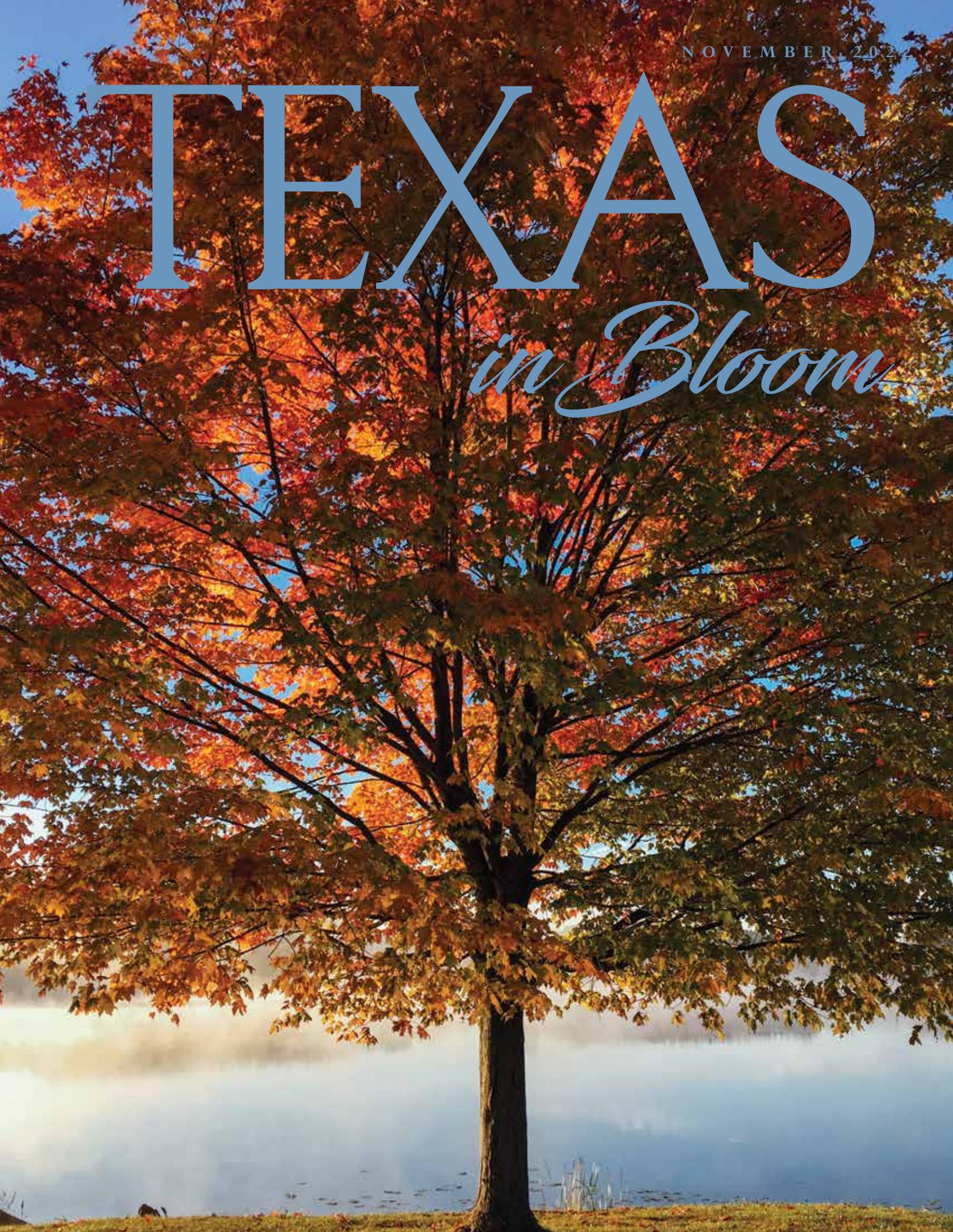


NOVEMBER 2022

# TEXAS

*in Bloom*



# *Celebrating 30 Years*

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**Thank you for Celebrating the  
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## FROM THE *President*



TSFA President  
Cheryl Vaughan CFD TMFA

Happy November and the happiest of Thanksgivings! I have SO much to be thankful for this year and each of you are part of that reason! We have an incredible association and an incredible industry that I am so thankful to be a part.

I recently had the pleasure of visiting with Amy Balsters AIFD, The Floral Coach, from Alexandria, Virginia. If you don't know her, you need to make an effort to do so. She is an amazing teacher and coach who happens to be a member of Texas State Florists' Association even though she lives in Virginia. We asked her why she was a member of TSFA when she lives so far away. Her reply was,

*"Many years ago, when I was looking for great information, education and research, I found TSFA's resources on the website to be incredibly valuable, to be well researched and very useful."*

- Amy Balsters AIFD  
Alexandria, Virginia



If TSFA is a valuable tool for Amy in Virginia, how much more valuable is it to us, here in the association, who have every chance to take advantage of these opportunities?! Thank you Amy for reminding us to take advantage of what we have, right here at home, in our association!

Speaking of opportunities, we have an incredible opportunity coming up at Platinum Level Texas Floral Education Underwriter Bill Doran Floral Wholesale San Antonio on November 2nd featuring **Merry and Bright Christmas in Style** with Scott Hasty!! It is free to all members and only \$25 for nonmembers, but nonmembers who join will receive 20% off their first year's membership and free registration for the event. Don't miss this opportunity to see Scott work his magic and inspire us all to add that extra twist that sets us apart from the average! It is free, but we need you to register so we know how many to expect. Please, please come and bring your fellow designers. It will be a presentation you won't want to miss. I hope to see you there!



WE ARE GRATEFUL FOR  
YOUR DONATIONS TO

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*\$30 for 30*



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DESIGNER OF THE YEAR!

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Jack Winterrowd TMFA, Tricia Won AIFD EMC

# COLORING INSIDE THE LINES

Written by Gaby Ponsaerts TMF

Though one might think visual art is just the expression of creative skill and imagination, there is way more to it. There are numerous rules to be followed in order to create art. A painting does not become a masterpiece by happenstance.

The same holds true for floral art. We have the elements and principles of design to guide us from “putting flowers together” to becoming a floral designer who creates artistic arrangements that are appealing to our customers, are sellable and profitable and show that our work is created by a professional.

This was the message that Renee Tucci made clear in this class. She touched on so many different aspects that center around this topic and one of these was color.

Using a monochromatic or analogous color scheme will create a more harmonious and calming arrangement, whereas a polychromatic or triadic arrangement will be perceived as more energetic and dynamic.

It is also important to take into account the color of the selected container.

Another design illustrated how rhythm and spacing influence the way the eye moves through an arrangement.

Familiarizing one’s self with different design techniques helps elevate your work to the next level. Being open to new ideas provides unlimited possibilities.

For example, tailoring is very helpful to turn foliage into an eye catching design element.

By bailing, a designer can easily create volume and a visual anchor in a design.

Renee created an armature out of curly willow and one out of 18 gauge wire with each one being useful in different settings, offering a different approach.





These armatures enabled her to position and secure the flowers exactly where she wanted each to be placed and to remain.

Keeping up with design trends will peak your customer's interest and keep them coming back to your shop for the newest thing out there!

Renee created Cocodamas from Allocasia plants and incorporated these in a fresh design. This was a great twist on the idea of incorporating fresh flowers in plants setting a new trend in this sales opportunity from long ago!

This program illustrated that coloring inside the lines is not restrictive but instead opens up a world of options, challenges and easily gets those creative juices flowing!



If you enjoyed this presentation in Corpus Christi or missed it and have enjoyed what you are seeing here, you will want to join Renee for her Tips, Techniques and Trends Series at

# TSFA on Demand!

The first of the series is all about designing with pumpkins! The second will highlight the holidays! Our Virtual Learning is a TSFA member benefit! Grab a pumpkin latte or a cup of wassail, sit back and enjoy!

**“From a tiny warehouse  
in Rockford, IL, to over 30  
locations, 5 of which are in  
the state of TEXAS”.**



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Bill Lafever at the Grand Opening of Bill Doran Mexico.

## Feel the Doran Difference

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Bill Doran's presence in Mexico has enabled its reach as one of the largest providers of Mexico products in the Texas Market. With locations in San Antonio, Houston, Dallas, Austin, and Texarkana, Bill Doran Company is your source of the freshest flowers and the best customer service to a majority of Texas.

***"Providing students, florists, and event designers with the highest quality of products and services for the success of their businesses"***

As a third-generation family-owned business, Bill Doran Company has kept its feet deeply planted in the local communities. With a focus on our customers, we consistently find new ways of improving floral professionals' lives. In this lifelong pursuit of empowering floral communities in their businesses, we understand the importance of the education and development needs in the industry. As a Platinum Underwriter sponsor, Bill Doran Company is proud to serve as Procurement Chair for TSFA to support the education and development of students, young professionals, and educators.

We invite you to visit us at the 2023 TSFA Floral Expo on June 23-25 in Georgetown, TX.

For more information on the Bill Doran Company visit our website at [billdoran.com](http://billdoran.com).



Design by Scott Hasty AIFD

## Upcoming Christmas Design Show

Joins us on **November 2, 2022** for A Merry and Bright Christmas, Wrapped in Style, with designer Scott Hasty AIFD. Hosted by Bill Doran Company - San Antonio at 710 Nogalitos, San Antonio, TX 78204.

**TSFA Members may attend at no cost, but must pre-register at <https://tsfa.org/christmas-member-registration>**

**Non-member Pre-registrations is \$25 (\$35 at the door).**

**To learn more visit <https://tsfa.org/christmas-design-class>**

# HATS OFF TO THE TEXAS DESIGNER OF THE YEAR!

Our eight competitors certainly brought their best to Corpus Christi and to this Category of the Competition!



"When it was revealed we would be creating a hat design, I immediately knew I wanted to convey a sense of movement while adhering to its function. I made a continuous wire chain and attached it in multiple places to cascade off the brim with light airy plumosis. This competition was a fantastic opportunity and I so enjoyed it as a learning experience."  
– Victoria Howle CFD TMF



I wanted my design to be a wearable design so I focused on the aspidistra bow being the focal point. The band was deconstructed snapdragon blooms that were strung on bullion wire, I added the scattered blooms in the center of the bow to tie it all together.  
– Kari Gaudet AIFD



"The inspiration was Captain Jack Sparrow's hat from the Pirates of the Caribbean movies. When I first saw the written challenge and examined the hat for texture, I was perplexed for an instance. The hat had no brim wire to support so my first thought was to add some whimsy of the movie character by pulling up one side of the brim to form the rakish angle. It also needed movement to mimic feathers and the "Waves of Color" theme so the florals were placed irregularly like waves. The wavy lines of the Sansevieria and Dieffenbachia added to the wave elements. I wanted to create a design that had a bit of dramatic flair like Captain Jack Sparrow possessed. Plus there was the whole first name match with mine!"  
– Jack Winterrowd TMFA

"I love the beach and knowing that we were going to San Padre Island, for a shrimp boil and bonfire party on the beach, became my inspiration. I wanted a hat that would be comfortable to wear and light weight. The apple green Smithers-Oasis aluminum wire became my base and I manipulated five strands of the wire into coils, loops and leaf shapes to go around the front of the hat. Hydrangea, delphinium, statice and spray roses were glued to the areas where I had secured the aluminum wire to the hat and a stronger focal point on the side of the hat was strengthened with deconstructed bird of paradise and preserved, bleached ruscus. I didn't get to wear it to the beach party, but it was fun to design and a wonderful challenge for the competition!"  
– Mary McCarthy AIFD TMFA





"Making this hat was a test of old school skills for me. We were using a glue that would not dry for me, so mid way through, I disassembled the whole project and started over. Each of the pieces are wired and taped and assembled like a corsage and then wired to the hat. It proved again to me the need for techniques that are tried and true. This design was so much fun to create and to see someone wearing it later, brought me great joy."  
– Alan Masters AIFD PFCI

"Thinking through the 'Waves of Color' theme as to a Beach Soirée invite, I first focused on the playfulness of color. To create a positive vibe, with variety in an enjoyable uplifting fresh result, was amusing."  
– Richard Trujillo AIFD



Being in the TSFA Designer of The Year was an AWESOME experience! By far, the best part was getting to know the other designers and making new friends. I had the opportunity to step out of my comfort zone and picked up new tips and tricks from fellow designers. I encourage all florists to get involved in some sort of challenge to help expand your skill set and network with fellow floral professionals. While we did not all receive first place, we are all winners in my eyes!  
– Rebecca Sullivan CFD TMF

"I created two spirals on either side of a length of decorative wire to begin to create the wire accent. I gently made loops from one end to the other. This technique is very fast and pretty. A detail that I learned while using a brand of cold glue, other than Smithers-Oasis, is that the time it took to adhere was considerably longer. Smithers-Oasis cold adhesive quickly adheres allowing you to not only design at a speed that is often needed but also move a design from your work table to a drying area without causing damage."  
–Tricia Won AIFD EMC





On behalf of the Texas Floral Endowment, Director Jimmy Klepac presented these scholarships during the Texas Floral Forum Awards Luncheon

Freytag Family Education Scholarship in Memory of Ann Hobbs TMF - Tristyn Reed

The Gina Waters AAF TMFA Scholarship - Ali Godwin

Cross Family Education Scholarship Honoring Jane & Mark Knox TMF - Aliza Gomez, - Rachele Roberts

Judy Rutledge AAF TMFA Education Scholarship - Iuliia Prokhovora TMF

Texas State Florists' Association Past Presidents' Scholarship - James Scott Hasty AIFD

TSFA Floral Event Registration Scholarship - Abel Gonzales AIFD CFD TMF

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Central Texas High School Floral Teacher Education Scholarship in Memory of Becky Ray Burt - Aliza Gomez

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Designer Credit | Alan Masters AIFD PFCI



Designer Credit | Kari Gaudet AIFD

## NOVEMBER

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TSFA Design Program at Bill Doran Company San Antonio.  
To register [tsfa.org](http://tsfa.org)
- 6 TSFA Board of Directors Meeting  
TSFA Headquarters | Leander, Texas
- 6 Daylight Savings Time Ends
- 11 Veterans Day
- 24 Thanksgiving Day

## DECEMBER

- 18-26 Hanukkah
- 25 Christmas Day
- 26-January 1 Kwanzaa

## JANUARY

- 1 New Year's Day
- 8 TSFA Bylaws Committee Meeting  
TSFA Headquarters | Leander, Texas
- 9 National Law Enforcement Appreciation Day
- 15 National Hat Day
- 16 Martin Luther King Jr. Day
- 18 TSFA Nomination Committee Meeting via Zoom Video Conference



Texas Floral Forum Business Session, More about the Texas Designer of the Year Competition Designers and Designs, Texas Master Florist Recognition will fill the pages of TEXAS in Bloom December Issue!

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