committed to bringing outstanding educators to Texas at a price that makes professional development accessible to everyone in our industry. Whether you're just beginning your floral career or have decades of experience behind you, there is always another skill to master, another perspective to discover and another opportunity to grow.

Thank you for investing in yourself, your business and our industry. Your participation is what makes TSFA such a special community, and I look forward to learning alongside you throughout the year.

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TSFA SCHOOL OF FLORAL DESIGN

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Celebrating THE FLORAL INDUSTRY

AS THE UNITED STATES MARKS 250 YEARS

This month, Texas State Florists' Association members join our fellow Americans to reflect on and celebrate 250 years as the United States of America. That remarkable milestone inspired us to dig a little deeper into the rich history shared by many TSFA members. Below are a few more reasons to celebrate.

1879: A Rosy Future Takes Root

The first sale of rose plants in Texas was recorded in 1879. By the late 1950s, annual rose production in the state had skyrocketed to more than 20 million plants, and Tyler had become known as the Rose Capital of the World.

This incredible history was among the reasons TSFA selected the Tyler Rose Garden Center as the location of its 2024 Texas Floral Showcase and as a high school floral certification testing site in 2025. History informs and inspires future generations of floral leaders.

1892: A Floral Story Begins



Photo Courtesy of the Wolfe family

Wolfe the Florist, Inc., was founded by Mrs. Elizabeth Ann Wolfe Brigrance in 1892. Annie Brigrance, as many knew her, won many awards in the days of the "Cotton Palace", when cotton was king in Central Texas. She would ask her neighbors if she could take care of their gardens, cutting flowers that she would then sell. This was the start of what would become one of the largest flower factories in the world. Brigrance was soon joined in business by her father, James Wolfe, and she welcomed her younger brother, Tom J. Wolfe, Sr., into the business when he returned home following the Spanish American War. After the death of their father in 1906, Ann and Tom became equal partners in the business and began to mirror the growth of the southwest. Tom J. Wolfe, Sr., made his mark in the flower world as a founding member of TSFA, where he was highly involved in its foundational meeting in Waco in April 1914 and served as the second TSFA President in 1917.

1893: Resilience and the American Dream

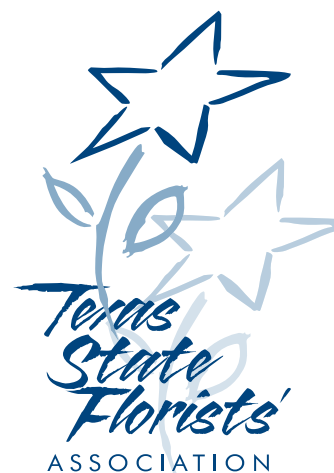


Photo Courtesy of H.E. Cannon Floral

H.E. Cannon Floral and Greenhouses may be the oldest floral business continually operating in Texas. This family-run florist first opened in 1893 and has been operating in Arlington since 1921, according to Patricia Flynt, who has been a TSFA member for nearly five decades. In 2007, their shop burned down just three days before Valentine's Day! Flynt rebuilt and now runs the shop with her daughter, Jacqueline Flynt, who is also an attorney. Patricia says she "is alive with the American Dream!" Learn more from [arlingtontx.gov](https://bit.ly/4vuU9Vb) (<https://bit.ly/4vuU9Vb>).

1914: Unity, We Are Stronger Together

The principle of unity is familiar to floral industry professionals – it is an intentional design strategy used to create a cohesive, complete composition from various individual elements. For more than 112 years, the Texas State Florists' Association has brought flower growers, wholesalers, retailers, designers, teachers and students together, strengthening each individual and the floral community as a whole. Themes of



community, service, entrepreneurship and innovation are common threads throughout the history of our country and that of the Texas floral industry. It is because of each member, underwriter and volunteer that TSFA continues to make a positive impact after more than a century.

1917: A Legacy of Leadership

Volunteer leaders help fuel the American Dream and are at the heart of what makes associations succeed. While the Wolfe name has been recognized for quality and service in the Texas floral industry since 1892, a legacy of volunteer leadership began to bloom with Tom J. Wolfe, Sr., who was a founding member of TSFA in 1915 and served as president in 1917. In 1924, Tom J. Wolfe, Jr., was elected as TSFA President, and George E. Wolfe also served as president in 1935.

Today, Wolfe Wholesale Florist in Waco is owned and managed by fifth and sixth generation florists, Tom Wolfe, Sr., who was TSFA President in 2019, and his son, Tom Wolfe, Jr., who currently serves as TSFA Second Vice President and Treasurer. Their leadership and dedication to the industry – along with that of countless past presidents and current volunteers – continues to propel this association forward.

1920–1990: Decades of Entrepreneurship

Those new to the floral industry may be inspired by the numerous successful floral businesses launched in Texas following TSFA's formation. Several persisted through the Great Depression and World War II. Below are a few more industry leaders operating for more than 50 years.

- 1926: Vickery Wholesale Greenhouse.
- 1927: King Florist.
- 1927: Southern Floral Company.
- 1943: Breen's Florist.
- 1948: McShan Florist.
- 1950: Woods Flowers.
- 1953: Klepac Greenhouses.
- 1960: Mark Knox Flowers.
- 1963: Lary's Florist.
- 1969: Darlene's Flowers & Gift Shop.
- 1972 J&E Wholesale Floral Company.
- 1972 Taylor Wholesale Florist.
- 1974: Freytag's Florist.

1991: Service and Scholarship

It is with much pride that the Texas Floral Endowment (TFE) has supported the floral industry in Texas for 35 years! The wisdom and vision of TFE's founders made it possible for TFE to foster education and cultivate future generations of floral industry professionals since 1991.

One of TFE's greatest honors was to receive \$250,000 from the Herman Meinders Foundation, which prepared a path for TSFA's floral design certification programs for high school students. What an unbelievable gift Meinders presented to TFE and the floral industry in Texas – a gift that continues to foster future floral leaders.



Five 2026 Scholarship recipients join Texas Floral Endowment Board members John Priest and Ken Freytag for a meet and greet during the recent Texas Floral Expo.



Present Day

The American floral industry has evolved into a \$6.71 billion economic powerhouse. Today, floriculture thrives with more than 11,000 commercial growers and approximately 14,000 retail shops operating nationwide. In Texas alone, more than 3,100 floral shops and 6,500 floral professionals support a market that generates more than \$500 million annually.

These are just a handful of the countless inspiring stories from recent decades. Thank you for helping TSFA ensure the future of the floral industry in Texas remains bright. If you have something to add, please share your story with TSFA today.

TSFA INVITES YOU TO

Share Your Story

Texas floral designers are among the best in the business and it is time to shout it out! We invite you to tell your story! *TEXAS in Bloom* provides opportunities through TSFA Member Spotlights and feature articles that highlight member success! Let us hear from you! Tell us what is happening in your world of flowers!

Scan the QR code or
visit tsfa.org/your-story





Photography Credit | Shy Laurel Photography

WELCOME TO THE TEXAS FLORAL EXPO!
Lobby Decor by Fabian Salcedo

WATCH THE EXPO BLOOM
OVER THE NEXT SEVERAL MONTHS!

WE COULDN'T



WITHOUT YOU!

TEXAS FLORAL EXPO 2026

FRESH PRODUCT RECEIVER

Bill Doran Company San Antonio received all fresh product.

HARD GOODS RECEIVER

Bill Doran Company Austin received all hard goods.

TEXAS FLORAL EDUCATION AND PRODUCT PARTNERS

Thank you to the following **Texas Floral Education Underwriters** who additionally underwrote the presentations and generously provided the requested product support.

- **Accent Decor** underwrote *Discovering the Heartbeat of Nature* with Joyce Mason-Monheim, AAF, AIFD, CFD, PFCI, AZMF.
- **FTD** underwrote *2027 - 2028 American Floral Trends* with J. Keith White AIFD.
- **Teleflora** underwrote *Hanashi* with Jodi McLeod AIFD, CFD, PFCI, NCCPF.
- **Smithers-Oasis** underwrote the hands-on workshop *Reimagining Time Tested Products* and *Spotlight Prep, Protect and Perform* with Brandy Ferrer AIFD, CFD, TMF.

TEXAS FLORAL EDUCATION PARTNERS

Texas Floral Education Underwriters sponsored Texas designers who presented hands-on education and floral presentations.

- *Deeply Rooted* • *Weaving the Cultural Tapestry of Texas Flora* with Ellie Grande AIFD, CFD, EMC and Tricia Won AIFD, CFD, EMC, IMF, TMF.
- *The Sculpted Stem* with Ellie Grande AIFD, CFD, EMC and *Rooted Elegance* with Tricia Won AIFD, CFD, EMC, IMF, TMF.
- *Take the Competitive Lead* and *BLOOM!* and *Wired and Inspired* with Alan Masters AIFD, CFD, PFCI.
- *Transitioning Styles for Today's Bride* and *It's a Wrap!* with Susan Piland AIFD, CFD, TMF.
- *Wedding Florals in Motion* and *The Ripple Effect* with Cheryl Vaughan, CFD, PFCI, TMFA.
- *The Art of the String Garden* and *Kokedama in Everyday Stylings* with Fabian Salcedo.
- *Design With Heart* • *Build With Intent* with Rebecca Sullivan AIFD, CFD, TMF.
- *Planting Seeds for Success* with Cassie Sanders AIFD, CFD, TMF.

TEXAS FLORAL PRODUCT PARTNERS

These **Texas Floral Education Underwriters** provided products for the overall Texas Floral Expo in support of educational programming and events.

PLATINUM LEVEL

Bill Doran Company
CalFlowers

GOLD LEVEL

Rio Roses

SILVER LEVEL

Vickery Wholesale Greenhouse
Wolfe Wholesale Florist
Zoom Roses

BRONZE LEVEL

Accent Decor
Alexandra Farms
Choice Farms
Flora & More
Porch View Home
Smithers-Oasis
Syndicate Sales

TEXAS FLORAL PRODUCT CONTRIBUTORS

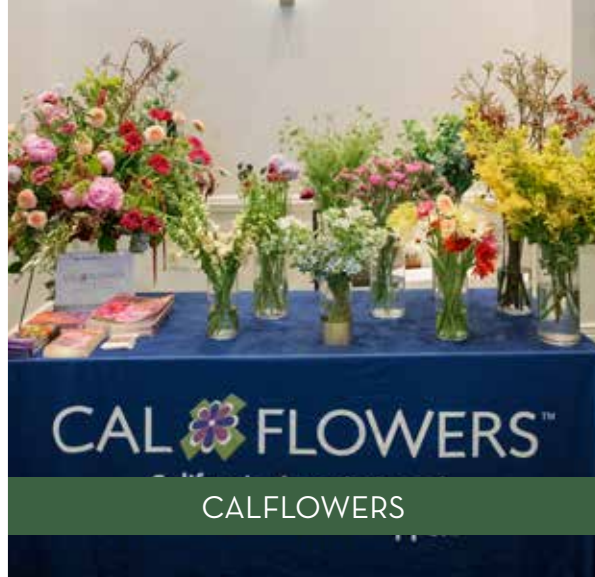
These companies provided an array of product to complete procurement requests for Texas Floral Expo. Texas wholesalers who are Texas Floral Education Underwriters represent many of these companies.

Alpha Fern
Arnosky Farms
Austin Flower Company
CamFlor, Inc.
Fitz Design
Floral Chain Group
Green Point Nurseries
Klepac Greenhouses Inc

L'Artisan Roses
Mellano & Company
Resendiz Brothers
Rosaprima
San Antonio Flower Company
Schusters of Texas
Sunny Hill Flower Farm
US Greens Corporation



SMITHERS-OASIS



CALFLOWERS



RIO ROSES



2026 PRODUCT GALLERY



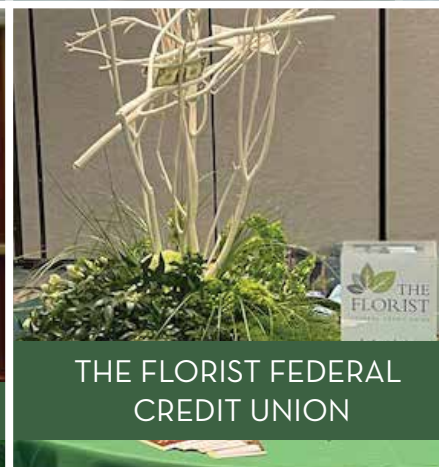
FLORAL SUPPLY SYNDICATE



FLOWER SHOP NETWORK



SOUTHERN FLORAL COMPANY



THE FLORIST FEDERAL CREDIT UNION



FLORA & MORE



TELEFLORA



SOCIETY OF AMERICAN FLORISTS



BILL DORAN COMPANY



FLOWERBUDDY



PORCH VIEW HOME



BLOOMNATION



GO TEXAN



FTD



KINDRED BOTANICAL MARKET



AIFD SOUTH CENTRAL CHAPTER

A LIFETIME OF ACHIEVEMENT IS RECOGNIZED BY TSFA

Presented by TSFA Immediate Past President
Ed Fimbel, CFD, TMFA

Surrounded by the beauty that the 2026 recipient created for the TSFA Presidential Suite, the Texas State Florists' Association Lifetime Achievement Award was presented 49 years after the recipient opened his flower shop in Orange, Texas. Immediate Past President Ed Fimbel, CFD, TMFA, shared with those in attendance that the 2026 award goes to someone whose talent behind the design table is matched only by his devotion to his family. Our recipient opened Scott's Planter in 1977 (years later named J. Scott's A Florist in 1994). This designer also presented floral programs across the country, sharing his deep knowledge of floral applications with audiences eager to learn from him. Back in 2003, he was named Texas Designer of the Year, a title that still fits him well. He's proud to be the easternmost TSFA member in Texas. Any closer to Louisiana and he would need a passport, but he'll quickly remind you that he's Texas-proud through and through. That same devotion shows up closest to home, where there's no distance too far when his granddaughter Elle has a softball tournament to attend. Surrounded by the closest of TSFA friends, J. Scott Hasty AIFD, CFD, TMF, of Orange, Texas, was awarded the 2026 TSFA Lifetime Achievement Award. From there, he headed home to design his nephew's wedding that had long been planned! What a most fortunate bride and groom!! A Member Spotlight will highlight Hasty's 49 years of floral excellence in the August 2026 issue of TEXAS in Bloom.



TSFA Immediate Past President Ed Fimbel, CFD, TMFA, presents the TSFA Lifetime Achievement Award to longtime TSFA member and 2003 Texas Designer of the Year Scott Hasty AIFD, CFD, TMF.



Back Row from Left to Right: Second Vice President and Treasurer Tom Wolfe, Jr.; Texas Floral Expo Chair and Retail Director Dawson Clark, TMF; TSFA Lifetime Achievement Award Award Recipient Scott Hasty AIFD, CFD, TMF; Immediate Past President Ed Fimbel, CFD, TMFA; Projects and Partnership Specialist Cassie Sanders AIFD, CFD, NBCT, TMF; Executive Director Michelle Karns CAE.

Front Row from Left to Right: Retail Director Tricia Won AIFD, CFD, EMC, IMF, TMF; President Marisa Guerrero AIFD, CFD, TMF; First Vice President Amy Neugebauer AIFD, CFD, PFCI, TMFA; Retail Director Brandy Ferrer AIFD, CFD, TMF.

Texas Floral Expo Presidential Suite
Florals by J. Scott Hasty AIFD, CFD, TMF
2026 TSFA Achievement Award Recipient

In the distinctive style mastered by Scott Hasty AIFD, CFD, TMF, yellow tulips stand tall in the three placements created for the Presidential Suite gathering space. An abundance of Mokara orchids circle the tulips adding a mid layer to strengthen the design. The golden color draws the eye in and down to the base of the centered design where the Tillandsia xerographica are accented with cymbidium blossoms that complete the arrangement.

The tailored umbrella papyrus unifies the three designs together with the Tillandsia at the base. Standing tall to create a strong vertical, what is also called umbrella palm, expands visual space in each of the three placements.

Florals accent with a brilliance of color to welcome guests into the most private spaces.



No one who knows TSFA President Marisa Guerrero was surprised that the suite was adorned in sunshine yellow! Tulip and Cymbidium blossoms elegantly dropped from the modern chandelier with a twist and turn secured in glass tubes of water. The covered wired extensions hooked into the fixture securely and quite easily. Every designer appreciated that suggested mechanic!





Two bunches of tulips, separated by a cluster of golden Mokara and a single Cymbidium at the base created quite the statement in this vertical presentation. Pebbles secured the stems in a modern glass vessel adding one more detail to this stylized design.

Photography Credit | Shy Laurel Photography



A repetition of blossoms, with craspedia added for interest, unifies the dining area with the space for friends to gather.

Lasting Tillandsia xerographica are strategically placed to enhance the framed areas at the base of the credenza. A slight difference in the floral selection and color brings interest and yet still unifies the space with the designer's sense of style and the placements of unique foliage.



Accent Decor Is Inducted Into The TSFA Hall of Fame

Presented by TSFA Immediate Past President
Ed Fimbel, CFD, TMFA



"It is with great appreciation that I announce the 2026 Texas State Florists' Association Hall of Fame recipient Accent Decor. For more than 30 years, the Accent Decor team has worked to fill a need all florists share, the need for unique and interesting vessels that complement each arrangement we create. Owners Margaret and Frank Hofland have dedicated their lives to strengthening the floral industry by providing containers that expand the possibilities for designers at prices accessible to all. The Texas State Florists' Association is grateful to Accent Decor for their longstanding support of floral design education. Their impact has been profound from the products they so generously donate to the sponsored educational programs like the one you will see on Sunday during this Expo. As a Founding Texas Floral Education Underwriter, Accent Decor continues to bring quality floral design education to Texas florists."

Accent Decor

"In a world filled with so much of the same, we find great value in the power of inspiration," Accent Decor says. "We like to think we go beyond your average wholesale supplier by delighting in the discovery of design-focused vessels and the ability to provide them at prices accessible to all."

Rooted in Family for 30 Years



Frank Hofland's Father



Frank Hofland's Mother

Accent Decor was born from a shared vision between Frank and Margaret Hofland. Frank's grandparents owned greenhouses in Holland before immigrating to Canada, where his father continued the trade.

A Dream in a Greenhouse

Frank grew up working in the family greenhouse, dreaming of vessels that would elevate the flowers they grew.



After meeting at their local church, Margaret joined the business, and together they brought their concept to life—moving to Atlanta and founding Accent Decor in 1997 to inspire floral professionals with thoughtfully designed products.

A Family Legacy

Today, that vision lives on with their daughter Sarah Bagle, who leads the company into the future with the same passion for design, community, and creativity.



For nearly 30 years, Accent Decor has been honored to support the creativity and success of floral professionals, making this Hall of Fame recognition from the Texas State Florists' Association especially meaningful. It is a celebration not only of the company's history, but of the countless florists, designers, and industry partners who have been part of that journey.

Nearly three decades ago, Frank and Margaret Hofland set out with a simple vision: to create beautiful, design-forward vessels that would elevate the artistry of floral design while remaining accessible to florists everywhere.

That vision was deeply rooted in family. Frank's grandparents owned greenhouses in Holland before immigrating to Canada, where his father continued the family business. Growing up working among flowers, Frank developed an appreciation not only for the blooms themselves, but for the vessels that showcased them. He imagined containers that were as thoughtfully designed as the arrangements they held.

After Frank and Margaret met through their local church, they combined their shared entrepreneurial spirit and passion for design. In 1997, they moved to Atlanta and founded Accent Decor with the goal of inspiring floral professionals through beautifully designed, affordably priced vessels.

What began as a small family business has grown into one of the industry's leading wholesale suppliers of vessels and décor for florists, event designers, garden centers, retailers, and home décor professionals. Throughout that growth, the company's guiding principles have remained unchanged: exceptional design, meaningful relationships, and a commitment to serving the floral community.

Today, Accent Decor continues as a family-owned business under the leadership of Frank and Margaret's daughter, Sarah Bagle, who carries the company's founding vision into its next generation. While the product assortment has expanded and the business has evolved, the heart of Accent Decor remains the same—a belief that florists are artists, that beautiful design should be attainable, and that business should be built on generosity, integrity, and community.



DEBBIE WOLTMANN AIFD CFD TMFA IS AWARDED THE JIM ORR VOLUNTEER SPIRIT AWARD

Presented by Cassie Sanders AIFD, CFD, NBCT, TMF



Photography Credit | Shy Laurel Photography

“The Jim Orr Volunteer Spirit Award is one of the Texas State Florists’ Association’s most meaningful honors. Established in 2012, this award recognizes a TSFA member whose extraordinary volunteer service has strengthened our association through dedication, generosity and an unwavering commitment to others.

“The award is named in memory of Jim Orr, a man whose life exemplified the very essence of volunteerism. During a time when the TSFA Annual Convention welcomed more than 1,000 attendees, Jim traveled the state as a manufacturer’s representative, visiting floral shops to introduce new products. Along every mile of his journey, he also became an ambassador for TSFA, sharing the value of the association and encouraging others to become involved.

“Jim never sought recognition or leadership titles. He wasn’t known for serving on the board of directors or standing behind the podium as a presenter. Instead, he became known for something even more enduring – being the volunteer everyone could depend on. Whenever there was a job to do, Jim was there, quietly ensuring it was done well.

“Today, we celebrate someone who has carried that same spirit throughout an extraordinary career in the floral industry. After earning a Bachelor of Science in Horticulture from Texas A&M University, this individual built a career spanning more than five decades. From greenhouse production and floral design to owning and operating multiple successful floral businesses, their passion for the profession has never wavered. Along the way, they earned the prestigious Texas Master Florist designation, became an FTD Master Florist, achieved Certified Floral Designer status, and most recently

earned accreditation with the American Institute of Floral Designers.

“While these accomplishments are impressive, they are not what define our honoree. What truly sets this person apart is a lifelong commitment to serving others and strengthening TSFA.

“For more than 25 years, this individual has served as Co-Chair of the TSFA Education Committee, helping shape educational programs that have benefited countless floral professionals. They have generously shared their time and talents on the Legislative, Membership, Finance and Nominating Committees, always willing to lend a hand wherever needed.

“Their leadership has also guided this association through service as Retail Director, Second Vice President, First Vice President, and not once – but twice – as TSFA President. Yet despite these distinguished leadership roles, they have remained true to the spirit of this award: a volunteer who quietly serves, leads by example and is always willing to do whatever is needed for the good of the association.

“Like Jim Orr, tonight’s recipient understands that the strength of TSFA is built not only by those in the spotlight, but by those who consistently show up, give generously of their time and inspire others through humble service.

“It is my great privilege to present the 2026 Jim Orr Volunteer Spirit Award to Debbie Woltmann AIFD, CFD, TMFA.”

NEW BOARD MEMBERS BEGIN THEIR TERM OF OFFICE ON SEPT. 1



Photography Credit | Shy Laurel Photography

From left to right Wholesale Director Jeff Floyd; First Vice President Tom Wolfe, Jr.; President Marisa Guerrero AIFD, CFD, TMF; Second Vice President Amy Neugebauer AIFD, CFD, PFCI, TMFA; Retail Director Alan Masters AIFD, CFD, PFCI; Retail Director Dawson Clark, TMF; Past President Ed Fimbel, CFD, TMFA. Not pictured Retail Director Tricia Won AIFD, CFD, EMC, IMF, TMF.

On June 20, the TSFA Annual Meeting was held at the Texas Floral Expo in San Marcos. Candidates for office addressed attendees before eligible members voted on three leadership positions. All votes were tabulated in accordance with the TSFA bylaws.

TSFA is pleased to announce the following election results:

- President – Marisa Guerrero AIFD, CFD, TMF.
- Second Vice President – Amy Neugebauer AIFD, CFD, PFCI, TMFA.
- Retail Director – G. Alan Masters AIFD, CFD, PFCI.

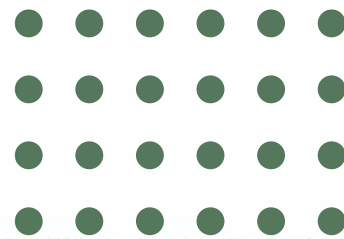
On Sept. 1, the new and returning board members will assume their positions alongside Immediate Past President Ed Fimbel, CFD, TMFA; Tom Wolfe, Jr., who will automatically progress from Second Vice President to First Vice President; Wholesale Director Jeff Floyd; Retail Director Dawson Clark, TMF; and Retail Director Tricia Won AIFD, CFD, EMC, IMF, TMF.

TSFA extends its gratitude to the following board members whose term of office concludes on Aug. 31: Grower Director Jimmy Klepac and Retail Director Brandy Ferrer AIFD, CFD, TMF.

2025-2026 BOARD OF DIRECTORS



Standing from Left to Right Wholesale Director Jeff Floyd; Retail Directors Tricia Won AIFD, CFD, EMC, IMF, TMF; Dawson Clark, TMF; and Brandy Ferrer AIFD, CFD, TMF. Seated from Left to Right Second Vice President and Treasurer Tom Wolfe, Jr., President Marisa Guerrero AIFD, CFD, TMF; First Vice President Amy Neugebauer AIFD, CFD, PFCI, TMFA; Past President Ed Fimbel, CFD, TMFA. Not pictured Grower Director Jimmy Klepac.



Upcoming Classes

Exclusive TSFA Member Rates

Members of the Texas State Florists' Association enjoy significant savings on all TSFA classes and events. Take advantage of these discounts while making lasting connections and elevating your artistry.

Why Choose the TSFA School of Floral Design?

Taught by experienced florists with unparalleled knowledge, creativity and skill, these classes offer inspiration, connection and techniques that help your career bloom!



Wedding Bouquet Workshop

Create several stunning bouquets and wearables in this 1.5-day workshop on Aug. 26-27. Perfect your spiral hand-tied, bespoke and cascade bouquet skills!

Texas Master Florist Classes

Experienced designers — be TMF certified after successfully completing all 10 classes and the final exam. Attend on Aug. 28-31.



Intermediate Sympathy Design

Explore established and modern methods to create a casket spray, accessory piece, standing spray and more on Oct. 17. Expand your skills and sympathy offerings.

tsfa.org/school



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tsfa.org/school

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TSFA Calendar of Events

Learn more in the August issue from these Texas treasures.
Presentation Bouquet Designer | Susan Piland AIFD, CFD, TMF
Merchandise Stylings | Alan Masters AIFD, CFD, PFCI
Photography Credit | Shy Laurel Photography



JULY

- 4 Independence Day
- 19-23 TSFA Presents at ATAT Conference
- 31 - Aug. 2 Fundamental Elements and Principles of Floral Design

AUGUST

- 2 National Friendship Day.
- 26-27 Wedding Bouquet and Flowers to Wear Workshop.
- 27 National Just Because Day.
- 28-31 Texas Master Florist In-Person Classes.

SEPTEMBER

- 1 New TSFA Board of Directors Welcomed
- 7 Labor Day and Grandparents' Day
- 10 Suicide Prevention Day
- 11 National Day of Service and Remembrance
- 11-13 Rosh Hashanah
- 20 Yom Kippur
- 24 Texas Floral Showcase in Waco
- 29-30 Level 1 and 2 Floral Certification in Lubbock for Teachers and Professionals

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