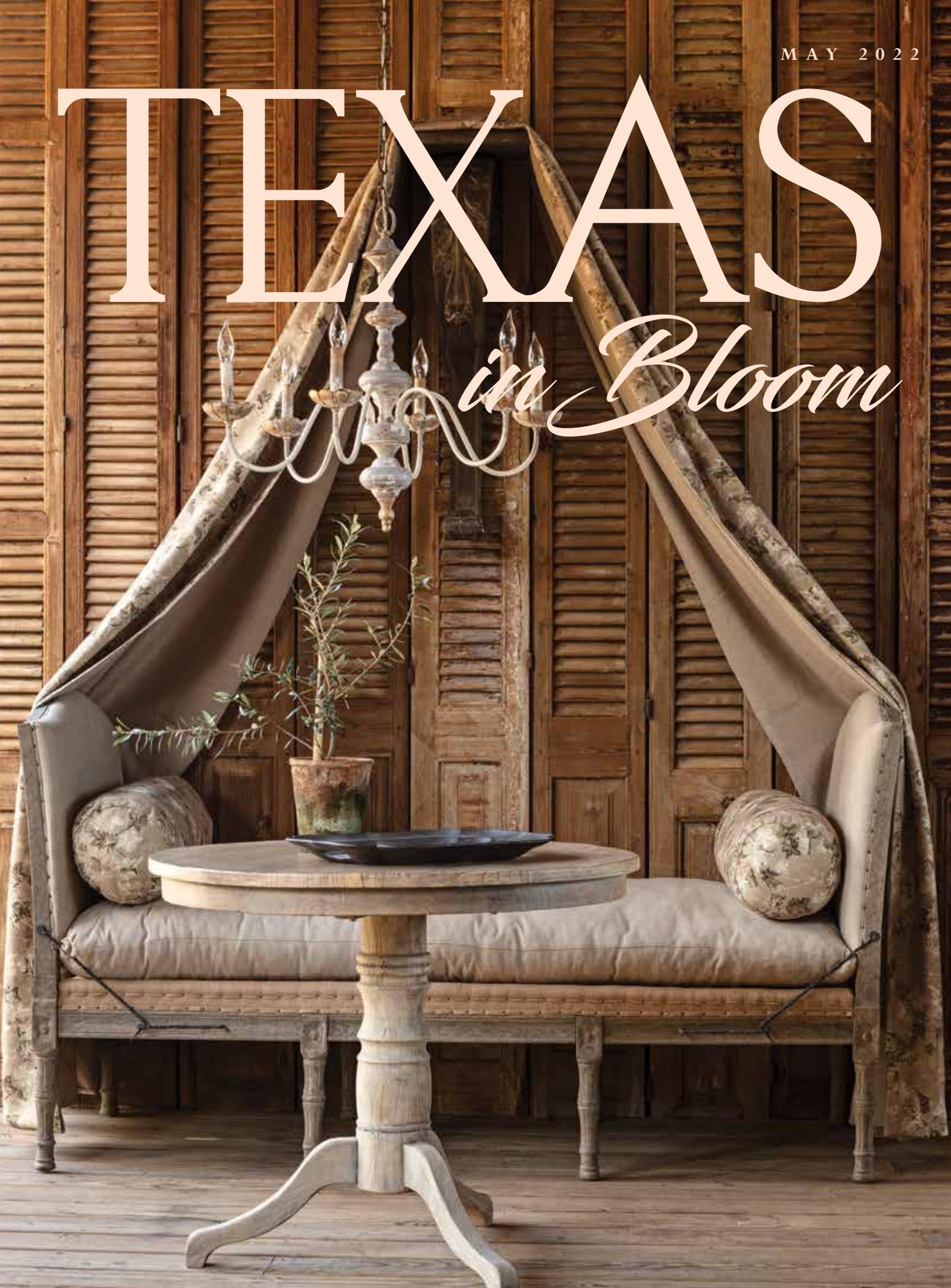


MAY 2022

TEXAS

in Bloom



Celebrating 30 Years

TEXAS FLORAL ENDOWMENT SINCE 1991

My career began as a delivery driver and being a single parent, I could barely afford rent much less education. The scholarships, offered by the Texas Floral Endowment, were a true Godsend enabling me to achieve the Texas Master Florist (TMF) accreditation as well as my CFD and AIFD designations.

Volunteering, primarily in the work room during TSFA events, has provided not only skills but cherished memories. Through these experiences, I was able to learn from the best in the industry, oftentimes from world renowned designers.

The opportunities for me to succeed and grow would not have happened, over the years, had it not been for my amazing employers. Each nurtured me and encouraged me to step out of my comfort zone. I encourage you to inspire your employees to apply for these scholarships. Motivate each to be their best. Pay for classes when you can. It is an investment that will lead you both to a brighter future.

Nicola Parker AIFD CFD TMFA

\$30 for 30 TOGETHER WE CAN

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

SCHOLARSHIPS

Providing much needed help when funds make it hard to obtain desired knowledge and skills

EDUCATIONAL OPPORTUNITIES

Providing virtual and hands-on training and classes to industry members and future generations

INDUSTRY & CAREER RESOURCES

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

CONSUMER EDUCATION

Funding for public venue shows to educate consumers on all aspects of the industry

PLEASE JOIN US WITH YOUR CONTRIBUTION OF \$30 OR MORE TO ENSURE THAT THE ENDOWMENT CONTINUES TO BE VITAL IN SUPPORTING THE NEEDS OF THE TEXAS FLORAL INDUSTRY.

Checks may be mailed to
Texas Floral Endowment • P.O. Box 859 • Leander, TX 78646
Donate Online at tsfa.org>Texas Floral Endowment>donations.

FROM THE *President*



TSFA President
Cheryl Vaughan CFD TMFA

Well spring is in full swing with Administrative Assistant Day and Easter behind us while Mother's Day is fast approaching! Mother's Day recipes made - check; hardgoods ordered - check; extra help lined out - check; flowers ordered - check and prepping is in progress. I hope each of you have a successful Mother's Day and squeeze a little time in for your Mother or that special mother figure in your life. I also want to wish each of you, that are Moms, a very Happy Mother's Day!

I hope each of you had an opportunity to examine "*Solutions* to Improving Your Floral Photography" with Charlie Groppetti. He had some great ideas and inspiration that you don't want to miss. Remember, you can still see it on *TSFA on Demand!* The timing is perfect in that the tips could easily assist you with website updates for Mother's Day! Don't miss the Virtual Learning Session on May 18th when Charlie presents "*Solutions* to Well Designed Plantings"!

Charlie will also be presenting a Hands-on Workshop on "*Solutions* to Develop your Signature Style" along with a dinner presentation on "*Solutions* to Building your Brand" during the Showcase in Waco on June 22nd. Charlie is a visionary, like no other, so register now on our website or by calling the office.

We also have a Texas Floral Forum coming up July 22 -23rd in Corpus Christi. Complete information is in this issue! Take a look at pages 6-8! This will also be the place for our 2022 Texas Designer of the Year Competition. So, go ahead and put this on your calendar, and maybe take a few extra days to relax on the beach.

Again, I hope each of you have a successful Mother's Day, and I hope to see you at the Texas Floral Showcase and Annual Meeting in Waco!



2 *\$30 for 30*
TOGETHER WE CAN

4 *Solutions*
TEXAS FLORAL SHOWCASE

5 TSFA ANNUAL MEETING
AND ELECTION

6 TEXAS DESIGNER OF
THE YEAR COMPETITION
WAVES OF COLOR

7 *Solutions*
TEXAS FLORAL FORUM

8 MEET THE TEXAS FLORAL
FORUM PRESENTERS!

10 TSFA MEMBERS ATTEND
CONGRESSIONAL ACTION DAYS
IN WASHINGTON D.C.

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION
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TEXAS Floral

2021 • SHOWCASE • 2022

JUNE 22, 2022

1:30 p.m. - 3:30 p.m.
Hands-on Workshop

5:00 p.m. - 6:00 p.m.
TSFA Annual Meeting

6:00 p.m. - 7:00 p.m.
Networking
Product Gallery
TSFA Election

7:00 p.m. - 9:30 p.m.
Dinner and Presentation

9:30 p.m. - 10:00 p.m.
Product Gallery and Flower Sale

REGISTRATION INFORMATION

Hands-on Workshop
Member \$85.00 • Non-Member \$105.00

TSFA Annual Meeting
All members are welcome to attend
the Annual Meeting

Registration for Product Gallery,
Dinner and Design Program
Member \$75.00 • Non-Member \$95.00

ATTENTION

TEXAS MASTER FLORISTS

Texas Master Florist Recertification CEU
Credits Available to Earn
during the Texas Floral Showcase
Hands-on Workshop • 2 CEU Credits
Design Program • 4 CEU Credits

Solutions TO DEVELOP YOUR SIGNATURE STYLE

HANDS-ON WORKSHOP

Study Hands-on with Charlie Groppetti AIFD

There is no designer, in recent years, that has developed a style as well known as the signature of Charlie Groppetti AIFD. This Hands-on Workshop will take you through the stages of development resulting in a design that captures your signature with techniques to enhance and products to explore. A perfect lead in to the dinner program that follows this workshop later in the evening!

Solutions TO BUILDING YOUR BRAND DINNER PROGRAM

Step into an exploration of trends and design concepts to build your brand and visually transcend your floral shop. Focused on a variety of floral concepts with discussion on discerning topics, Charlie Groppetti AIFD will lead you through everything from graphic design to understanding trends to conceptual planning. The floral presentation of these processes will open possibilities to offer selections that are uniquely your own.



CHARLIE GROPPETTI AIFD

The very essence of Charlie Groppetti'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.

HOTEL INFORMATION

Comfort Suites • 810 I-35 North • Waco, Texas 76705
Comfort Suites has provided TSFA guests
\$109.99 room rate to include breakfast!

Two Ways to Make Your Reservation

Telephone 254.799.7272 and ask for the Sales Department
or follow this link to complete online

<https://www.choicehotels.com/reservations/groupsez99m4?checkInDate=2022-06-20&checkOutDate=2022-06-23&ratePlanCode=BYRTBD>

TSFA ANNUAL MEETING AND ELECTION

The TSFA Annual Meeting and Election will be held on Wednesday, June 22, 2022 at The Baylor Club in Waco, Texas.

PRESIDENT

Cheryl Vaughan CFD TMFA | Dripping Springs

I am honored to serve as your President and very grateful and humbled to be nominated for an additional term. I have owned Creative Petal Designs since 1997. You will often find me at Blumen Meisters in New Braunfels, but I also freelance in other areas. Education is an important part of my life. As a TSFA Instructor, I feel that we must continue to learn and expand our talent. TSFA offers amazing resources for development in all of segments of the floral industry. I ask for your support and vote.



SECOND VICE PRESIDENT

Susan Piland CFD TMF | Mesquite

Serving currently as Retail Director and Education Co-chair, Susan sees the importance TSFA has in floral education and leadership in our industry. Susan has been a member of TSFA for over 30 years and considers the education that she has received over that time to be invaluable. She is an instructor at TSFA School of Floral Design and owner of Susan Piland Floral Studio. It is an honor for Susan to be considered for the position of Second Vice President.



RETAIL DIRECTOR (ELECT 1)

Ed Fimbel CFD TMFA | Northlake

My name is Ed Fimbel CFD TMFA and I am running for Retail Director of TSFA.

I began my career in the floral industry in 1969 as a delivery driver and it continued for 48 years as a designer, manager and owner of a retail floral business until I retired in 2017. Since then, I have served on the TSFA Education Committee as a member and now Co-chair and instructor. I would appreciate your vote for Retail Director of TSFA.



GROWER DIRECTOR

THE NOMINATING COMMITTEE HAS NOT MADE A NOMINATION FOR THE GROWER POSITION.

TSFA *Virtual Learning* PRESENTS *Solutions*

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

FREE AS A TSFA MEMBER BENEFIT!

LIVE ONCE A MONTH ON WEDNESDAYS AT 3 p.m. CST!

MAY 18

Solutions to Well Designed Plantings with
Charlie Groppetti AIFD

JUNE 15

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

AUGUST 17

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

AUGUST 31

Solutions LIVE from CalFlowers' All About Flowers

SEPTEMBER 14

Solutions in progress

OCTOBER 19

Solutions in progress

NOVEMBER 9

Looking to 2023 with Renato Sogueco AAF PFCI

Now on TSFA *on Demand*

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

Waves of color

2022 TEXAS DESIGNER OF THE YEAR COMPETITION

Produced by the Texas State Florists' Association

CATEGORIES I AND II

Texas Floral Forum
Friday, July 22, 2022
3:00 p.m. - 6:00 p.m.
Holiday Inn Marina
Corpus Christi

CATEGORY III

Saturday, July 23, 2022
2:00 p.m. - 5:00 p.m.
The Art Museum of South Texas
Corpus Christi

The Texas Designer of the Year Competition centers around three competitive categories. 2022 Texas Designer of the Year Eligibility Requirements, Competition Rules & Category Information are available at tsfa.org.

Entry fee \$175.00.

TSFA will accept a maximum of fifteen competition entries.

Complete the Official Entry Form, available at tsfa.org by Friday, July 1, 2022

The Official Entry Forms will be date and time stamped and accepted according to the stated rules on a first received basis. The deadline will be strictly enforced. Once registered and prior to the competition, the competitor will receive complete instructions.

TEXAS FLORAL FORUM SCHEDULE

FRIDAY, JULY 22, 2022

- 10:00 a.m. – Noon Hands-on Workshop with Renee Tucci AIFD PFCI
Tailored to Perfection
- Noon – 1:00 p.m. Lunch on your own
- 1:00 p.m. – 3:00 p.m. Business Session with Tina Coker AAF AIFD PFCI
The Quest for Solutions
- 3:00 p.m. – 6:00 p.m. Texas Designer of the Year Competition
Waves of Color • Categories I and II

SATURDAY, JULY 23, 2022

- 8:00 a.m. – 9:00 a.m. Wake Up Texas! Gather to Network with Coffee, of course!
Product Gallery
- 9:00 a.m. – 10:00 a.m. Design Lecture and Demonstration
Coloring Inside the Lines • Renee Tucci AIFD PFCI
- 10:00 a.m. – 11:00 a.m. Product Gallery
- 11:00 a.m. – 1:30 p.m. Luncheon
The Price is Right with Tina Coker AAF AIFD PFCI
TSFA Awards and Recognition
- 1:30 p.m. – 2:30 p.m. Product Gallery
- 2:00 p.m. – 5:00 p.m. Texas Designer of the Year Competition Final Round
Waves of Color • Texas Designer of the Year Announced



July 22 -23, 2022

Holiday Inn Marina
707 North Shoreline Boulevard
Corpus Christi, Texas 78401
361.882.1700

Art Museum of South Texas
1902 North Shoreline Boulevard
Corpus Christi, Texas 78401
361.825.3500

PLAN YOUR STAY!

Holiday Inn Marina
707 North Shoreline Boulevard
Corpus Christi, Texas 78401
361.882.1700

TSFA has secured a special rate of \$159.00 Use Group Code: **TFA**.

REGISTRATION FORM

Please circle your choices and note total cost. Send form with payment by Email: txsfa@sbcglobal.net

Fax: 512.834.2150 or Mail: TSFA • P.O. Box 859 • Leander, TX 78646. Questions? Call TSFA 512.528.0806

CHOICE #1 TEXAS FLORAL FORUM REGISTRATION

Friday, July 22, 2022

"The Quest for Solutions" • Business Session • Tina Coker AAF AIFD PFCI
"Waves of Color" • Texas Designer of the Year Competition • Category I and Category II

Saturday, July 23, 2022

Wake Up Texas! Gather to Network with Coffee, of course!
"Coloring Inside the Lines" • Design Lecture and Demonstration • Renee Tucci AIFD PFCI
Product Gallery
Luncheon • Presentation "The Price is Right" • Tina Coker AAF AIFD PFCI • TSFA Awards and Recognition
"Waves of Color" • Texas Designer of the Year Competition • Final Round

CHOICE #2 OPTIONAL HANDS-ON WORKSHOP

Choice 2 notes Optional Hands-on Design Workshop which requires additional registration.

Friday, July 22, 2022

"Tailored to Perfection" • Hands - on Design Workshop • Rene Tucci AIFD
Limited to the first 30 registered.

	ADVANCED (on or before 7/19)	REGULAR (on or after 7/20)
CHOICE #1	\$140	\$170
CHOICE #2	\$125	\$150

TSFA Member Discount: Take 25% off the Forum Registration,
Please add Option 1 • The discount does not apply to the hands-on workshop.
Join TSFA Today and Save on your Forum Registration.

TOTAL Choices #1 - #2 _____

Apply 25% TSFA Member discount _____

TOTAL REGISTRATION _____

Attendee Name _____
Email _____
Business Name _____
Address _____
City • State • Zip _____
Mobile _____ Business _____
Fax _____

PAYMENT INFORMATION

U.S Check • Money Order payable to TSFA
 American Express Discover MasterCard VISA
Credit Card # _____
Exp _____ CVV Code _____ Billing Zip _____
Signature _____ Date _____

Meet the

RENEE TUCCI AIFD PFCI



Renee has more than 20 years of design and leadership experience in the industry. She was inducted into the American Institute of Floral Designers in 2016 and Professional Floral Communicators International in 2018. She is an educator at an AIFD Education Partner in Bucks County Pennsylvania, and she's a member of the national Teleflora Education team.

Renee has participated in the Philadelphia Flower Show for the past 13 years, including 2020 when she was honored to be asked to produce The Princess Grace Rose Garden exhibit on behalf of the Embassy of Monaco and 2021 when she brought The Honey Hive exhibit to life. Her first book, *Framing Floral Techniques*, was published in October 2021.

Connecting with fellow designers and bringing the floral community together is one of her truest passions. As a speaker to many garden clubs, a freelance floral designer for several studios and as an educator on several platforms, she is moved by the lives that she empowers with flowers.

Renee fills the in-between moments of her life with her loving husband and her three chihuahuas. Some of her favorite things include craspedia, coffee, carbs and good mexican food (with a margarita on the side!).

HANDS-ON WORKSHOP

TAILORED TO PERFECTION

Renee Tucci AIFD PFCI

Tailoring, abstracting and detaching are just a few techniques that we can use to simply shape our botanical blooms to become next level beauties. Join us as we curate a composition that is tailored to perfection!

DESIGN LECTURE AND DEMONSTRATION

COLORING INSIDE THE LINES

Renee Tucci AIFD PFCI

When we have a grasp on our craft, we can develop it to bring the best out of our blossoms! In this demonstration, you'll see everyday designs featuring color harmonies that have been elevated with the use of skills that anyone can create, and recreate, for strong and clean designs, inside the lines.



Presenters!

TINA COKER AAF AIFD PFCI

A Past President of both Southern Chapter and of National AIFD, Tina has been involved in industry education for over 30 years. Presenting design and business seminars in the United States, Canada, South America, England, Austria and Mexico. She was the U.S. judge for the 2004 Interflora World Cup in Australia. Her work has appeared in *Bride*, *Florist*, *Florist Review*, *Flora*, *Floral Management* and featured in *Florida Architecture* magazines.

Tina celebrates her 40th year as a retail florist owner. She understands the challenges designers, managers and owners face every day. Her three stores range from small to large operations. Each has its own strengths and complications. As a floral artist with a degree in business she has compiled a variety of creative solutions for running profitable florist shops of all sizes. By applying technology, AI education, automated marketing and creative design techniques she hopes to reduce florist workload and revitalize the industry she loves.



BUSINESS SESSION

THE QUEST FOR SOLUTIONS

How do I read the treasure map when X no longer marks the spot? You can still get there. Some wise course corrections will have you finding fortune and glory in no time! This fast paced, interactive adventure, is designed to help you maximize the performance of product sourcing, price surges and employee maintenance in an increasingly challenging environment.

LUNCHEON PRESENTATION

THE PRICE IS RIGHT

Designing a profitable product mix is like competing on the Price is Right game show. Join our pricing game with surprisingly creative designs that impact your bottom line!



TSFA MEMBERS ATTEND CONGRESSIONAL ACTION DAYS IN WASHINGTON D.C.



provide real-life stories as to how it's affecting florists on a number of levels. How does immigration affect a retail florist in Montana? Availability and cost of flowers; it's not just a grower problem. How does research funding affect a grower or wholesaler? Improved efficiency in farming and care of crops. Through training, florists learn how one seemingly remote issue can have a huge effect on our industry.

Does It Really Matter?

Many think it does not matter; Congress does not care about a bunch of florists traipsing through the halls of Congress to talk about issues that effect what some may see as a small industry in the United States. However, your mere presence speaks volumes. You are in front of those that are in your voting district (trust me, that matters). You are taking the time and effort to speak to them AND you are speaking intelligently about the issues - not just complaining without a proposed resolution. Congressional offices hear all types of complaints, and seeing constituents in person to discuss issues is a refreshing perspective.

Who Really Has Time For This?

We all should. Yes, it's an investment. It's an investment in your business and the industry as a whole. Additionally, you learn a lot about your fellow florists - from those who walk the thousands of steps with you around the Hill to those you speak with at the wrap-up networking hour on Tuesday evening. Some years it may seem like we did nothing, but it's always great when people recognize you from the prior year and have questions about your issues. We can see the impact we are having, and (whether you realize it or not) we all see it daily in our flower prices, cost of production, and health of the industry as a whole.

How Can I Do It Next Year?

You just sign up. TSFA always has members present, and the more the merrier. Every voice has an impact, and the more voices, the better! We hope you take the opportunity to join us in 2023 - if we are lucky, it will fall during cherry blossom season again!

Congressional Action Days: What is it?

Why should I care?

Each year, Society of American Florists (SAF) hosts Congressional Action Days in Washington, DC, yet many do not understand the importance of this annual event. This year, TSFA was lucky to have three TSFA Board Members present to help advocate for florists nationwide.

What Is It?

This two-day event is an action-packed couple of days that educates florists on how to discuss issues that directly affect us at all levels of the industry. After training and some time for networking on Monday, we go to the Hill on Tuesday for our meetings with Congress. SAF sets up meetings for attendees with their congressmen, allowing for us to advocate directly to our elected officials.

What Are The Issues?

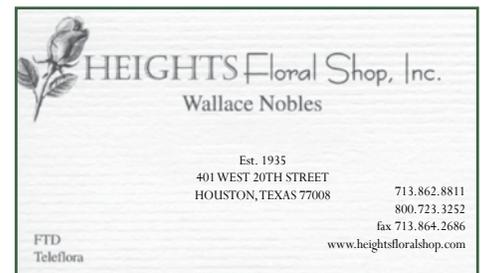
While we see recurring themes each year, we advocate for issues that affect us all, from immigration to minimum wage and import taxes to research funding. Lobbyist and advocates educate attendees and



HENDERSON



MIAMI



HOUSTON

TSFA Calendar of Events

Photography Courtesy of Klepac Greenhouses



MAY

- 6 National Nurse's Day
- 8 Mother's Day
- 15 TSFA Board of Directors Meeting
TSFA Headquarters Leander, Texas
- 18 Virtual Learning at 3 p.m. CST
Solutions to Well Designed Plantings
with Charlie Groppetti AIFD
- 30 Memorial Day

JUNE

- 15 Virtual Learning at 3 p.m. CST
Finding *Solutions* with Tips,
Techniques & Trends with
Renee Tucci AIFD PFCI
- 19 Father's Day
- 22 TSFA Annual Meeting
Baylor Club | Waco, Texas
- 22 Texas Floral Showcase
Baylor Club | Waco, Texas

JULY

- 4 Independence Day
- 4-9 AIFD® Symposium
Caesars Forum
Las Vegas
- 15-17
TSFA Basic, Wedding and Sympathy
Design Classes
TSFA School of Floral Design,
for registration details visit tsfa.org
- 22-23
Texas Floral Forum
Corpus Christi, Texas
For registration details visit tsfa.org

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- 15 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com



WITH IAN PROSSER AAF AIFD PFCI NDSF

September 6-8, 2022

High Pointe Estate | Liberty Hill, Texas

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SILVER



BRONZE



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