

SEPTEMBER 2023

TEXAS

in Bloom



ABEL GONZÁLEZ MENCIO
2023 Texas Designer of the Year



JOIN JODY MCLEOD FOR
Curating Color



Jody McLeod AIFD PFCI NCCPF



SEPTEMBER 13, 2023
City Club of Fort Worth
301 Commerce St.
Forth Worth, TX 76102

Chair
Kelly Norvell AIFD TMF

SCHEDULE

2:00 p.m. - 4:00 p.m. Hands-on Workshop
6:00 p.m. - 7:00 p.m. Networking • Product Gallery
7:00 p.m. - 9:30 p.m. Dinner and Presentation
9:30 p.m. - 10:00 p.m. Product Gallery and Flower Sale

STAYING THE NIGHT IN FORT WORTH?

TSFA has secured a special rate of \$89.00 per night.
This great rate includes a hot breakfast!
Hyatt Place Fort Worth/Cityview
5900 Cityview Blvd, Fort Worth, TX 76132 • (817) 361-9797
Ask for Texas State Florists' Association room rate.

HANDS-ON WORKSHOP

The coordinating Hands-on Workshop will demonstrate to our designers how to select the best and most appropriate colors to create a design, organize color by utilizing the elements of design, while keeping in mind, a specific emotion or feeling. We will learn more about dominant color, secondary color, and accent color to support a creative design that your customers will love.

Member \$95.00 • Non-Member \$115.00

DINNER PRESENTATION

Color is an integral element of a good design. Your color choices can make or break a design. Choosing the correct hues to convey an emotion or a feeling can be tricky to curate when designing.

Curating Color is a program that will explore the best practices and strategies to select the best color for your floral designs because when a color is chosen with purpose and reason it will often be the most effective.

Member \$60.00 • Non-Member \$75.00



FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

Hello TSFA Family,

It is with great honor, immense gratitude and excitement that I begin to serve the most outstanding floral organization around. It is truly an honor to stand, as your President, alongside such dedicated individuals. I am appreciative of the TSFA Board of Directors and TSFA Committee Members. Your dedication will propel us forward in the ever-changing floral landscape. I am excited to work with TSFA Past Presidents knowing that the guidance and insight that you provide will reflect in our decisions moving forward. Your experience and knowledge are invaluable. A special thank you to Immediate Past President Cheryl Vaughan CFD TMFA. Your commitment to TSFA has been more than diligent. It has been selfless. Always putting others first, we have witnessed the love and passion that you have for the floral industry, but most of all for our TSFA floral family.

Join me in congratulating the newest Texas Designer of the Year Abel González Mencio AIFD CFD PFCI TMF! His creativity and stunning arrangements claimed him victorious. Thank you,

Mary McCarthy AIFD CFD TMFA, for exceptional skill in chairing "From Bud to Bloom" Competition. It was the perfect platform to showcase Texas floral talent.

The TSFA Education Team has been hard at work, contributing their time during the Agriculture Teachers Association of Texas (ATAT) Conference in Dallas. The event opened at the beautiful Dallas Arboretum and Botanical Gardens with the talented and renowned designer, J Schwanke AIFD CFD PFCI NAFF. His program was inspiring. The teachers were star-struck by his celebrity flower fame, capturing numerous selfies. I do admit that I have one for a memory as well. Throughout the week, our education team was hard at work, conducting lengthy hands-on classes and several stage programs filled with hundreds of teachers eager to learn. A special thank you to Dianna Nordman AAF for her extended presence and expertise in our booth during the ATAT Trade Fair. There was a lot of excitement surrounding our High School Certification Programs. To each of you that participated, thank you for investing in the future of floristry.

What an exciting evening we celebrated with floral visionary Fabian Salcedo. We were inspired with the way Fabian pushed the boundaries of traditional floral design and skillfully juxtaposed elements, textures, colors and materials into breathtaking designs. Mayesh Wholesale Florist was the perfect host. Thank you, Mayesh, for the exceptional floral products. Thank you, Mayesh staff, for opening the doors to our Texas Floral Spotlight! Thank you to all who gathered, as a floral community, to attend this inspiring educational opportunity.

In closing, I invite you to attend an enchanting evening with Jody McLeod AIFD CFD PFCI NCCPF. His program promises breathtaking masterpieces, exploring the full spectrum of color, to discover new ways to bring life and energy into your workplace. Jody has such wonderful charm and a contagious excitement for flowers. The day begins with a hands-on workshop. We hope you will stay for the evening events and take time to network in the Product Gallery just prior to dinner at the prestigious City Club of Fort Worth and McLeod's "Curating Color" design program. I hope to see you there to celebrate the beauty of flowers and friendship.

All for the love of flowers,
Susan

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Contributing Writers | Abel González Mencio AIFD CFD PFCI TMF, Debbie Lyon TMF, Amy Neugebauer AIFD CFD TMFA, Susan Piland AIFD CFD TMF

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FROM BUD TO BLOOM

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FROM BUD TO BLOOM

2023 TEXAS DESIGNER OF THE YEAR COMPETITION HIGHLIGHTS TEXAS TALENT DURING THE TEXAS FLORAL EXPO

Written by Debbie Lyon TMF

The Texas Designer of the Year Competition was a great success. Ten designers from all over the state of Texas competed for the title of Texas Designer of the Year. Martha Aaron AIFD from Sedona, Arizona, who was preparing for an upcoming competition, also joined in the fun! Each designer brought their best and we express our appreciation to each competitor for sharing their incredible talent during the Texas Floral Expo!

The 2022 Texas Designer of the Year, Mary McCarthy AIFD TMFA, chaired the competition and selected "From Bud to Bloom" as the 2023 theme. This theme highlighted the mysterious and beautiful journey that flowers and foliage take throughout their life cycle.

The first two categories were held on Friday, of the Texas Floral Expo, with each competitor having the same mechanics, flowers and foliage. The first category was to create a vegetative design. Each competitor was given a container and thirty minutes to complete the design. The second category was Interpretive Design. Each competitor provided a prop as the basis of this category. The same flowers and foliage were available as well as forty five minutes to complete this design. Each prop was well thought out and beautifully made with creativity, in both categories, unparalleled.

The final category was held on Sunday of Expo weekend. This category was a Surprise Situation. Mary asked the competitors to create a wedding bouquet to include an armature. The contestants had one hour to complete this final category. Those who experienced this display of talent were inspired by the creativity of these retail florists, studio designers and floral design teachers. Texas is truly blessed with talent!



ABEL GONZÁLEZ MENCIO AIFD CFD PCFI TMF

We were thrilled when Abel González Mencio AIFD CFD PCFI TMF from La Feria, Texas won first place and was declared the 2023 Texas Designer of the Year. He received the official Texas Silver Cup, First Place Ribbon, \$1,000 cash prize, \$1,000 Scholarship to represent TSFA in the Sylvia Cup during the Society of American Florists Convention and was named a Star of Texas. Abel has been in the floral industry for more than 45 years. He began his career at a very young age as a floral delivery driver and has, through education and hard work, grown to become our 2023 Texas Designer of the Year.

Photography Credit | Cody Ash Photography

2ND



BRANDY FERRER CFD

Brandy Ferrer CFD, from Gilmer, Texas, placed Second. She owns Simply Beautiful Floral Company. She is a long time Texas resident and educator with a passion to educate our Texas FFA youth. Brandy received the Second Place Ribbon and \$300 cash prize. Congratulations Brandy!

3RD



VICTORIA HOWLE CFD TMF

Victoria Howle CFD TMF, of Waco, Texas, placed Third. She is a designer at Wolfe Wholesale Florist. Victoria received the Third Place Ribbon and a \$200 cash prize. Congratulations Victoria!

MEET TEXAS DESIGNER OF THE YEAR ABEL GONZÁLEZ MENCIO AIFD CFD PFCI TMF

THE EARLY YEARS

What is your first memory of flowers?

My first memory handling flowers is of creating Homecoming Designs incorporating Fresh Football Mums back in 1979 for my high school friends.

What event/experience led to your interest in the floral industry?

Working as a delivery driver for a small-town floral shop and seeing the expressions on people's faces when I would hand deliver their orders. It was then that I realized that I delivered happiness and I wanted to be a part of the joy that only flowers could bring.

Share an experience that stands out in your early years in the floral industry?

I recall working long holiday hours under the direction of Pam Fuller in Harlingen, Texas. Working at her shop afforded



me the opportunity to present a design show at Southern Floral Company in Houston that catapulted me feet first into presenting, designing, and meeting some of the industry's finest people. I will always remember my first presentation and the nerves experienced at the onset and the adrenaline rush that followed and led to wanting more.

EDUCATION

Overall Education

A proud 1982 Graduate of Harlingen High School in Harlingen, Texas

Design Education

Texas State Florists' Association Texas Master Florist Classes
Houston School of Flowers Classes
CFD and PFDE Preparatory Classes
Wedding, Event and Sympathy Courses

INDUSTRY EMPLOYMENT

Your favorite job in the floral industry?

I would have to say working for ACOLYTE Designs, LLC was the highlight of being in the industry so far. It afforded me the opportunity, to not only travel the continental United States for trade shows, showroom setups, events and meetings, but also allowed me to meet the giants in our industry. Without this opportunity, I would never have known about the amazing educational resources that are available. Acolyte provided a "light" during a dark time in my life, one where I realized I had to determine my future. I am grateful to Masa Yamazaki for affording me that opportunity to interview in New York City that led to a whirlwind of touring, presenting and the continuation of my floral education.

Your present employment and what you like best about it.

I am the owner and Floral Design Engineer at Casa Granada Floral in La Feria, Texas. A unique design studio concept that allows me to create and design per customer requests. I have the freedom to be as creative as possible while meeting my clients' budgets. One of Casa Granada's trademarks is sharing a photograph of the design, prior to it leaving the studio, thus allowing the customer to see exactly what they are sending, acknowledging their approval and thus being a part of the process. This small detail sets us head and shoulders apart from the rest when it comes to quality customer service and is reflected in our perfect online ratings. Another distinction where Casa Granada stands out is our Annual Homecoming Mum Reveal Parties, where order pickups become a true event. We provide light refreshments for the customers and their parents, while we reveal their individual and unique designs to wear. Since 2017, we are the first to offer reveal parties in South Texas and it has become quite the anticipated annual affair.

AFFILIATIONS

Your Greatest Support

I have been divinely favored to have my husband, Mark, as my greatest supporter. He not only supports and guides me but also keeps me focused when my mind races and wanders. He has always been on "my team" as he says and has been a driving force in helping me be successful. He is always ready to lend a hand with setups, processing, prop construction, welding and design assistance. Anything I can envision and draw, he has been able to build. Sometimes only he knows the method to my madness, but always finds the words to keep me on track and grounded. My greatest spiritual supporter is my mother who recently passed in December 2021. She was and remains always vigilant over me and was instrumental in instilling in me a love for all flowers, especially tuberoses. Her love, respect, compassion and support of my career and business molded me into the man that I am today.

Your Association Affiliation

I am currently a Professional Member of the Texas State Florists' Association, Louisiana State Florists' Association and the Society of American Florists. Professional Floral Communicators International (PFCI) and the American Institute of Floral Designers (AIFD) have recognized me with the designations of PFCI and AIFD.

INDUSTRY HIGHLIGHTS

My favorite Industry Highlights were serving as Director of Marketing and Design for Acolyte Designs, LLC where I coordinated event and catering trade shows across the country while meeting some amazing clients and establishing numerous business partnerships from all over the world. My most memorable industry highlight would have to be Designing an award winning illuminated table scape for the Partners' Expo at the 2014 AIFD Symposium in Chicago where I was also fortunate to meet my floral idols Hitomi Gilliam AIFD,

Phil Rulloda AIFD, J Schwanke AIFD and René Van Rems AIFD.

INTEREST IN COMPETITION

It appears that you truly love the art of competition. What intrigues you about the process?

The capability to design "off the cuff" with the unknown is both thrilling and mind blowing to me. Walking into a room with just your tools and not knowing the products always amazes me. One's creativity and limits are boundless and pushing yourself to create something artistically beautiful is all within your mind and limited only by time. I am a firm believer that you only improve your game by playing with better players.

What was your inspiration behind the designs that led to First Place?

My inspiration has always been to do something different and unexpected. I realized that flowers should be represented in 360 degrees, where the judge could see the completed design without having to physically walk around the table, I considered flowing movement as if the wind were blowing so that all sides were visible. My thoughts were then how to create that surprising aspect of MOVEMENT.

I recalled that many years ago, while attending the 2014 AIFD Symposium in Chicago, I noticed that all of the tablescape were without movemnet. I designed a tablescape for Acolyte with a very small battery-operated turntable where I placed a bubble bowl of roses, curly willow and glittering butterflies. As the design rotated, the butterflies seemed to dance skyward. It was magical and in reflection, I just knew that I had to recreate this concept for Texas.

Describe the thought process, that follows the inspiration, to lead to a winning design.

Simply stated, "Practice Makes Perfect". You decide exactly what you wish to achieve when you practice manipulating florals and foliage time and time again. In playing with an array of materials you become more comfortable once the unknown materials are presented to you. Although the materials may be unknown, your understanding of elements and principles and your ability to make something beautiful that appeals to the judges helps to ensure a winning design.

The takeaway must be much more than the win. What do you take away from these experiences?

The thrill of competition is amazing, but so are the opportunities to meet other like minded floral artists who wish to push themselves and their creative abilities. In my eyes no one looses during these competitions, just by competing each is a winner in their own rights and should be respected as such. I feel honored to have won the Texas Designer of the Year Competition, but I am also humbled and share the win with the other contestants from across the state who came together for a weekend of education, camaraderie and friendly competition.



I wanted the Interpretive Design to have movement, to be able to turn and be seen from all angles. By utilizing a larger turntable with remote control it allowed the design to magically “float” and turn with the touch of a button just as the official time was called.



The Vegetative Design called for something drastic. I decided to flip the Smithers-Oasis Eco container upside-down, thus minimizing the overall use of product and creating a totally different vessel than all the other competitors in the room.



For the final surprise challenge, I found inspiration in the armature to complete the vintage bridal bouquet. Curly willow, hydrangea and roses were featured but the design called for a new technique, one that I had learned just the night before in Hitomi Gilliam’s class. I sat down on the design room floor and took the time to pinch prune each vine of Italian ruscus to leave only the spine and thus utilized that skeleton as my armature and grid.



What’s Next?

Next for me is to continue my journey of learning in this ever-evolving industry, to proudly represent Texas at the Sylvia Cup Competition during the Annual SAF convention in Arizona, while also preparing for future in-person design seminars as well as becoming more involved with the AIFD Education Committee promoting the Association through my bilingual skills into Mexico and other Latin American Countries. I also wish to introduce more school aged students to floral design by working closely with the Texas school

districts to promote the beauty of florals, and lastly, as the 2023-24 Texas Designer of the Year, my yearlong goal is to become a true ambassador for the Texas State Florists’ Association through promotion of not only the competition but the journey one undertakes to get there.

TSFA wishes Abel González Mencio all the best as his floral journey continues. Those attending the Texas Floral Expo celebrated his win from the moment it was announced. Congratulations!



Photography Credit | Cody Ash Photography

MEET TSFA PRESIDENT *Susan Piland* AIFD CFD TMF



LET'S MEET YOUR FAMILY

My husband Patrick and I will be married for thirty eight years on November 2nd. We have two married children and two grand children. Valerie, her husband Josh and son Deckard Dean, age 2 and Jack, his wife Kathryn and daughter Maurie Estelle age one! Plus we cannot forget our fur baby Blossom!

HOW DO YOU SPEND YOUR TIME OUTSIDE OF THE INDUSTRY?

I enjoy time with my mother on her farm. I love our church family. My husband and I have been members of Sunnyvale First Baptist Church for more than 30 years.

WHAT BRINGS YOU THE MOST JOY?

I must say that joy is in abundance when spending time with my family, loving those grandbabies and looking forward to them calling me "Poppy"!

WHAT'S YOUR FAVORITE COLOR AND WHY?

When looking at flowers I tend to go for analogous colors such as pinks and violets. They are soft and feminine and just make me happy.

WHAT'S BEEN YOUR FAVORITE TRIP TO DATE?

Maui in 2010 was magical. Beautiful tropical flowers and plants. The aquamarine water was crystal clear for snorkeling!

IS THERE A "DREAM TRIP" AND IF SO, WHERE DOES THE "DREAM TRIP" TAKE YOU?

I would love to take a Viking Cruise starting in Amsterdam during the Tulip festival and explore the sights of Europe. Also, visiting Prague in the Czech Republic, in that my grandparents were immigrants from Czechoslovakia. It would be a treasure to see where my family roots started.

DO YOU HAVE A FAVORITE FOOD?

"Surf and Turf" with a wedge salad and ice cream are my weaknesses!

DO YOU PREFER TO COOK OR DINE OUT?

I love to try new recipes, so we eat in most days. If we go out, it needs to be "out", not where we frequently go, but "out" for an experience!

WHAT'S YOUR FAVORITE MOVIE?

Dirty Dancing! I just watched it today! I also loved the series Downton Abbey and the series The Chosen.



WHAT IS YOUR FIRST MEMORY OF FLOWERS?

One of my flower memories was picking roses through Mrs. Garrett's chain length fence, running to hide under the canopy of the large branches of our magnolia tree. Then hearing the phone ring and my mother yelling, "Susan!". I was caught. Another memory was going to the plant nursery, while my mother made her selection of bedding plants, I would escape to the bulb house. I can remember the cool humid air as I walked through the doors, my tiny fingers would play in the rich soil mixture. Even now, the smell of peat moss takes me back as a small child.

WHAT EVENT/EXPERIENCE LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

Attending Skyline High School in Dallas was the perfect pathway for my career. The Horticulture program encompassed landscape, greenhouse and floral design. All freshmen had to spend time out in the cold chilly spring air planting pansies and I quickly knew that this was not for me! I found my true passion in floral design and embraced every opportunity that was offered. I met my husband working at an area florist during my senior year, where he was the delivery driver! The rest is history!!

INDUSTRY EDUCATION

The summer I graduated high school was my introduction to Texas

State Florists' Association, at the TSFA Convention in San Antonio. I was absolutely in awe. I began the Texas Master Florist classes at this convention, which took two years to complete back in the day. I was pinned TMF by Willard Scott (yes, the NBC weather guy) at the 1986 convention in Houston!!

INDUSTRY EMPLOYMENT

During my floral career, I have worked for several florists in the Dallas area and even went back as a teacher's aide under the instruction of my Horticulture teacher at Skyline High School, Mr. Skinner. I was co-owner of Windsor Florist in downtown Mesquite until 2016.

YOUR FAVORITE JOB IN THE FLORAL INDUSTRY

Teaching floral design for the TSFA School of Floral Design is a passion. I love to guide students in discovering their own artistic abilities and see them transform their ideals into beautiful arrangements.

YOUR PRESENT EMPLOYMENT AND WHAT YOU BEST LIKE ABOUT IT.

Susan Piland Floral Studio allows me to work on events, weddings and sympathy tributes while giving me time to volunteer with TSFA events and help educated future designers and teachers. I also enjoy working a couple days a week for Shirley Tullos-Thurman of Rowlett Florist. This keeps me connected with the retail florist side of the business.

AFFILIATIONS AND ACHIEVEMENTS

I have long been a TSFA member. I was inducted into AIFD in 2023. TSFA Achievements have included numerous opportunities to give back:
2019-2023 Education Committee and Co-Chair
2020-2022 Retail Director
2022-2023 2nd Vice and 1st Vice President
2021 Hands-on Design Workshop Chair
2022 Hands-on Design Workshop and Presentation Chair
2023 Texas Floral Expo Chair

WHAT ROLE IN TSFA BEST PREPARED YOU FOR THE OFFICE OF PRESIDENT?

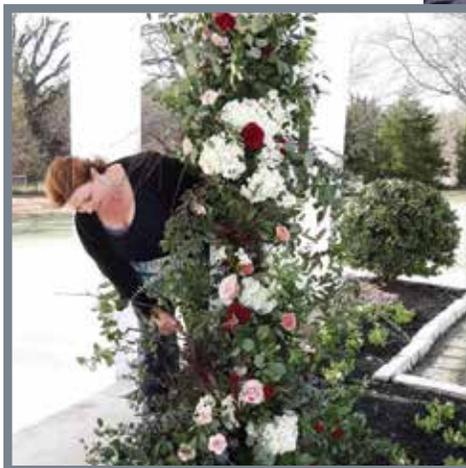
TSFA Retail Director position began my journey. At that time, I watched the work of my peers to clearly see their dedication and have strived to follow by example. I love working alongside other like minded individuals that are striving to make our industry stronger.

WHAT GOALS DO YOU HOPE TO ACHIEVE FOR TSFA?

I have four primary goals for TSFA

- Strengthen Member Participation
- Partner with Industry Allies
- Continue to strengthen Education
- Ensure our Financial sustainability

Following such an outstanding leader as TSFA President Cheryl Vaughan CFD TMFA, my hope is to continue making our floral community stronger, achieving



these goals, with excellent education and resources.

WHAT HAVE BEEN THE HIGHLIGHTS OF YOUR LIFE IN THE FLORAL INDUSTRY?

Achieving Texas Master Florist in 1986 was the first of many highlights! Early in my career I won the Dallas Cup Competition in 1989 and 1992 and went on to compete in the Texas Cup Competition, placing in the top 5 in 1993 and 1994. My lifetime goal was to be inducted into the American Institute of Floral Designers. That goal was reached in Chicago in 2023.

WHERE DO YOU SEE THE INDUSTRY TODAY?

The floral industry is going strong. After the pandemic the love of flowers has surged and the floral industry has felt the benefits. We see this increase not only in fresh flowers, but also in a resurgence of plant lovers.

WHERE DO YOU SEE THE INDUSTRY IN TEN YEARS?

I was reading a recent statistics overview and the global market of flower and plant sales is expected to grow over 6% in the next five years so the potential is promising. Plus, all the students that have gone through the High School Floral Program will be the next generation of faithful consumers of flowers for many years to come which promises continued opportunities and success!



Juxtapose this... and he did!

Written by Amy Neugebauer AIFD CFD TMFA

Fabian Salcedo demonstrated his masterful execution of style and creativity before a crowd of TSFA members and guests on August 9th in Houston.

Thank you to Mayesh Wholesale Florist for sponsoring and hosting this "Texas Floral Spotlight". Fabian detailed the research involved when a customer requests an abstract theme or vision.

**HE PRESENTED FOUR
UNIQUE TABLETOP THEMES.**



SANTORINI MEETS FRENCH COUNTRY

Setting the table with a blue and white French toile tablecloth and bone china, Fabian brought the vision to life with stunning arrangements of white fluffy lisianthus, tweedia, and olive foliage.



ZEN GARDEN MEETS ANIME

Arrangements in color groupings of orange, yellow and green. Fabian detailed how the custom-made boxes were constructed in house. Accenting each arrangement with stripped smilax that had been painted to coordinate, Fabian emphasized that the base coat must always be white. Then the desired color is sprayed as a second application. The final touch for this creative tablescape were origami birds placed among the smilax.

DESERT TEXAS ON THE ELEGANT SIDE

A native Texas tablescape with cholla wood, tumble weeds, smoke bush, mocha lisianthus, dried palm fans, dried sea oats and spanish moss. The mocha lisianthus was a perfect choice to complete a natural grouping that was perfect for a Texas tablescape.



TROPICAL GOTHIC MEETS SEXY UNICORN

Painted Anthurium and Swordfish leaves accented a fabulous grouping of color featuring blue, purple and black. Fabian detailed the painting technique he employed to create this stunning look. Number one, start with a glossy paint as a base. Then brush on the desired mica/chrome paint, which may be purchased from Amazon or any craft store. Fabian also demonstrated inserting a metal rod through the poultry wire to allow the designer the ability to shape the poultry wire structure. This technique was implemented in the tablescape created for this event.

The Mayesh Team joins TSFA President Cheryl Vaughan CFD TMFA and Fabian Salcedo. Pictured left to right: Terrance Williams, TSFA President Cheryl Vaughan CFD TMFA, Melanie Gray, Spotlight Designer Fabian Salcedo, Kimmie Gibson, Joe Wilridge
Not pictured: Jamie Sanderson and Jeni Stewart

Thank you

Fabian Salcedo for a program filled with inspiration and fresh ideas.

Mayesh Wholesale,
Gold Level Texas Floral Education
Underwriter, for hosting this Texas Floral
Spotlight and for providing the superb and
unique product.





INTERPRETIVE FLORAL DECOR HIGHLIGHTS TSFA ANNUAL MEETING



The 108th Texas State Florists' Association Annual Meeting was held and 2017 Texas Designer of the Year Debbie Lyon TMF brought her best to illustrate the Texas Floral Expo theme Emersion. Creating a pond scene with floral elements, rising out of the imagined water, she centered a large log with foliage, flowers and Mexican pebble rock to extend the length of the Board Table.

To create the pond's edge, the rocks were sprayed with clear coat so each would appear wet. The arrangements were designed in 9 and 11 inch Lomey trays. You may be thinking just how did she achieve the glistening color on those leaves! Each was sprayed with chrome paint and then again with Design Master's "Just for Flowers" in colors Hydrangea Blue, Delphinium Blue and Peacock. During our time at the Expo, Debbie goes on to expand on the technique while providing yet another!

"Be sure and let the chrome paint dry first, if you want the leaf to look like the one pictured but there is another option! If you spray the "Just for Flowers" on to wet chrome paint, it makes a beautiful crackle finish. I often use this technique on succulents in that it is a great way to sell succulents if they arrive in with blemishes.

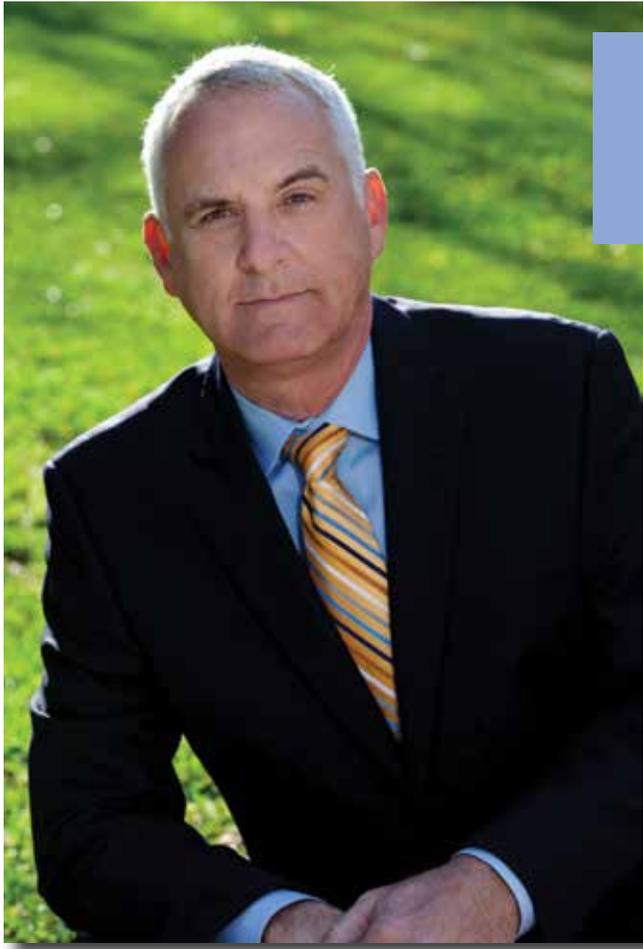
TSFA President Cheryl Vaughan CFD TMFA conducted the meeting. Highlights of the Year, the Treasurer's Report and the Nominating Committee Report were among the noted items of business. Those nominated for the TSFA Board brought greetings. Outgoing Board members were recognized.

The business of TSFA has long been surrounded by the beauty of flowers and the talents of many. 2023 was no exception. Thank you to all who consistently bring their best to the organization to ensure continued strength and excellence.

TSFA leadership rocks Agriculture Teachers Association of Texas with J Schwanke's Presentation at the Dallas Arboretum

Standing from Left to Right:
Cassie Sanders AIFD CFD TMF
Debbie Woltmann AIFD CFD TMFA
Cheryl Vaughan CFD TMFA
J Schwanke AAF AIFD CFD PFCI NAFD
Ed Fimbel CFD TMFA
Seated from Left to Right:
Dianna Nordman AAF
Amy Neugebauer AIFD TMFA
Susan Piland AIFD CFD TMF





JACK WINTERROWD TMFA IS INDUCTED INTO THE ATAT HALL OF FAME

He is currently serving as the Area XII FFA Association Coordinator and works daily to assist Ag teachers and coordinate activities and events for the 70 FFA chapters, 210 teachers and 15,300 FFA members in Area XII. He has also been an Agriculture Teachers' Association of Texas Teacher Mentor. Previously he served as an officer and Chairman of the Board of VATAT and the Texas FFA Association.

Jack is active with the Texas State Florists' Association and is currently a member of the TSFA Education Committee. He is a TSFA Instructor and grader for Level 1 and Level 2 High School Floral Certification Program. He obtained his Texas Master Florist Certification in 2006. Jack has conducted many professional development workshops for high school floral design teachers. Most recently, he initiated the Young Florists of Texas Competition in 2021 and coordinates two design contests per year for high school students. He began the ATAT Floral Design Teachers Showcase in 2022 and is committed to helping Ag teachers expand their skills set through floral design workshops and competitions.

TSFA member Jack Winterrowd TMFA takes center stage during his induction into the Agriculture Teachers Association of Texas Hall of Fame (ATAT).

From Caldwell, Texas, Jack is a retired Agriculture Science teacher, having taught Agriculture Education for thirty six years. He taught in Cedar Park for eighteen years and in Lampasas and Cameron prior to that. He also worked for the Texas Education Agency as an Agriculture Education Specialist and served as Executive Director of the Texas FFA Association from 1994 to 1998.

Jack graduated from Texas A&M in 1978 with degrees in Animal Science and Agriculture Education. He completed his Masters of Education at Texas A&M University in 1984. When he was teaching, his primary focus was in Animal Science, Floral Design and Youth Leadership Development.

In 2011, he founded the Advanced Leadership Academy to assist young people in their quest to become stronger and more competent leaders and was director of that successful program until 2018.

Jack has been married to Tammy Winterrowd for 44 years. They have two daughters, Holly and Ashley, and three grandchildren. He enjoys helping his grandchildren with their show heifer and show pig projects. He also enjoys gardening, wood working and coordinating occasional floral design events.

TSFA extends heartfelt congratulations to Jack and celebrates his induction into the ATAT Hall of Fame!



Orange Grove High School
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Beverley Schroedter
presents 2023 ATAT
Hall of Fame Recipient
Jack Winterrowd TMF



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TSFA Calendar of Events

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SEPTEMBER

- 4 Labor Day
- 10 Grandparent's Day
- 13 Curating Color
Texas Floral Showcase
Featuring Jody McLeod
City Club of Fort Worth
301 Commerce St.
Fort Worth, Texas
Register at tsfa.org
- 22-25 Texas Master Florist Certification
Class | TSFA School of Floral Design
Leander, Texas

OCTOBER

- 6-8 TSFA Basic Design Classes
Fundamental Floral Design
Wedding Design | Sympathy Design
For registration information tsfa.org
>floral education tab >
Texas School of Floral Design
- 9 Columbus Day
- 16 Boss's Day
- 18 TSFA Finance Committee Meeting
TSFA Office | Leander, Texas
- 31 Halloween

NOVEMBER

- 5 Daylight Savings Time Ends
- 11 Veterans Day
- 12 TSFA Board of Directors Meeting
TSFA Office | Leander, Texas
- 23 Thanksgiving Day

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