

AUGUST 2022

TEXAS

in Bloom

“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

Celebrating 30 Years

TEXAS FLORAL ENDOWMENT SINCE 1991

\$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

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

EDUCATIONAL OPPORTUNITIES

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CONSUMER EDUCATION

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

George Washington Carver once stated "Education is the key to unlock the golden door of freedom." Education provides us the knowledge we need. We all know that the road to success is a costly one. The Texas Floral Endowment Scholarship is an outstanding program offering financial assistance to fund educational desires in the profession. It is the program that I proudly applied for and was awarded. The funds that I received helped me in attending several Texas Floral Expos, Hands-on Workshops, offset expenses as well as assisted me in the classes needed to obtain my Texas Master Florist and Texas Master Florist Advanced Certifications. I would highly recommend this prestigious program to help you start your educational journey to floral success!

– Yolanda J. Amos TMFA

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
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Donate Online at tsfa.org>Texas Floral Endowment>donations.

FROM THE *President*



TSFA President
Cheryl Vaughan CFD TMFA

I don't know about y'all, but this summer has flown by for me! It was so good to see all of you at our Texas Floral Forum this past month. Renee Tucci AIFD and Tina Coker AIFD had inspiring programs with so much to take back to our shops and begin to implement! Renee's design concepts are something we can use everyday, but yet she gives us ideas on how to change them into an upscale sale. Thanks to Tina for always bringing it back to the business of flowers. We can't forget our bottom line.

The Texas Designer of the Year Competition, Waves of Color, with the finals at the Art Museum of South Texas was extraordinary! Congratulations to all who competed and put themselves out there. You have each taken the first step in becoming a winner and that deserves a huge congratulations! What an outstanding group of competitors.

I would like to congratulate the TSFA Award Winners recognized during the Texas Floral Forum. These include
Lifetime Achievement Award Recipient Tom Wolfe, Sr.
Hall of Fame Recipient Pat Berry
Jim Orr Volunteer Spirit Award Recipient Yolanda Amos TMFA
These are all well deserved and I count it a pleasure to know each of you!

I have to mention the fun night we all had on the beach during our shrimp boil. It was so fun to just relax and have some much needed time to visit and enjoy one another. We need to do these events more often!

I would like to thank the Forum Chairs for a job well done! It was a total success due to each of you. I would like to especially thank our overall chair, Iuliia Prokhorova TMF. Iuliia, you did an outstanding job and I would like to applaud you from all of us. Thank you for your extra special touch on my flowers and for your gracious hospitality as we visited your city! You outdid yourself.

We have one more event this year, and we have a few places open for Signature Statements with Ian Prosser AIFD. Don't miss out on this opportunity for this extensive study on weddings and events. You will find more information on pages 8-11 in this issue! I encourage you to sign up today! It will be well worth the investment!

I would like to thank each of you for your vote of confidence in me as TSFA President for this next year. I also want to say thank you to our current TSFA Board of Directors. It has been my pleasure to work with each of you this past year! I am looking forward to this next year and working with our new board. We have current projects along with new projects that we will be working on and there is no better time than now to work together on all that is planned!

There is also no better time to be a part of the floral industry and TSFA. If you are not involved, please take a look at the committee descriptions in our Membership Directory and see where you might be interested in participating. Please reach out to me or the TSFA office if you need more information to get involved or have discovered an area of participation that interests you! You are the reason this organization exists. Thank you to each of you and I look forward to hearing from you or seeing you soon!



2 *\$30 for 30*
TOGETHER WE CAN

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Flowers

expressed the words that no one could find to say



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, foliage, plants and supplies.

TSFA Executive Director Dianna Nordman 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.

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.



As I watched the news and saw each angelic child's face and the heroic teachers, my heart just broke. I knew I needed to help through the healing power of flowers. **It was an honor to stand, side by side, with my flower family** and create specialty sympathy designs unique for each person. My heart will forever be with Uvalde.

— Susan Piland CFD TMF

After the Uvalde School Shooting on May 24th, I watched the News and Social Media until I couldn't stand to see or hear it any longer. I felt like I wanted to help these families in any way I could. I contacted Dianna Nordman, TSFA Executive Director and Cheryl Vaughn, TSFA President to see if there were any plans to assist with memorial flowers. Dianna and Cheryl were already organizing volunteers to meet at Blumen Meisters in New Braunfels. After talking to them I headed down to New Braunfels really early on Memorial Day. Joining the group of volunteers and the wonderful staff at Blumen Meisters we began designing casket sprays, easels, wreaths, and arrangements for each of the victim's services. It really did my heart good to see the love and passion from each of the volunteers and the donations by wholesalers, growers and floral brokers from all over the country. **The entire floral industry pulled together to make this monumental gift of Love through Flowers come together.** Teia Bennett and Cheryl Vaughan along with their staff and families, neighbors and friends in New Braunfels did an amazing and heartfelt deed of pulling all of this together.

— Kelly Marble AAF AIFD TMF





In my forty five years in the floral business, volunteering to create for the Uvalde children was **the most humbling and emotional time that I have ever experienced in design.** My focus was to make sure that each had beautiful flowers and plenty of them!

— *Scott Hasty AIFD*



Where were you June 2 through June 15, 2022? I was in New Braunfels, Texas doing my best to bring peace and comfort to 21 families in Uvalde, Texas as well as the citizens of that town. Twenty one lives were cut short. Nineteen would not be able to live out their dreams. When the call went out for volunteers from the TSFA floral family to help create sympathy tributes, I went. For fourteen days not only I, but a host of volunteers worked to help ease the pain and suffering that was caused on May 24th. I hope my participation in this act of kindness did. **God's peace be with Uvalde, Texas.**

— *Ed Fimbel CFD TMF*



COORDINATORS

TSFA President Cheryl Vaughan CFD TMFA

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

Dianna Nordman AAF and TSFA Staff



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

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Rio Roses | Teleflora

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Esprit Miami | FTD | Klepac Greenhouses
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TSFA'S THREE DAY EXTENSIVE STUDY
TO LEARN WAYS TO ADVANCE YOUR BUSINESS AND EXPAND YOUR HORIZONS!

Ian Prosser AAF AIFD PFCI NDSF began his career more than thirty years ago. He has owned successful floral shops in Scotland as well as in the United States, specifically in Tampa, Florida. Botanica International Design and Decor Studio designs events on the international stage. "My retail business was going really well and yet I discovered, as we booked more and more weddings of a significant size, that consultations became more about the overall design of the event and less focused on the floral components," shared Prosser. This opened the door to a new business, Ian Prosser Productions, expanding the design division to all encompassing events. This not only expanded our business but gave us complete control over the entire event, while providing a "one-stop-shop" experience for the clients," stated Prosser.

IAN WILL SHARE WITH YOU JUST HOW THIS LEVEL OF BUSINESS WAS ACCOMPLISHED WHEN TSFA LAUNCHES SIGNATURE STATEMENTS! IN SEPTEMBER!





Signature STATEMENTS

WITH IAN PROSSER AAF AIFD PFCI NDSF

SEPTEMBER 6-8, 2022

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5555 County Road 258, Liberty Hill, Texas

REGISTRATION INCLUDES

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- Press Release
- Social Media Presence

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LIMITED AVAILABILITY TO REGISTER VISIT TSFA.ORG

TUESDAY, SEPTEMBER 6, 2022

9:00 a.m. - Noon	Comprehensive Instruction
Noon - 1:30 p.m.	Onsite Lunch and Product Gallery
1:30 p.m. - 4:30 p.m.	Comprehensive Instruction
Evening	Offsite Dinner on your Own

WEDNESDAY, SEPTEMBER 7, 2022

9:00 a.m. - Noon	Demonstrations and Design
Noon - 1:00 p.m.	Onsite Lunch
1:00 p.m. - 5:00 p.m.	Design
5:00 p.m. - 6:00 p.m.	Onsite Dinner
Evening	Design to Completion

THURSDAY, SEPTEMBER 8, 2022

9:00 a.m. - Noon	Installation • Onsite Design
Noon - 1:00 p.m.	Onsite Lunch
1:00 p.m. - 4:00 p.m.	Installation • It's All about the Details!
4:00 p.m. - 5:30 p.m.	Time to refresh for the Evening Events
5:30 p.m. - 6:30 p.m.	Hosted Hors d'oeuvres and Beverages Step inside the world of flowers
7:00 p.m. - 9:00 p.m.	Signature Statements Onsite Dinner Event with Ian Prosser
End of Evening	Strike It!

So much to see! So much to learn!

ACCOMMODATIONS | Hyatt Place • 1315 East New Hope Drive • Cedar Park, Texas 78641

RESERVATION INFORMATION | TSFA Rate \$99.00 to include Complimentary Breakfast
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Ian Prosser AAF AIFD PFCI NDSF



Ian Prosser's SIGNATURE GALLERY



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provides additional funding to launch the first
Signature Statement as an Extensive Series of Study.





Solutions [★] TO BUILDING YOUR BRAND



WITH
CHARLIE GROPETTI AIFD

Written by Debbie Lyon TMF

Everyone in Texas loves a brand. It is ingrained in us, as Texans, to leave our mark on history. It is no different in business. We all strive to have something to call our own. In this program, Charlie Gropetti AIFD takes us on a visual journey of a variety of floral concepts to help us to begin to define ourselves and build our brand.

Charlie's brand can be easily identified as "Cut from the Landscape". In each and every design his signature style is instantly recognized. In his program, "Solutions to Building Your Brand" Charlie led us through a variety of ideas illustrated

through four vignettes that represented unique brands. They were created to inspire us as we find solutions to lead to developing our own unique style and telling our own story with our own brand.

The four vignettes that Charlie created offered a glimpse of four very different experiences. Each venue has its own story and voice; each is a potential brand. This program challenges you to define your story and asks "How will you visualize and build your signature style and brand?"



Exotica

Exotica is another worldly experience full of rich colors and dramatic textures ripe with the warm spicy scents of cinnamon and coriander. It is a visual exploration of far away lands. Using rich colors, decadent fruit, tropical plants and far east decor, Exotica brings the excitement of travel into your home and everyday life. This shop is gleaming with items from the adventures and travels you've only dreamed of. I'm sure you will find the unexpected treasure you've been longing for once you step into Exotica.

Photography Credit | Cody Ash Photography

Holly Hocks

HollyHocks is a vibrant afternoon in a formal English garden with green plants and luscious petals from the softest blush to the richest fuchsia. Fat bumble bees and scented luxury florals fill the air with the feeling of a southern soiree. The HollyHocks boutique carries an interesting mix of permanent botanicals and fresh products. With a large variety of outdoor containers and garden decor, one can find everything needed for a party. Events by Hollyhocks are sure to be filled with friends and family and long remembered. Whether you are celebrating the newest bride or hosting a beautiful high tea, Hollyhocks is ready to make your celebration an affair not easy to forget!



The Flower Circus

Get ready to be amused at the Flower Circus! Fun color combinations and whimsical designs brighten your day and fascinate your eye. This shop is a destination and a delight for the child in all of us. The Flower Circus focuses on cash and carry items. Fun bouquets wrapped in striped paper and polka dot ribbon and other unique giftables are flying out the door. Splashes of color combined with unexpected elements keep you browsing. The scent of peanuts and popcorn fill the air along with excitement and pleasure. This destination is sure to put a smile on your face and a gift in your hand.



White Farmhouse

Farmhouse Home is tried and true. It is our very history of family traditions. Decorated with timeless furnishings and accessories, paired with the peaceful neutrals of white and green works to center you. The classic elements and offerings are always the perfect gift of love and family. You have an overwhelming sense of home and hearth and are instantly connected with the gentle memories of years past. Welcome home.



TSFA PAST PRESIDENTS RECOGNIZE TSFA PRESIDENT CHERYL VAUGHAN'S HEARTFELT LEADERSHIP

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.



Photography Credit | Cody Ash Photography

Now, All I have is now

To be faithful, to be holy and to shine

Lighting up the darkness

Right now, I really have no choice

For such a time as this

I was placed upon the earth

To hear the word of God and do his will

Whatever it is, For such a time as this



Texas Floral Showcase Chair Tom Wolfe, Jr. recognizes TSFA President Cheryl Vaughan AAF TMFA during the presentation in Waco.

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.

Cheryl reached out to her Blumen Meister family to include owner Teia Bennett and the entire staff as a start. She then added her TSFA family of talented designers and industry companies that always offer tremendous support. The Texas Floral Education Underwriters as well as countless manufacturers, wholesalers and growers from all over the nation contributed generously.

This small New Braunfels flower shop, was soon transformed into the Ground Zero Design Center. The floral designers, that came from all over the state of Texas, began to create custom

designs for each service keeping in mind the child's interests and favorite colors.

On some days it took as many as four van trips to Uvalde to get the floral creations delivered at the right time.

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 .

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

It is with great pride that the Texas Floral Endowment presented the prestigious Herman Meinders Visionary Award to Mr. Ken Freytag. 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 still a contributing member on the Board of Directors.

He started his business at 19 and today his ambition and hard work has left a legacy that has carried the family ever since and now 45 years later is still growing. Ken is a Past President of Texas State Florists' Association (1987) and awarded the highly distinguished TSFA Lifetime Achievement award in 1988. In 2015 he was awarded the honored Tom Butler "Retail Florist of the Year". Ken has been a dedicated asset to many TSFA committees throughout the years including Finance, Budget and Investment and still serving. He has devoted countless hours of his time, talent and treasure to the floral industry and beyond. His high ambition, sound ethics and generosity is an example for all and very deserving of this respected award.



Texas Floral Endowment President Gayle Johnson AAF TMFA presents the Herman Meinders Visionary Award to TSFA Past President Ken Freytag.



Photography Credit | Cody Ash Photography



Ken Freytag is quite surprised and later surrounded by his loving family.

TSFA ELECTS THE 2022-2023 TSFA BOARD OF DIRECTORS



Front Row from left to right
 TSFA Past President Debbie Woltmann CFD TMFA
 TSFA President Cheryl Vaughan CFD TMFA
 Second Vice President Susan Piland CFD TMF

Back Row from the left to right
 Retail Director Jodi McShan AAF AIFD PFCI TMF
 Retail Director Tiffany Houck TMF
 Wholesale Director and Treasurer Tom Wolfe, Jr.
 First Vice President Debbie Gordy AIFD TMFA

Not pictured: Retail Director Marisa Guerrero AIFD

Photography Credit | Cody Ash Photography

DEVELOP YOUR *Signature Style!*

Texas Florists travel to Waco to Study Hands-on during the Texas Floral Showcase!

HANDS-ON WORKSHOP WITH CHARLIE GROPPETTI AIFD

Written by Mary Ann DeBerry CFD TMFA

On June 22, 2022 Texas State Florists' Association held a hands on workshop featuring Charlie Groppetti AIFD. Tom Wolfe, Jr. introduced Charlie Groppetti AIFD to open the program. After a two year time span, when everything was closed down due to the covid pandemic, this was the first Texas Floral Showcase in two years. Everyone was thrilled to get out and see each one another.

The workshop was held at McLane Stadium inside the beautiful Baylor Club, in Waco, Texas. Thirty floral designers participated in the hands-on workshop learning just what it means to "Develop Your Signature Style" and create a distinctive brand for your business.

Charlie opened the workshop illustrating three styles of designs. The first was a tufted mounded style. The second was a stylized linear arrangement. The third was a garden style design.

The designers were encouraged to select the style that spoke to them or create a combination of styles from what had been shared. Charlie talked about the iconic Jackie Kennedy style that was incredibly popular in her era and long referred to as the french bouquet. We proceeded as requested with direct communication with the instructor while seeing the concepts for your own brand unfold.

The workshop concluded with Charlie reviewing our work, individually, highlighting our good points and suggested corrections. He took the time to take photographs of each of us with our completed designs. We all agreed that the workshop was fabulous and most enjoyed!



TUFTED MOUNDED STYLE



STYLIZED LINEAR
ARRANGEMENT



GARDEN STYLE DESIGN



THE BUSINESS OF *Flowers*

Jodi McShan AAF AIFD PFCI TMF

SELF-CARE

When we think of self-care, many think of a day at the spa or a weekend at the beach, but self-care comes in a variety of forms. This can be from taking a relaxing break, which we all need at times, to investing in yourself. You must prepare yourself for the future and plan. While we are currently hearing the scary buzz words recession, labor shortage, taxes, increased costs, supply chain issues and so on, we must take the time to plan accordingly.

This does not mean just saving money for that rainy day. This also means taking the time and money to set yourself apart from your competition. Many love the ease of Zoom and online training that COVID brought to light, but we must not forget the benefits of traditional training, especially in an industry such as ours. In-person trainings do not only allow you to grow your network, but allow you to get real time feedback on your skills. The value is not just in the trainer, but it is in the hands-on feedback, touching the flowers, seeing how things are done. We all know the camera adds 10 pounds or more, but remember this when you are trying to learn things via camera as well.

As those same buzz words float in our head, it is hard to take the time and money for the self-care of training. Hands-on classes and in-person training allow you to multi-task. You can not only expand your network, you can get hands-on training AND take a night, day, or more off to relax and take time for yourself.

When it comes down to numbers, we must consider it without emotion or “sticker shock.” You cannot compare a free 30 minute online training to an in person training. If you could pay \$1,000 today to make \$10,000 next week, would you? Consider the cost- benefit ratio when you can spend the money to set yourself apart from your competition, show you customers what you are doing to improve as well as take some time for yourself. In-person and hands-on training are priceless.

Please do not take this to mean that virtual learning is not a great option. It is. However, it is not the same as in-person. Each has its place. This year, take the time to have some self-care. Take that day, night, weekend and/or week, take the training, go in person, and improve yourself.



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DALLAS

TO JOIN THIS LEVEL OF SUPPORT CONTACT THE TSFA OFFICE AT 512.528.0806.

TSFA *Calendar of Events*

Photography Credit | Cody Ash Photography
 Design Credit | Lori Holley, Victoria Howle
 with assistance from the staff at Wolfe Florist



AUGUST

- 7 Friendship Day
- 31 TSFA Design Program at CalFlowers Convention All About Flowers Coronado, CA
 Program: Can't Stop Our Love of Flowers | Presented by Marisa Guerrero AIFD

SEPTEMBER

- 5 Labor Day
- 6-8 Signature Statements High Pointe Estate | Liberty Hill, TX
 Ian Prosser AAF AIFD PFCI NDSF
- 16 Texas Master Florist Certification Classes and Exam
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- 27 Designing in Glass Class | Region 17 Education Center | Lubbock, Texas
 Registration | tsfa.org

OCTOBER

- 7 Tropical Paradise a Hands-on Workshop Design Class
 TSFA School of Floral Design Leander, TX
 Registration | tsfa.org
- 21-23 Introductory Floral Design Class
 TSFA School of Floral Design Leander, TX
- 31 Halloween



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