

JANUARY 2022

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



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

FROM THE *President*



TSFA President
Cheryl Vaughan TMFA

Happy New Year everyone!! I hope your holiday season was personally celebrated and professionally successful! What a year it has been! We understand that success is certainly a word associated with the floral industry in 2021! I hope that you have shared in that success!

Success is also a word associated with TSFA. 2021 brought TSFA not only tremendous success because of dedicated members and committed staff but also tremendous loss. Our hearts still mourn the loss of TSFA President Gina Waters AAF TMFA and First Vice President Kassie Baker TMF. Though each will be missed, it is important for me to share that so many of their ideas live on in our programs and in our hearts. We will think of them as we continue some of the ideas that they helped bring to fruition! Gina and Kassie you will be missed by all of us.

As we begin 2022, we need to reflect and learn from 2021 and continue to improve ourselves and our businesses. I am coming into 2022 with a positive attitude! I truly believe that a positive attitude, with the resilience and resourcefulness that 2021 taught us, will ensure continued success!

In January, TSFA will present the Certification and Competition Preparatory Class with Jackie Lacey AAF AIFD PFCI. I know that it is going to be incredible, expanding knowledge to increase member success! Our amazing Education Co-chairs are training more of our members with TMF designation to grade high school students in January. We have more high school students than ever seeking certification and we need more graders!! Another measure of success! Georgetown High School is our first in-person certification in 2022 and scheduled on January 18th. If you would like to be involved in this incredible education project, please reach out to me or call Carole at the TSFA office. We can always use more help and would love for you to be involved!

This year is all about *Solutions*. Many of our businesses have changed rapidly over the past two years and we are all in need of *Solutions*. Thus, each of our education platforms will be geared toward providing *Solutions* to the challenges we face each and every day! This is going to be an exciting and transforming year and I can hardly wait to see it unfold!

TSFA will continue *TSFA On Demand*, our platform of Virtual Learning, providing *Solutions* to the questions asked! If you have not yet viewed virtually, I encourage you to visit tsfa.org and take a look at the Catalogue of Virtual Learning!

One of our goals for 2022 is to extend an educational outreach! We are excited to announce that we will provide education at wholesalers around the state. Our presenter will be the amazing Jody McLeod AIFD PFCI NCCPF. If you haven't seen Jody, don't miss these incredible opportunities.

We will return to The Baylor Club in Waco for the TSFA Annual Meeting and Texas Floral Showcase featuring the talents of Charlie Groppetti AIFD of Porch View Home! Porch View Home has an expanded showroom at Dallas Market and a new location in Atlanta. Chances are that you can visit with Charlie while there!

If you are not involved with TSFA, I hope you will take time to become involved! In addition to the amazing educational opportunities, TSFA offers networking and a camaraderie that leads to lifelong friendships. If you are in need of a mentor, TSFA is the place to be. If you are a TSFA member, I encourage you to reach out and bring someone in so that they can experience all we have to offer! Let's make this the best year yet!



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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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The Value of TSFA Membership

Cultivating Member Success and a Strong Floral Community for 106 Years!

Professional Development • Professional Certification • High School Certification
Education • Scholarships • Recognition • Industry Involvement • Promotion & Marketing
Legislative • Competition • Supporting One Another • Volunteer

TSFA On Demand

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. In case you missed the Live Presentations and Demonstrations or in the event you wish to watch one or more again, each is catalogued for your learning 24-7.



Tim Farrell virtually presented a 14 point series on the Elements and Principles of Design in 2021

Tim Farrell AAF AIFD PFCI has owned and operated Farrell's Florist in Drexel Hill, Pennsylvania for over 35 years. He is an accomplished floral designer who teaches floral design to flower enthusiasts throughout the United States. Tim's work has been featured in national publications. His talents have been utilized at high profile events to include Presidential Inaugurations, White House State dinners, the 2016 Papal visits to Philadelphia and Washington D.C. and the Academy Awards. Tim served over ten years on the AIFD National Board and is an AIFD Past President. Internationally, Tim represented the United States in a world competition in Tokyo, Japan and was the keynote speaker and featured designer at the Summit of the World Flower Council in Kenya, Africa.

LINE - "the vital virtual path that directs eye movement through composition"

FORM - 1. "the shape or configuration of an individual component of a floral composition"
2. "the overall, three dimensional, geometric shape or configuration of a floral composition"

SPACE - "the area in, around and between the components of the design, defined by the three-dimensional area occupied by the composition"

TEXTURE - "the surface quality of a material, as perceived by sight or touch"

PATTERN - 1. "a repeated combination of line, form, color, texture and/or space"
2. "the silhouette of a flower or an arrangement as observed against its

background, including solids and spaces"

FRAGRANCE - "a sweet or pleasing odor, perceived by the sense of smell"

SIZE - "the physical dimensions of line, form or space"

COLOR - "the visual response of the eye to reflected rays of light"

BALANCE - "a state of equilibrium, actual or visual; a feeling of three dimensional stability"

PROPORTION - "the comparative relationship in size, quantity and degree of emphasis among components within the composition; the relationship of one portion to another or of one option to the whole"

DOMINANCE - "the visual organization within a design that emphasizes one or more aspects. When one element is emphasized, others are subordinate."

CONTRAST - "emphasis by means of difference; strength through opposition"

RHYTHM - "visual movement through a design, usually achieved through repetition or gradation"

HARMONY - "compatibility; a pleasing or congruent arrangement of parts"

UNITY - "oneness of purpose, thought, style and spirit"

Definitions from "The AIFD Guide to Floral Design" are printed with permission of AIFD

This is TSFA *On Demand*. It's original and available to you, to learn at your leisure, in the comfort of your own home!

Visit tsfa.org for the complete *TSFA Virtual Learning* Catalogue.



TEXAS
Floral
E X P O • 2 0 2 1

Transformations

Transformation is defined as a thorough or dramatic change.

Concurrent programming was offered each day in a variety of formats.

Included throughout the weekend were optional Hands-on Design Workshops
Each attendee selected what programming was best to begin their own personal Transformation!

PRODUCT GALLERY featured 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!

BUSINESS SESSIONS provided the absolute best in business instruction to transform the bottom line.

DESIGN LECTURES & DEMONSTRATIONS inspired while addressing today's most important topics.

HANDS-ON DESIGN WORKSHOPS with nationally recognized instructors, brought the most current in topics to increase your potential and transform your skills.

TEXAS DESIGNER OF THE YEAR COMPETITION

Fabian Salcedo provided unlimited possibilities as Chair. Each competitor presented Botanical Transformations in a two phase competition.

LUNCH & LEARN on Saturday and Sunday was included in Expo registration. Creative Flair and Preserved Possibilities expanded opportunities.

BREAKFAST & DINNER PRESENTATIONS enlightened, educated and entertained.



The all NEW Professional Floral Certification Program was Officially Launched in 2021

The Professional Certified Florist Program provides a standard of professional excellence which will soon be recognized as one of the most complete educational curriculums in the floral industry. The series offers classes in Design Production and Floral Management with Professional Certified 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.

FIVE STEPS TO BECOMING A PROFESSIONAL CERTIFIED FLORIST *

1. Complete the Professional Certified Florist Program Application available at www.tsfa.org or by calling the TSFA office at 512.528.0806. Email the completed application to txsfa@sbcglobal.net.
2. Upon approval of the application, you will be eligible to register online for seven of the ten courses in the Professional Certified 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 Professional Certified Florist Program Final Exam.
5. Upon successful completion of the Professional Certified Florist Program and receipt of State Certification, 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 also offered through TSFA.

* If you are a Texas Resident please complete the Texas Master Florist Application.

ONLINE COURSES INCLUDE THESE SUBJECTS

Advertising and Marketing

Care & Handling of Foliage and Flowering Plants

Care of Cut Flowers & Foliage

Floral Business Procedures and Policies

Floral Sales & Profitability for the Retail Florist

Flower Shop Delivery Concepts

The Art of Effective Visual Merchandising

HANDS-ON COURSES ADDRESS THESE AREAS OF DESIGN

Celebration of Life: Sympathy Design

The Elements & Principles of Floral Design

Wedding Florals from Consultation to Completion

Professional Certification

Once you successfully complete the required Professional Certified Florist Program final exam and three hands-on evaluations, you will receive your Professional Certified Florist Certification (PCF®) and State Master Florist designation. Those successfully completing the program in Texas will be certified Texas Master Florist (TMF®). Texas Recertification is required every three years.

Your successful completion of this program also provides the opportunity to achieve the Certified Floral Designer (CFD®) designation from 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 Professional Certified Florist Program curriculum and is a mandatory reference to achieve the Certified Floral Designer (CFD®) designation. The book is available through TSFA.

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 retake the test if your score does not meet the minimum requirement.

INTRODUCING THE AUTHORS



Pat Becker AIFD TMFA
Advertising and Marketing
The Art of Effective Visual Merchandising



Jack Cross AAF TMFA
Care & Handling of Foliage and Flowering Plants
Care of Cut Flowers & Foliage
Floral Business Procedures and Policies
Flower Shop Delivery Concepts



Tim Farrell AAF AIFD PFCI
Celebration of Life: Sympathy Design



Vonda LaFever AIFD and Lori Wilson
Floral Sales & Profitability for the Retail Florist



Lynn Lary McLean AAF AIFD PFCI TMF
Wedding Florals from Consultation to Completion



Kevin Ylvisaker AIFD PFCI CAFA
The Elements & Principles of Floral Design



Those successfully completing the program in Texas will be certified Texas Master Florist (TMF®). Texas Recertification is required every three years.

Educational Development

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 TMFA | Sheri Jentsch AIFD TMF Sheri J. Floral Designs |
| Co-Chair Ed Fimbel TMFA | Kim Jones AIFD TMFA The Blooming Idea |
| Co-Chair Susan Piland TMF Susan Piland Floral Studio | Jessica Marek TMF |
| Co-Chair Debbie Woltmann TMFA Sunny Day Blossom Floral Design Studio | Amy Neugebauer TMFA |
| Sandy Alford TMFA Bloomstreet Designs | Lisa Pieper TMF Caldwell ISD |
| Yolanda Amos TMFA Kroger | Tina Rosenbalm TMF |
| James Burrage CFD TMF Marvel's Flowers | Cassandra Sanders TMF Byron Martin ATC |
| Shawn Coyle TMF Dallas ISD Skyline Career Dev. Center | Rebecca Sullivan TMF Banquete High School |
| Debbie Gordy AAF AIFD TMFA Compton's Florist | Tom Williams TMF Mark Knox Flowers |
| | Jack Winterrowd TMF |

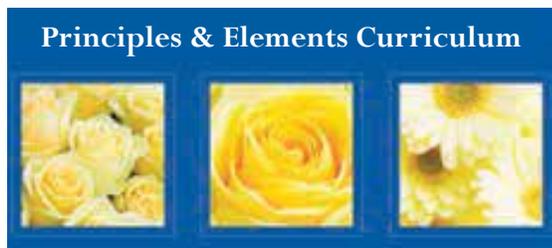
I received my TMF while teaching floral design at the high school level. This program really pushed me to learn the floral industry so that I was able to bring that information into my classroom. It has been an honor to have received this certification. - Tina Rosenbalm TMF

The TMF and TMFA program has given me not only a great floral education but a personal sense of accomplishment. Knowing that you are good at what you do AND that you are doing it right translates into everything you present to your clients and also to future employment. I am so thankful to TSFA for this next step in Floral Education. - Sandy Alford TMFA

I started in the floral industry in 1969 with no knowledge of what to expect. I completed the TMF Program in 1986 (yes, 1986) which gave me the tools I needed to successfully own and operate a retail florist for 17 years. I have acquired many friends through the program and my membership in Texas State Florists' Association. - Ed Fimbel TMFA

"Education is the key to acquiring the knowledge needed to succeed in the profession of your choice. The TMF program is dynamic, providing both business and design courses. Obtaining my TMF helped strengthen my design skills, customer service relations, shop merchandising and increase in sales. Take the necessary steps to better yourself in this forever growing profession. - Yolanda J. Amos TMFA

The committee oversees Professional Certification, Texas Master Florist Designation, High School 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.



TSFA recognizes these Texas High Schools and School Districts participating in Certification



**Participating in Level 1
Floral Design Certification - 2021**

Abernathy
Academy
Advanced Technical Center
Aledo
Aubrey
Azle
Beckville
Belton
Big Sandy
Birdville
Brazos
Brazosport
Brazoswood
Bridgeland
Bridgeport
Byron Martin ATC
Byron Nelson
C.H. Yoe
Caldwell
Carroll HS
Canton
Canyon
Carlisle
CE King
Cedar Park
Centennial HS
Chapel Hill
Christoval
CH Yoe
Cisco
Coleman
College Station
Como Piickton
Cooper
Copperas Cove
Cotton Center
Coronado
Crockett HS
Cy-Fair
Cypress Creek
Cypress Lakes
Cypress Woods
Daingerfield
Dan
Davenport
Decatur
Dr. Gene Burton
Dripping Springs
Edinburg
Edna
ERA
Falls City
Farmersville
Floresville
Foster
Frenship
George Ranch
George West
Georgetown ISD
Giddings
Gilmer
Glenn
Goliad
Grapevine
Hallettsville
Harmony
Hartley
Hawkins
Hearne
Hempstead
Henderson
Hendrickson
Herne
Huntsville
Jack Hays
Jacksonville
James Bowie
Jourdanton
Judson
Karnes City
Kaufman H
Kenedy
Killeen Career Center
Klein Cain
Klein Forest
Lake View
Lamar Consolidated
Lampasas
Latexo
Leander
Life Schools
London
Louise
Lubbock Cooper
Magnolia
Magnolia West
Marble Falls
Marion
McKinney Boyd
McNeil
Medina Valley
Midway
Miller Grove
Millsap
Mission
Mount Pleasant
Naaman HS
Navarro
New Braunfels
New Caney
New Dianna
Newton
Nimitz
North Hopkins
North Lamar
North Shore
Northwest
O'Donnell
Odyssey Academy Galveston
Ore City
Paradise
Plano East
Plano Senior
Plano West
Poolville
Prairiland
Premier
Prosper
Quitman
R.L. Turner
Randall
Rockdale
Rusk
Salado
San Saba
Santa Gertrudis Academy
Santo
Schulenburg
Seminole
Silsbee
Skidmore
Smithson Valley
Snyder
Spearman
Stony Point
Sulphur Spring
TECC-W Lewisville
Texas
Tidehaven
Troy
Van
Vandegrift
Vista Ridge
VR Eaton HS -
West Hardin
Westfield
Whitehouse
Winnsboro

High School Certification

Celebrating 30 Years

TEXAS FLORAL ENDOWMENT SINCE 1991

The year 2021 marks the 30th Anniversary of the Texas Floral Endowment. During the thirty years that the Endowment has been in place, the program of work has played a positive role in the development of the floral industry in Texas. The wisdom and vision of the initial members established a foundation to foster and support numerous educational platforms as well as cultivating the next generation of florists.

Much of the Endowment's success has been built on partnerships. Over the years, the Endowment has been blessed to have an overwhelming and most generous partner in TSFA. We want to express appreciation to each and every partner who has contributed to our growth.

There is one who has contributed greatly from the very beginning when the idea of a Texas Floral Endowment was just that...an idea. At the time, TSFA President Lynn Lary McLean was attending WTNM and while waiting to enter the Awards Luncheon was visiting with the founder of American Floral Services Herman Meinders. She shared that TSFA had been researching the possibility of establishing an endowment to provide scholarships and fund other educational opportunities in Texas. Mr. Meinders listened, with great interest, and asked "What's stopping you?" She responded with the amount of attorney's fees to complete the work. He was the first contributor to what would become known as the Texas Floral Endowment.

In those early years, funds were limited and so TSFA Education Chair Tubby Adkisson and the first President of the Texas Floral Endowment Ann Hobbs accompanied Ms. McLean to teach the teachers at the Agriculture and Home Economics Conferences. Over the years the interest in Texas High School Education continued in partnership with TSFA and the committed work of the TSFA Education Committee under the direction of the ever so capable Education Co-chairs. Mr. Herman Meinders continued to expand a vision into reality. Today this program is known as Level 1 and Level 2 High School Certification.

The development of future careers in the floral industry will continue in that the Texas Floral Endowment most recently received \$250,000 from Mr. Herman Meinders to secure the path for High School Student floral education and certification. Through Mr. Meinders generosity, the gift in trust will cultivate the next generation of florists for many years to secure the industry that he so loves.

As we welcome 2022, the Texas Floral Endowment Board of Trustees officially launches the

"30 for 30, Together We Can" Campaign

With this campaign, we hope to build on what has been established through the partnerships that we have made along our journey. Your donation of \$30 will help the Texas Floral Endowment endow a program of work for generations to come. We invite you to become a Texas Floral Endowment Partner and work with us to build tomorrow, today. If you wish to join these incredible individuals that paved the way, please visit tsfa.org and click on the Texas Floral Endowment tab to support the 30 for 30 Campaign, Together We Can!



THE GINA WATERS AAF TMFA SCHOLARSHIP FUND

Texas State Florists' Association President Gina Waters passed away on Thursday, April 29, 2021, in San Antonio, Texas after a brief illness. TSFA flourished under her leadership despite unprecedented times. A series of virtual programming to guide Texas florists through uncharted territories was launched at the onset of the pandemic. She worked with the TSFA Education Committee to bring forward the Professional Certified Florist Program to certify professional florists while thousands of high school students were certified under her leadership. The very essence of the 2021 Texas Floral Expo is filled with her thoughts, wisdom and ideas. Gina Waters believed in the importance of education. With the establishment of this fund her memory will live on. The principal of the Gina Waters AAF TMFA Scholarship Fund is protected with only the interest and dividends awarded, ensuring that her dedication to the floral industry will forever be remembered.

THE CROSS FAMILY EDUCATION SCHOLARSHIP HONORING JANE & MARK KNOX TMF

Jane and Mark Knox TMF have been an inspiration to this industry for decades. Jane served on the TSFA Credit Union Board, on the TSFA Board as a Retail Director and chaired numerous committees. Mark Knox TMF was a member of the founding TSFA Education Committee that developed the Texas Master Florist Certification Program, served on the TSFA Insurance Trust, numerous TSFA Committees and as TSFA President.

Jane and Mark exemplified that giving back to the industry they so loved was of great importance to the future success of this industry. In this spirit, Denise and Jack Cross TMF have established the Cross Family Education Scholarship honoring Jane and Mark Knox TMF through the Texas Floral Endowment. The scholarship will provide funding, up to \$500, for several first time attendees to attend a variety of Texas Floral Events including the WTNM Annual Convention. This scholarship will provide a full registration, up to \$500 per recipient, to experience the kind of education that Jane and Mark passionately endorsed their entire career.

TEXAS FLORAL ENDOWMENT SCHOLARSHIP OPPORTUNITIES

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

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

Scholarships

Details and qualifications may be found online
[tsfa.org>Texas Floral Endowment>Scholarships](https://tsfa.org/Texas-Floral-Endowment-Scholarships)
or by calling the TSFA office 512.528.0806

NATIONALLY
KNOWN PRESENTERS
WILL BRING

Solutions
THE SIZE OF TEXAS!

★
Lubbock

★
Dallas

★
Waco

★
Hill
Country

★
Houston

★
Corpus
Christi

Join us in the New Year 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 inside cover for complete listing.

THE NEW TSFA WHOLESALER EVENT

Four events around the state will take place in Texas wholesalers! This opportunity will provide the best in education at an affordable price! A two hour Hands-on Workshop will be offered in addition to *Solutions* provided by presenter Jody McLeod AIFD PFCI NCCPF! Each location will host a Competition, providing an opportunity to compete at a regional level!

TSFA EVENT TO PRECEDE THE ATAT CONVENTION FOR TEXAS HIGH SCHOOL TEACHERS

A presentation by Jody McLeod AIFD PFCI NCCPF will instruct Texas High School Teachers on July 24, 2022 so that each may bring the best in floral education to the classroom.

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! A Regional Design Competition and TSFA Annual Meeting will complete the day. All events will be held on June 22, 2022 at The Baylor Club in Waco, Texas.

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, 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.



JODY MCLEOD AIFD PFCI NCCPF

Jody McLeod is a 30 year seasoned veteran of the floral industry. He is the owner of Annie V's Florist Inc. in Clayton, North Carolina. Jody is an award winning designer. His designs have been published in both industry magazines and product catalogs. He is a former North Carolina Designer of the Year, two-time champion of the Jim Treadaway Cup Interpretive Design Competition and has served as President and Chairman of the Board of the North Carolina State Florists' Association. In 2008, Jody was inducted into the prestigious American Institute of Floral Designers and in 2018 was selected to present a main stage program for AIFD Symposium.

Jody is a Teleflora Education Specialist and a member of the Syndicate Sales design team. Jody is a graduate of East Carolina University with a Bachelor of Science in Management with a concentration in entrepreneurship and small business. He is a highly sought after floral presenter who is dynamic, engaging and message driven. He is also the Mayor of his hometown, Clayton, North Carolina, a position he has held since 2003.

Jody enjoys sharing his journey and his knowledge of the many aspects of the floral industry. "We are placed on this earth to support, cultivate and grow others. Otherwise, why are we here?!"



CHARLIE GROPPETTI AIFD

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



IAN PROSSER AAF AIFD PFCI NDSF

Queen Elizabeth. Grace Ormonde. Tom Cruise. Katie Holmes. John Lynch. Kirstie Alley. Ian Prosser's list of accolades and achievements, as well as the list of celebrities he counts as clients, runs long. Ian approaches each event with the utmost creativity and care, making him one of the most sought-after floral designers in the world.

Ian began his career more than 30 years ago. He has owned successful floral shops in both Scotland and Tampa, Florida. His current business, Botanica International Design & Décor Studio in Tampa, Florida, designs events on the international stage. In 2012, he established Ian Prosser Productions, expanding his design division for creative events.

Ian's most recent achievements include being named the recipient of the 2012 Paul Ecke Jr. Award by the Society of American Florists (SAF) and receiving the 2011 Wedding Innovator of the Year Award by Rockstar Wedding Planner. In 2010, Ian was awarded Designer of the Year at the Event Solutions Spotlight Awards and he won the prestigious Sylvia Cup at the 2007 SAF Convention. Also in 2007, Ian was inducted into the Professional Floral Communicators International (PFCI). Ian's most prized successes include invitations by SAF to serve as the Floral Design Chairperson for the second inauguration of President George W. Bush and to design the inaugural decorations for President Bill Clinton.

Ian was inducted into the American Academy of Floriculture (AAF) in 1994 and the American Institute of Floral Designers (AIFD) in 1992. He has also been a featured presenter at AIFD National Symposia. Ian earned his National Diploma of the Society of Floristry, the highest European honor in floral design, and was the youngest person to receive the honor of Floral Designer of the Year in Scotland.

Industry Recognition

Former Texas Designers of the Year
FEATURED ON HBO MAX HIT SERIES FULL BLOOM



Ace Berry AIFD TMF and Beth O'Reilly AIFD TMF



The Floral Industry recognizes these TSFA Members
with well deserved National Accreditations

INDUCTED INTO THE
AMERICAN ACADEMY
OF FLORICULTURE



Charles Ingram AAF

INDUCTED INTO PROFESSIONAL FLORAL
COMMUNICATORS INTERNATIONAL



Abel Gonzalez - Mencio
AIFD PFCI TMF



Alan Masters
AIFD PFCI



Jodi McShan
AAF AIFD PFCI TMF

TSFA *Members Recognized* FOR THEIR LEADERSHIP



Lynn Lary McLean
AAF AIFD PFCI TMF
AIFD Foundation CEO



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



Marisa Guerrero AIFD
South Central Regional Chapter
President - elect
AIFD Foundation South Central
Chapter Representative



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



Nicola Parker AIFD TMFA
AIFD South Central Regional
Chapter Past 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
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We welcome these 2021 new members who have recognized the Value of TSFA membership

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JANUARY

- 1 New Years Day
- 9-11
TSFA Certification & Competition Class
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Limited Space Available
- 28-30
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CREATIVE FLAIR AND CERTIFICATION PREPARATORY COURSE

With Floriology Director of Education
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JANUARY 9-11, 2022

Sunday, January 9, 2022 - 9:00 - 6:00 PM
Monday, January 10, 2022 - 9:00 - 6:00 PM
Tuesday, January 11, 2022 - 9:00 - 2:00 PM

Being prepared for the national certification and design evaluation is imperative. Evaluators will be evaluating each of your designs based on the criteria set forth by the national association for a clear understanding of the elements and principles of design, above average design interpretation of each category and understanding creative flair.

This course will focus on adding creative flair that showcases your design as not only above average but allows the evaluator to clearly understand your level of knowledge in manipulating the Elements and Principles of Design. We will also practice the steps to achieve the highest possible score for a successful outcome for certification, set your designs apart for a competition and increase your design abilities in everything you do.

COURSE BENEFITS

- Expert techniques for adding Creative Flair
- In-depth study of the Elements and Principles of Design
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- Review of your scores and critique from the Evaluators viewpoint
- Redesign for opportunity for achieving a higher score

Course Fee \$549.00 to Include

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For Registration Information visit tsfa.org > Events and Classes
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Learn the principles of design and the best mechanics, such as proper balance, proportion and depth, to create beauty, stability and lasting quality.

Wedding Design

Create fundamental wedding designs with the most efficient mechanics for personal flowers to include the study of bridal and attendant bouquets, boutonnieres, corsages and hairpieces. Study a variety of design placements for the ceremony and reception.

Sympathy Design

This study expands the possibilities of today's most appropriate arrangements. Review placements to best express personalized family tributes. Cremation tributes, funeral sprays, wreaths, baskets, creative plantings and arrangements in a variety of styles, open opportunities for those sending flowers and plants in remembrance.

Floral Management

Topics covered will include an introduction to the financial, bookkeeping and personnel needs unique to the retail florist. Other topics will include how to price, sell, market and deliver your products.

Care & Handling of Cut Flowers, Foliage & Flowering Plants

Study the different processes that effect flower quality and longevity as well as techniques on how to help product last for several days in the hands of the consumer.



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