

JANUARY 2023

TEXAS

in Bloom



Support when it matters most



When Covid 19 started, we were just like everyone else wondering what was next. Then, the government started shutting down small businesses and we thought that was all we could do. Then TSFA stepped in, on behalf of the Florists in Texas and through the Texas Department of Agriculture's request to include Floristry in essential business, the Governor declared Florists as essential. Because of TSFA's quick action, we were allowed to continue operating, serving our customers and sharing the beauty of flowers at such a dark time. This is just one of the many ways TSFA supports and goes to bat for Florists in Texas. Thank You TSFA!

JIMMY BURRAGE CFD TMF
Marvel's Flowers | Killeen

During the pandemic, we were only closed for one week. Due to the quick actions of TSFA, and the connections we have with other TSFA members, we were able to immediately get the information we needed to stay open, stay profitable and stay compliant with state and local pandemic regulations. We are so thankful for the hardworking team at TSFA and the relationships with fellow members.

MARISA GUERRERO AIFD
Debbie's Bloomers | El Paso

TSFA was there to get the job done, making certain that the florists could remain open during the pandemic, having one large voice for each of us. TSFA's membership provides TSFA with the power of numbers.

MISTY FAGLIE
Hutto Flower Market | Hutto

When the pandemic struck, everyone was uncertain about who could keep working. Some shops in our delivery area were threatened with fines by overzealous judges if they didn't close up shop. After a quick phone call with TSFA, I was relieved that Dianna had reached out to Sid Miller and Terry Keel, of the Texas Department of Agriculture, and had "floristry" included specifically, by name, in the list of exempt agriculture related businesses. This action took a major weight off our shoulders, allowing us to operate safely without fear of fines or legal action.

CARL ANDERSON
Bill Doran | Austin

Because of the Department of Agriculture's request to include the floral industry as essential, the Governor deemed florists as essential. Precious Memories never closed even one day during the pandemic. We were able to keep our staff employed and conducted business pretty much, as usual. We were slow on a few days and we did have staff out due to the illness, but we worked. I had Covid, and had to quarantine for the required number of days, but I worked at our satellite location and prepared for Christmas away from the others. We made it work! We are so glad that TSFA has a long standing relationship with TDA. God Bless Texas and TSFA!

NORMAN NORTHEN TMFA
Precious Memories | Temple

TSFA's quick action in requesting the essential exemption and the Governor's approval helped to minimize the financial impact on my business. My shop, House of Blooms, closed for only three weeks during the pandemic. Once we re-opened our doors, with a reduced staff and a reduction in our hours of operation, our gross revenue for the first year of the pandemic was the same as the prior year.

PAT HOUCK
House of Blooms | Sugar Land

We were very grateful to Governor Abbott for the quick action of approving the floral industry as an essential business during the early shutdown period of the pandemic. It allowed us to continue serving our customers who were increasingly frustrated with the lockdowns and resultant separation from loved ones. Our touch-less deliveries allowed everyone, both near and far, to express their feelings by sending flowers to loved ones who they weren't able to visit. We were also able to keep our staff employed. Thank you TSFA for the role you played in making this happen!

MARY MCCARTHY AIFD TMFA
The Blooming Idea | The Woodlands, Texas

Texas in Bloom

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FROM THE *President*



TSFA President
Cheryl Vaughan TMFA

Happy New Year to each of you! This is such a special time of year when we take a moment to reflect on the past as we look to the future. This time of year always makes me thankful for family and friends and of course my floral family!

When I think of my floral family, TSFA is at the very root. This year, I am reminded of how TSFA, through its relationship with the Texas Department of Agriculture, was the reason our Governor listed floral as essential and kept our businesses open and flourishing during the pandemic. I recall that we were not sure

as to what to do in our shop and looked to TSFA for guidance every step of the way. TSFA provided fliers to print and post on our doors along with ones to carry in our vehicles to clearly show that we were deemed necessary and were within the guidelines set aside by our state government. A huge thank you to TSFA Executive Director Dianna Nordman and her quick response to this situation. Thank you, TSFA Board of Directors, for your leadership during this unprecedented time. Reflecting on our past, we are reminded of the incredible difference that this one accomplishment made on our future.

January is also the traditional time for New Year's Resolutions. One of mine involves TSFA. I want to share what TSFA means to me with those who are not yet members with hope to bring them into this amazing organization. I hope each of you will consider sharing the reason you are part of TSFA with just five people. Can you imagine if each of us shared with five people and half of those joined! What a difference this would make in TSFA! I challenge you to share, share share!

Let's bring in the New Year with increased interest and participation! Hope to see you soon at at one of the events scheduled in 2023!



2	SUPPORT WHEN IT MATTERS MOST
4	TSFA HIGHLIGHTS
5	PROFESSIONAL DEVELOPMENT
6	2023 TEXAS FLORAL EXPO
7	TEXAS FLORAL SHOWCASE
8	PROFESSIONAL CERTIFICATION
9	EDUCATIONAL DEVELOPMENT
10	SCHOLARSHIPS
11	INDUSTRY LEADERSHIP
12	NATIONAL RECOGNITION
13	TSFA RECOGNITION
14	COMMUNITY RECOGNITION
16	COMPETITION
18	VOLUNTEER
19	NEW MEMBERS
20	FLOWERS TO COMFORT
22	TEXAS IN BLOOM ADVERTISING MAKES THIS MAGAZINE POSSIBLE

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Texas State Florists' Association *Highlights of the Year*

The dedication and collaborative efforts of many, with the support of the Texas Floral Education Underwriters, continues to add to the education platforms in Texas. Texas State Florists' Association is pleased to share some of the 2022 highlights!

THE TEXAS FLORAL SHOWCASE WAS HELD IN WACO

The 2022 Texas Floral Showcase brought *Solutions* to 80 attendees!

Thank you Charlie Groppetti AIFD for taking the attendees on a visual journey of floral concepts that helped to define and build a brand.

THE TEXAS FLORAL FORUM WAS HELD IN CORPUS CHRISTI

The education during the Forum was *Tailored to Perfection* with design programs, business sessions and hands-on workshops presented by Renee Tucci AIFD PFCI and Tina Coker AAF AIFD PFCI.

TEXAS DESIGNER OF THE YEAR COMPETITION CONCLUDED AT THE ART MUSEUM OF SOUTH TEXAS HIGHLIGHTING FLORAL PROFESSIONALISM TO THE PUBLIC

Eight competitors were challenged to create floral design for the Art Museum of South Texas. The neutral walls and high ceiling of the Art Museum were a perfect backdrop for the vivid flowers and foliage. Museum visitors watched the designers in action. What a wonderful way to bring floral artistry to the public!

TEACHING THE TEACHERS

TSFA's expert instructors continue to provide the training to Texas high school floral design teachers.

TSFA offers teachers a Level 1 and Level 2 Floral Design Certification.

TSFA TESTED 5,366 HIGH SCHOOL STUDENTS HANDS-ON AND 25,512 HIGH SCHOOL STUDENTS IN A FLORAL KNOWLEDGE BASED CERTIFICATION

The Texas Education Agency approved the continuation of TSFA's Level 1, Level 2 and Knowledge Based Floral Design Certifications through TEA's Accreditation process. TSFA is proud of the students we are preparing for a floral career and equally proud of the students who will become our educated future floral consumers.

PROMOTING TSFA MEMBERS AND THE BEAUTY OF FLOWERS AT EVERY OPPORTUNITY

TSFA sponsored a design program, presented by TSFA Member Marisa Guerrero AIFD, during CalFlowers in August.

TSFA highlighted the Texas Floral Education Underwriters as part of this program.

PROVIDING FLORAL TRIBUTES FOR UVALDE

Although this was a tragedy that should have never happened, it is important to recognize how our industry came together during the days that followed. TSFA, through the generosity of growers, wholesalers and retail florists, provided floral tributes for each of the services. We witnessed heartfelt leadership at its finest and were reminded that flowers spoke, with love, the words that no one could find to say.

The Value of **TSFA** Membership

Cultivating Member Success and a Strong Floral Community for 107 Years!

Professional Development • Professional Certification
Educational Development • Scholarships • Industry Leadership
Industry Recognition • Competition • Volunteer Participation

TSFA On Demand

offered FREE to TSFA members with expanded opportunities to educate!

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

Each is catalogued for you to learn at your leisure in the comfort of your own home!
Visit tsfa.org for the complete TSFA Virtual Learning Catalogue. All sessions are FREE to TSFA Members!

An added Bonus! TSFA Members may also share with their staff!

Be sure and watch for the releases in 2023!

These will only add to the content currently offered!

TSFA'S *Merry and Bright* EVENT

at Bill Doran in San Antonio Opens New Possibilities in 2023

Longtime TSFA member Scott Hasty AIFD presented *Christmas in Style* during the recent *Merry and Bright* Event at Bill Doran in San Antonio opening new possibilities in 2023.

TSFA will travel to a Texas Floral Wholesaler in the Spring and Fall of 2023 and jointly host a Design Event FREE to TSFA members!

TSFA SCHOOL OF FLORAL DESIGN

offers an array of classes to help your creativity flower

This list of classes provides the essentials for your budding floral career.

Elements and Principles of Floral Design

Wedding Design

Sympathy Design

Floral Management

Care & Handling of Cut Flowers, Foliage & Flowering Plants

Professional Development



TSFA, with the support of the Texas Floral Education Underwriters, brings a Hands-on Workshop and Product Gallery with a Dinner and a Show in 2023!

JODY MCLEOD AIFD WILL TRAVEL TEXAS IN 2023

MARCH 1, 2023
Houston Racquet Club
10709 Memorial Drive
Houston, TX 77024

SEPTEMBER 13, 2023
City Club
301 Commerce Street
Fort Worth, TX 76102

Jody McLeod is a 33 year seasoned veteran of the floral industry. An award winning designer, his designs have been published in both industry magazines and product catalogs. His accolades include being a former North Carolina Designer of the Year and two-time Champion of the Jim Treadaway Cup Interpretive Design Competition. In 2008, Jody was inducted into the prestigious American Institute of Floral Designers and in 2018, he presented a main stage program during the AIFD Symposium. He will serve as AIFD Symposium Coordinator in 2024 when the AIFD Symposium takes place in Orlando, Florida.

Jody has served as President and Chairman of the Board of the North Carolina State Florists Association and currently serves as AIFD Southern Chapter President. He is also the Mayor of his hometown, Clayton, North Carolina, a position that he has held since 2003.

A graduate of East Carolina University with a Bachelor of Science in Management with a concentration in Entrepreneurship and Small Business, Jody brings forth tremendous knowledge as a highly sought after floral presenter. He is dynamic, engaging and message driven sharing his journey and understanding of the many aspects of the floral industry as a Teleflora Education Specialist. "We are placed on this earth to support, cultivate and grow others. Otherwise, why are we here?!"



TEXAS
Floral
EXPO • 2023

EMERSION

June 23-25, 2023

Sheraton Georgetown Hotel and Conference Center
101 Woodlawn Street, Georgetown, Texas

Emersion is defined as the state of emerging from a situation.

The programming will lead you from the days of the pandemic preparing you for the days ahead!

PRODUCT GALLERY features what's new from the Texas Floral Education Underwriters with time to see friends, renew acquaintances and network to discuss the most important topics of the day!

DESIGN LECTURES & DEMONSTRATIONS

inspire while addressing topics to ensure your success.

Announcing the 2023 Presenters!

Hitomi Gilliam AIFD • Jackie Lacey AIFD

Donald Yim AIFD

A STUDY OF FLOWERS & PHOTOGRAPHY

with Alan Masters AIFD and Cody Ash

LUNCH & LEARN on Saturday with Event Extraordinaire Mandy Majerik AIFD and on Sunday with Floral Retail Expert Deborah De La Flor AIFD and emerge with enlightened education.

BUSINESS SESSIONS on Friday provide the absolute best in business instruction. You asked and we listened! Derrick Myers and Renato Cruz Sogueco return to share a wealth of knowledge to help improve your bottom line!

HANDS-ON DESIGN WORKSHOPS bring the absolute best in design talent to Texas to lead you forward in mastering techniques and learning the latest!

Amy Balsters • Hitomi Gilliam AIFD

Jackie Lacey AIFD • Derek Woodruff AIFD

BREAKFAST with Derek Woodruff AIFD on Saturday morning will highlight experiential retail to engage you and your customer!

DINE & DESIGN with Jody McLeod AIFD on Friday evening during the Stars of Texas!

All meals are included in your Expo Registration!
For the first time ever, TSFA will offer a three installment payment plan
in an effort to make it as easy as possible to attend!

Professional Certification



FIVE STEPS TO BECOMING A TEXAS MASTER FLORIST

1. Complete the Texas Master Florist Application available at www.tsfa.org or by calling the TSFA office at 512.528.0806. Email the completed application to tsfaadmin@tsfa.org.
2. Upon approval of the application, you will be eligible to register online for seven of the ten courses in the Texas Master Florist Program. Proceed with the seven online courses, successfully completing the online exam for each class.
3. Register online for the three hands-on courses that are offered in person.
4. Once you have successfully completed all ten courses, you may register for the Texas Master Florist Program Final Exam.
5. Upon successful completion of the Texas Master Florist Program, you are eligible to test for Certified Floral Designer certification (CFD®) through the American Institute of Floral Designers (AIFD®). An additional preparatory course, to support the creative process, is offered through TSFA.

The all NEW Professional Floral Certification Program is Officially Launched

The Texas Master Florist Program provides a standard of professional excellence which has been recognized as one of the most complete educational curriculums in the floral industry. The series offers classes in Design Production and Floral Management with Texas Master Florist Certification. From the sales floor to the design room, from the delivery personnel to the office staff, from entry level employee to shop manager to owner, the content addresses the variety of skill sets required for a successful retail environment.

ADDITIONAL INFORMATION REGARDING CERTIFIED FLORAL DESIGNER CERTIFICATION (CFD®) THROUGH THE AMERICAN INSTITUTE OF FLORAL DESIGNERS (AIFD®).

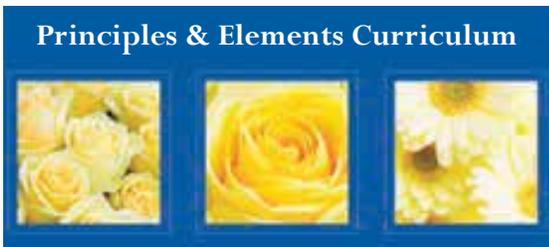
- Texas State Florists' Association (TSFA) is an approved AIFD Education Provider and will submit your contact information to AIFD.
- At that time, if you are interested in pursuing this designation, you will complete the CFD® Application and submit with a \$164 certification fee to AIFD. This fee includes your re-certification fees through June 30.
- Upon invitation from AIFD you will take the AIFD online test based on The AIFD Guide to Floral Design. This book is referenced throughout the Texas Master Florist Program curriculum and is a mandatory reference to achieve the Certified Floral Designer (CFD®) designation. The book is available through TSFA. L.Bubela
- To receive CFD® certification, you must receive at least an 80% score within two (2) weeks of receiving access to the online test. There is a procedure in place to retest in the event your score does not meet the minimum requirement.

Texas Recertification is required every three years. There are numerous ways to achieve recertification.

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

Co-Chair Bruce Easley AAF CFD TMFA	Heather Cox TMF Cy-Fair High School	Kim O'Brien Jones AIFD CFD TMFA Doyenne de Fleurs
Co-Chair Ed Fimbel CFD TMFA		
Co-Chair Susan Piland CFD TMFA Susan Piland Floral Studio	Shawn Coyle TMF Dallas ISD Skyline Career Dev. Center	Lisa Pieper TMF Caldwell ISD
Co-Chair Debbie Woltmann CFD TMFA Sunny Day Blossom Floral Design	Mary Ann DeBerry CFD TMFA The Florist, Ltd.	Cassandra Sanders CFD TMF Byron Martin ATC
Yolanda Amos TMFA Kroger	Debbie Gordy AAF AIFD TMFA Compton's Florist	Jessica Smith TMF Caney Creek High School
Joshua Anderson TMFA Madison High School	Jessica Marek TMF Cypress Falls High School	Rebecca Sullivan TMF Banquete High School
Teia Bennett AIFD CFD TMF Blumen-Meisters	Jodi McShan AAF AIFD CFD PFCI TMF McShan Florist	Tom Williams TMF Mark Knox Flowers
Jimmy Burrage CFD TMF Marvel's Flowers	Amy Neugebauer AIFD TMFA	Jack Winterrowd TMF

The committee oversees Professional Certification, Texas Master Florist Designation, Knowledge Based Floral Design Certification, Level 1 and Level 2 Floral Design Certification, and the TSFA School of Floral Design. These TSFA members give most generously of their time making a difference for so many through the established certification programs. Visit tsfa.org for class schedules and the opportunity to advance your floral design career.



Hosted by TSFA, J Schwanke AIFD to present to Texas Teachers during ATAT

J Schwanke is passionate about flowers. J is the creator and host of "J Schwanke's Life in Bloom" broadcast nationwide on Public Television and Create TV stations. J is well known as a leading speaker within the flower industry and beyond. His ability to enrapture an audience while simultaneously designing with flowers is renown, whether experienced in person or through his TV show, his weekly flower-arranging videos on uBloom.com, or his wildly popular YouTube Channel. J's engaging presentation style is sure to make an impact as he educates and entertains!

Educational Development



SCHOLARSHIP OPPORTUNITIES

Deadline for application submission
is March 15, 2023

2023 New Attendee Scholarship | Texas Floral Expo
made possible by the American Floral Endowment
\$300

Freytag Family Education Scholarship
In Memory of Ann Hobbs TMF
\$1,200

Gina Waters AAF TMFA Scholarship
\$500

Cross Family Education Scholarship
Honoring Jane & Mark Knox TMF
\$500

Judy Rutledge AAF TMFA Education Scholarship
\$500

Kassie Baker TMFA Memorial Scholarship
\$500

Sheri Renee Montgomery White AAF TMFA
Memorial Scholarship
\$500

Texas State Florists' Association Past Presidents'
Scholarship
\$500

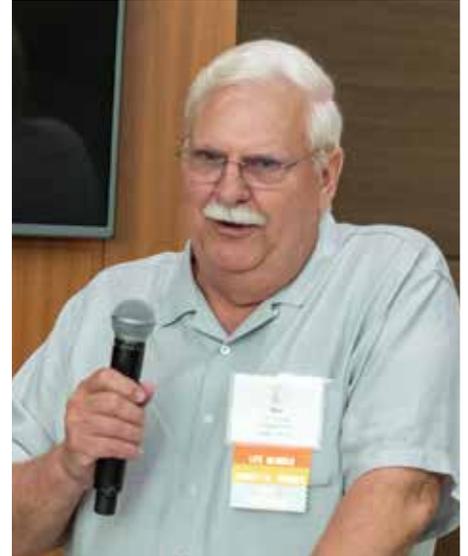
TSFA Floral Event Registration Scholarship
\$300

Tubby Adkisson AAF TMFA Educational Scholarship
\$800

Central Texas High School Floral Teacher Education
Scholarship in Memory of Becky Burt
\$500

Details and qualifications may be found online
tsfa.org>Texas Floral Endowment>Scholarships
or by calling the TSFA office 512.528.0806

Texas Floral Endowment recognizes former TSFA President Ken Freytag and presents the Herman Meinders Visionary Award



Photography Credit | Cody Ash Photography

2022 Visionary Award Recipient Ken Freytag expresses appreciation during the Texas Floral Showcase in Waco, Texas.

It is with great pride that the Texas Floral Endowment presented the prestigious Herman Meinders Visionary Award to Ken Freytag of Freytag's Florist in Austin, Texas. The TFE award was developed in 2011 and named after Mr. Herman Meinders, a strong supporter of the floral industry, to celebrate individuals who carry the same qualities of commitment and selfless devotion.

Ken is a founding member of the Texas Floral Endowment and continues to serve on the Board of Directors.

He started his business at nineteen. Today, his ambition and hard work have created a legacy that, after 45 years, is still growing. Ken is a TSFA Past President. He was awarded the highly distinguished TSFA Lifetime Achievement Award in 1988. In 2015, he was awarded the honored Tom Butler "Retail Florist of the Year" during SAF. Ken has been a dedicated asset to many TSFA committees throughout the years including Budget, Finance and Investment and still serves today. He has devoted countless hours of his time, talent and treasure to the floral industry. His sound ethics and generosity are example for all. He is most deserving of this respected award.

Scholarships

TSFA *Members Recognized*
FOR THEIR LEADERSHIP



Lynn Lary McLean
AAF AIFD PFCI TMF
AIFD Foundation CEO



Jodi McShan AAF CFD TMF
AIFD National Board Member
AIFD South Central Regional
Chapter Board Member
Teleflora North Texas District
President



Nicola Parker AIFD TMFA
AIFD National Board Member



Ken Senter AIFD
AIFD Membership Committee
First Vice Chair
AIFD Foundation Ambassador



Marisa Guerrero AIFD
South Central Regional Chapter
President
AIFD Foundation Trustee



Teia Bennett AIFD TMF
AIFD Foundation
South Central Chapter
Representative



Alan Masters AIFD
South Central Regional Chapter
President-elect
Allied Florists of Houston
President



Sheri Jentsch AIFD TMF
AIFD South Central Regional
Chapter Board Member



Michael McCarthy AIFD
AIFD South Central Regional
Chapter Board Member



Tricia Won AIFD EMC
AIFD South Central Regional
Chapter Board Member



Beth O'Reilly AIFD TMF
AIFD Foundation Ambassador



Robin Martinez AAF TMFA
Teleflora South Texas District
President

Industry Leadership

National Recognition

SOCIETY OF AMERICAN FLORISTS RECOGNIZES TSFA FOR 100 YEARS OF SERVICE TO THE FLORAL INDUSTRY

The Century Award was presented to Texas State Florists' Association in recognition for over 100 years of dedicated service to the betterment of the Texas Floral Industry. TSFA President Cheryl Vaughan CFD TMFA and TSFA Executive Director Dianna Nordman AAF received the honor on behalf of TSFA. Attending SAF and joining Cheryl and Dianna on stage for the presentation were TSFA 2nd Vice President Ed Fimbel CFD TMFA, TSFA Retail Director Tiffany Houck TMF (who wrote the letter of recommendation to the SAF Awards Committee that led to TSFA receiving the award) and TSFA members Patrick Houck, Charles Ingrum and Jenny Thomasson AIFD PFCI EMC.



RENATO CRUZ SOGUECO AAF PFCI RECEIVES THE PAUL ECKE, JR. AWARD AT SAF



Renato Cruz Sogueco, AAF PFCI is the 2022 recipient of the Society of American Florists' Paul Ecke, Jr. Award, which recognizes exemplary devotion to profession, industry and community. This award is given to one recipient each year during the Stars of the Industry Awards Dinner at SAF's Annual Convention. As SAF's former Chief Information Officer and now BloomNet's Vice President of Digital Strategy and Education, Renato

has served as the industry's "technology evangelist" helping countless florists through the intricacies of search engine optimization, social media, online marketing and mobile strategy to grow web sales and engage customers. During the COVID-19 pandemic, Renato helped many floral businesses thrive by educating them on the importance of building a strong website with content to increase their organic searches. TSFA congratulates Renato Cruz Sogueco!

EIGHT TSFA MEMBERS WERE INDUCTED INTO THE AMERICAN INSTITUTE OF FLORAL DESIGNERS THIS SUMMER DURING AIFD SYMPOSIUM IN LAS VEGAS



Teia Bennett
AIFD TMF



Abel Gonzalez-Mencio
AIFD PFCI TMF



Kari Gaudet AIFD



Karen Goza AIFD



Ellie Grande AIFD



Clay Honeycutt AIFD



Jodi McShan
AAF AIFD PFCI TMF



Tricia Won
AIFD EMC

TEXAS HONORS OUTSTANDING INDIVIDUALS FOR *Service to the Industry*

Please refer to the September and October issues of
TEXAS in Bloom for the complete presentations.

Photography Credit | Cody Ash Photography



Tom Wolfe, Sr. is awarded the TSFA Lifetime Achievement Award

2022 TSFA Lifetime Achievement Award Recipient Tom Wolfe, Sr. is surrounded by family and close friends. From Left to Right Presenter and TSFA Past President Keith Taylor, Honoree Tom Wolfe, Sr., Sofia Wolfe, Irene Phelps, Tom Wolfe, Jr. and Victoria Howle.

Pat Berry is inducted into the TSFA Hall of Fame

Presenter and TSFA President Cheryl Vaughan and
2022 TSFA Hall of Fame Inductee and
TSFA Past President Pat Berry.



Yolanda Amos TMFA is awarded the Jim Orr Volunteer Spirit Award

Presenter and former recipient Ed Fimbel CFD TMFA and
2022 Jim Orr Volunteer Spirit Award Recipient Yolanda
Amos TMFA.



TSFA
Recognition

THE FLOWER BOX CELEBRATES 50TH ANNIVERSARY IN GEORGETOWN, TX

By Sydney Decker Article reprinted with permission from "Hello Georgetown"



The Flower Box celebrated their 50th anniversary on October 13th in Georgetown, TX with an event for the public to enjoy door prizes, in-store discounts and refreshments all day with live music, a ribbon cutting, photo booth, food and drinks!

Originally founded in 1972 by Patricia Taylor, the original location of The Flower Box was at 105 W. 11th Street in Georgetown..

“Patricia hired Susie Ramos TFM to be the store manager and Susie later bought the shop from Patricia.” Deniese O’Neill, owner of The Flower Box, told “Hello Georgetown” that “Susie devoted countless hours to the store, community and the floral industry. She owned the shop for 36 years. Susie built and relocated The Flower Box to the current location at 910 Martin Luther King Jr. Street in 1988 and we remain at this location today.”

Deniese O’Neill began working at The Flower Box as a store manager in 2003 after growing up around the floral industry.

“I started designing flowers in 1992,” Deniese O’Neill shared. “My mother was a florist. I went to work at



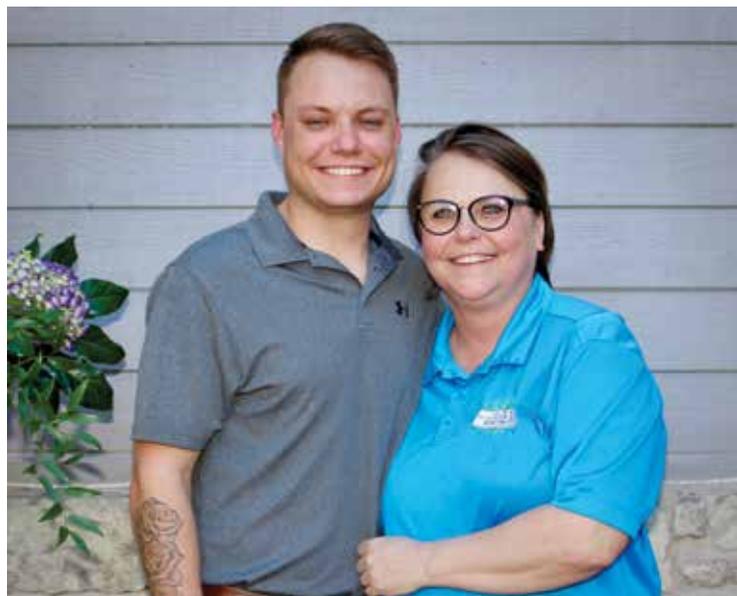
the shop in Canyon, Texas called HRs Flowers and have never looked back or wanted to do anything differently. Being able to make people happy and express their feelings is what I love most. I love the smells and the colors and the way different textures work together to create that perfect feeling or sentiment. It is my passion.”

In 2011, Deniese O'Neill purchased the store with her husband Jim, carrying on the legacy of excellence in florals in the community. Today, The Flower Shop offers a variety of products and services for every occasion including:

- Fresh Flowers and Plants
- Home Decor Items
- Silk Stems and Floral Arrangements
- Wines
- Gifts, Balloons and Candies

“We are a full service flower shop,” Deniese O'Neill said. “We deliver locally and send orders through the wire services to different towns, states or countries. Flowers are a universal, timeless language. My motto is ‘We love to create what your heart wants to say!’ We love supporting community projects and just serving the Georgetown community. Everyday brings something different. A florist deals with every aspect that life offers, births, deaths, weddings, divorces, and on and on. I am truly blessed and blessed to be part of this great community.”

Learn more about The Flower Box at their website, www.flowerboxgeorgetown.com, or their Facebook page.



Deniese O'Neill with her son Justin O'Neill



Owner Deniese O'Neill celebrates the 50th Anniversary with former owners Susie Ramos TMF and Pat Taylor



Back row: Jim O'Neill
Bottom row left to right: Jeff Tyree, Fred Galvan, Deniese O'Neill, Sarah Gore.

*We love to create what
your heart wants to say!*

Deniese O'Neill

Waves of color

2022
TEXAS
DESIGNER
OF THE YEAR
COMPETITION

**EIGHT CONTESTANTS PARTICIPATED IN THE
2022 TEXAS DESIGNER OF THE YEAR COMPETITION**



From Left to Right: Alan Masters AIFD PFCI, Rebecca Sullivan CFD TMF, Kari Gaudet AIFD, Tricia Won AIFD EMC, Richard Trujillo AIFD, Victoria Howle TMF, Mary McCarthy AIFD TMF and Jack Winterrowd TMF

**Thank you to each participant and to the Texas Floral Education Underwriters
for your support of this most important competitive event!**

Competition

THE 2022 DESIGNER OF THE YEAR TOP THREE COMPETITORS WERE APPLAUDED!!

3rd Kari Gaudet AIFD



Kari Gaudet AIFD was awarded 3rd place with flowers and a check for \$200. Kari is pictured with TSFA President Cheryl Vaughan CFD TMFA and Chair Scott Hasty AIFD.

2nd Alan Masters AIFD PFCI



Alan Masters AIFD PFCI was awarded 2nd place with flowers and a check for \$300. Alan is pictured with TSFA President Cheryl Vaughan CFD TMFA and Chair Scott Hasty AIFD.

1st



Mary McCarthy AIFD TMFA

Mary was awarded the title Texas Designer of the Year with flowers and \$1,000 check, Silver Texas Cup, the Crystal Star of Texas and \$1,000 towards participating in the Sylvia Cup at the Society of American Florists' Convention. Mary is pictured with TSFA President Cheryl Vaughan CFD TMFA and Chair Scott Hasty AIFD.

TSEFA Volunteer Leadership

TSFA BOARD OF DIRECTORS

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TSFA welcomes the 2022 new members who have recognized the Value of TSFA membership

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New Members

Flowers to Comfort

When we stop and take time to revisit the importance of belonging to a professional association, one reason that is clearly evident is that of helping one another in need. We saw this during the pandemic when TSFA kept our doors open. We saw it when Hurricane Harvey devastated Houston and the surrounding areas and TSFA, in concert with the AIFD Foundation, was there to help. There was no time more important than the days that followed May 24th when an unthinkable act touched a small town named Uvalde.

When Uvalde florists knew that they could not provide all needed, without help from others, the following happened almost simultaneously with the hope to provide customized flowers for the funerals of 19 children and 2 teachers.

TSFA posted on social media the need for help from the industry.

TSFA President Cheryl Vaughan CFD TMFA began to respond to calls from guest designers.

TSFA Floral Education Underwriters and TSFA Product Contributors responded abundantly to the need for florals, foliages, plants and supplies.



TSFA President Cheryl Vaughan CFD TMFA and Teia Bennett AIFD TMF

Teia owns Blumen-Meisters in New Braunfels and opened her doors to ensure the success of this project.

TSFA Executive Director Dianna Nordman AAF coordinated the contributions.

Teia Bennet AIFD TMF opened Blumen Meisters to receive product from countless contributors and host guest designers to create the design work for the 21 services that span over close to three weeks.

The people of New Braunfels opened their hearts providing accommodations for guest designers, meals for days and gasoline credits.

“What sunshine is to flowers, smiles are to humanity. These are but trifles, to be sure; but scattered along life’s pathway, the good they do is inconceivable.”

—Joseph Addison

The New Braunfels community participated hands-on processing flowers, running errands and supporting the designers in all ways possible.

Customized florals, to capture the essence of the child, were delivered to each of the nineteen services.

Floral tributes were designed for the services for each of the two teachers including the service of the husband who passed away the same week as the teacher.

For almost three weeks, one to four van loads of floral tributes were delivered up to four times a day from New Braunfels to Uvalde with each trip being about four hours round trip.

Each who participated did so with love. No one came for recognition. No one came to be paid. We witnessed heartfelt leadership at its finest and were reminded that flowers spoke, with love, the words that no one could find to say.

COORDINATORS

TSFA President Cheryl Vaughan CFD TMFA
Dianna Nordman AAF and TSFA Staff

Teia Bennett AIFD TMF and the staff
at Blumen Meisters - New Braunfels

PARTICIPATING DESIGNERS

Julie Beck Rogers AIFD - San Antonio
Dessie Benevides - Odessa
Teia Bennett AIFD TMF - New Braunfels
Courtney Burkhardt TMF - New Braunfels
Sydney Carpenter - Junction
Kenny Cowan - Odessa
Ed Fimbel CFD TMFA - Northlake
Patricia Gomez - Houston
Jodie Gonzales TMF - Odessa

Scott Hasty AIFD - Orange
Sherry Hickman - Bridge City
Wendy Hurley - Canyon Lake
Sheri Jentsch AIFD TMF - New Braunfels
Kelly Marble AAF AIFD TMF - Lubbock
Trinity Marshall - Austin
Amy Neugebauer AIFD TMFA - Conroe
Susan Piland CFD TMF - Mesquite
Cheryl Vaughan CFD TMFA - New Braunfels

TSFA PAST PRESIDENTS RECOGNIZE TSFA PRESIDENT CHERYL VAUGHAN'S HEARTFELT LEADERSHIP DURING THE TEXAS FLORAL SHOWCASE IN WACO

On behalf of the TSFA Past Presidents, TSFA Past President's Liaison Norman Northen TMFA presents TSFA President Cheryl Vaughan CFD TMFA a Memory Box and Flowers in recognition of her heartfelt leadership.



The vision of TSFA changed in a moment, Thanks to TSFA President Cheryl Vaughan a light, shining in the darkness, was brought to the town of Uvalde.

But this was not a one-man show.
As most endeavors, it took a village.

TSFA Past Presidents understand how one event can change the course of an entire year, month, or day... Cheryl yours changed forever.

TSFA is a light to the floral industry and it shined bright over Uvalde. We shine bright. That is what TSFA does and has done for over 100 years.

Thank you, on behalf of the TSFA Past Presidents, for making the entire Texas Floral Industry look our best. You are a treasure to TSFA.



Remembering Ruth Blanton

Ruth Blanton was born April 1, 1927 to Ruth and Ernest Edwards. She passed away November 12, 2022. She is predeceased by her parents, son Mark and husband, Joseph F. Blanton.

Ruth was a 1944 graduate of Houston John H. Reagan Senior High School where she was a Reagan Red Coat and a scholarship graduate of Houston Business College and The MaryBeth McDonald School of Modeling.

Ruth was early employed at law firms, Baker Botts, and Butler, Binion, Rice & Cook. She worked in a secretarial position for Lincoln National Life Insurance Company and Standard Oil Company of Texas in the Geophysical Division.

Ruth and her husband owned and operated Blanton's Flowers, Inc. from 1949 to 1981. Ruth managed the Blanton's Flowers Milam Tunnel location.

Joe and Ruth were married 58-1/2 years when Joe died in 2006.

Ruth has been a member of St. Luke's United Methodist Church since 1947. She sang in the original Church choir, and taught third grade Sunday School. She was a member of the Board of Stewards, Chairperson for the Church Circle and President of two Adult Bible Classes. She and Joe were honored recipients of St. Luke's United Methodist Church Life Achievement Award.

Ruth was a longtime member of the Houston Junior Forum where she served as President of the Houston Junior Forum Sustainers. Landscape gardening and interior home design received much of her spare time. Ruth loved working in her yard and enjoyed her plants and landscaped gardens. Her handsome German Shepherd Dog, Rimmer, was her constant yard and home companion for over 14 years until his death in 2013.

Ruth is survived by her loving son, Fred Tisell Blanton and wife, Mary; devoted and loving grandsons, Adam T. Blanton and wife Brianna; Benjamin R. Blanton and Kenneth V. Soracchi; adored great-grandson, Ethan Tisell Blanton; and great-granddaughter, Evelyn Audris Blanton.

Fond memories and expressions of sympathy may be shared at www.forestparkwestheimer.com for the Blanton family.

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MIAMI

TSFA *Calendar of Events*

Photographs Courtesy of former TSFA President Jimmy Klepac and Klepac Greenhouses.



JANUARY

- 1 New Year's Day
- 9 National Law Enforcement Appreciation Day
- 11 Tropical Paradise Hands-on Class
TSFA School of Floral Design
Leander, TX
For registration information visit [tsfa.org>events](https://tsfa.org/events) and classes tab
- 15-17 Creative Flair with Certification Prep Hands on Classes | TSFA School of Floral Design | Leander, TX
For registration information visit [tsfa.org>events](https://tsfa.org/events) and classes tab
- 16 Martin Luther King Jr. Day
- 18 TSFA Nominating Committee Meeting via Zoom Video Conference
- 27-29 Introductory Floral Design Classes
TSFA School of Floral Design
Leander, TX
For registration information visit [tsfa.org>Floral Education](https://tsfa.org/Floral Education) tab > TX School of Floral Design

FEBRUARY

- 2 Groundhog Day
- 14 Valentine's Day
- 20 President's Day
- 21 Texas Floral Endowment Board Meeting | 3:00 pm via Zoom Video Conference
- 22 Ash Wednesday

MARCH

- 2 Texas Independence Day
- 3-6 Texas Master Certification Classes
TSFA School of Floral Design
Leander, TX
The Elements and Principles of Floral Design | Celebration of Life: Sympathy Design | Wedding Florals from Consultation to Completion
For registration information visit tsfa.org>TMF Tab > Hands-on Schedule
- 8 International Women's Day
- 12 Daylight Savings Starts
- 12 National Plant a Flower Day
- 15 Texas Floral Endowment Scholarship Submission Deadline
For information and scholarship application visit tsfa.org>Texas Floral Endowment tab
- 17 St. Patrick's Day
- 30 National Doctor's Day



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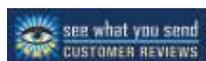
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