

FEBRUARY 2023

# TEXAS

*in Bloom*





*Making Texas Floral Education Possible*

**PLATINUM**



**GOLD**



**SILVER**



**BRONZE**



please visit [tsfa.org](http://tsfa.org) for the most up-to-date list of underwriters and their links

# Texas in Bloom

FEBRUARY 2023 | VOLUME XXXXVIII | NUMBER 2

## FROM THE *President*



TSFA President  
Cheryl Vaughan TMFA

Happy February! I know many of you are in the center of the world we call Valentine preparation! I am hoping all of you are on schedule and ready to have the best Valentine's Day ever!

During your down time, please take just a few moments to read and discover all TSFA has planned for our members over the next few months.

March 1st is the first Texas Floral Showcase with both a hands-on workshop and design presentation during dinner by the amazing Jody McLeod AIFD at the Houston Racquet Club. Thank you Amy Neugebauer AIFD TMFA and Kim Jones AIFD TMFA for co-chairing this event. I know you will produce a flawless day of education! Thank you to former TSFA Past President Keith Taylor and Bronze Level Texas Floral Education Underwriter Taylor Wholesale for supporting all the procurement functions for these programs.

On April 13th, we have a presentation from Texas designer, Marisa Guerrero AIFD of El Paso. Marisa is a second-generation florist and specializes in weddings and events. Her program, "Can't Stop Our Love" will be a staged presentation that you will not want to miss. I had the pleasure of attending her wedding trends presentation at the Hotel Del Coronado in Coronado, California during CalFlowers Fun 'N Sun. She did a superb job! I learned so many tips from her along with a great deal of inspiration. This evening of education will be at Bronze Level Texas Floral Education Underwriter Pikes Peak of Texas' Austin location with doors opening for shopping at 5:00 p.m. with a lite dinner and presentation at 6:00 p.m. This event is FREE to all members and only \$25 for non-members. Please encourage your flower friends to attend! This is also the perfect time for non-members to join TSFA with 20% off their membership and free admittance to the event. I would like to thank Pikes Peak of Texas for your overall underwriting and for your generosity in hosting this event in Austin!

When I think of membership in this association, I cannot help being excited about the numerous opportunities TSFA membership affords us. My love of this industry has flourished because of this association and not only because of the education and inspiration, but most importantly because of the people in the association. I am so grateful for each of you and the difference you have made in me. I love hearing why others value Texas State Florists' Association and I must share that they are not all from Texas. Recently, I had the pleasure of visiting with Donald Yim AIFD. He shared that even though he has been in the industry for thirty years, he still references TSFA's website for education. I strongly agree with him and feel like if Donald Yim is looking to TSFA, we all should be as well!



Donald Yim AIFD

Wishing each of you a most successful Valentine's Day! I hope to see you at one of the several events soon. If you are interested in participating in any area of this association, please reach out to me and let's get you plugged in. Also, be sure that you have saved the date for the Texas Floral Expo at the Sheraton in Georgetown June 23rd - 25th!

4 TEXAS FLORAL SHOWCASE  
HOUSTON, TEXAS  
MARCH 1, 2023

5 TSFA MEMBER EVENT TO  
FEATURE A WEDDING SHOW  
AT PIKES PEAK OF TEXAS'  
AUSTIN LOCATION

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MARKETING AWARD

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JOIN JODY MCLEOD FOR  
**Curating Color**

Jody McLeod AIFD PFCI NCCPF



**MARCH 1, 2023**  
**Houston Racquet Club**  
**10709 Memorial Drive**  
**Houston, Texas**

Chairs

Amy Neugebauer AIFD TMFA and Kim Jones AIFD TMFA

**SCHEDULE**

**3:30 p.m. - 5:30 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 HOUSTON?**

TSFA has secured a special rate of \$69.00 for a king room at Courtyard by Marriott Houston Brookhollow 2504 North Loop West, Houston, Texas • 713.688-7711 Ask for Texas State Florists' Association room rate. Reservations must be made by February 24, 2023. After that date, TSFA special rate expires.

**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

Marisa Guerrero AIFD presents

# Can't Stop Our Love For Flowers Wedding Show

**Pikes Peak of Texas' Austin Location**

**April 13, 2023**

**5:00 p.m. Pikes Peak of Texas Opens for Early Shopping**

**6:00 p.m. Lite Dinner and Presentation**

**TSFA Members enter FREE but must register in advance! Non-Member Registration \$25.00**

Join flower-lover and wedding florist Marisa Guerrero AIFD for a lovefest full of beautiful blooms. Millions of weddings happen each year and you want to be ready with the latest trends and ideas to share with your clients. J. Cao. From captivating blooms to show-stopping installations, flowers bring a couple's dreams to life in the most wonderful ways.

Working with wedding clients can be challenging, but so can working with florists. Marisa will discuss simple yet effective ideas for how florists, wholesalers, growers, transporters and suppliers can work together, beyond the price and availability lists, to create spectacular weddings.

Our daily experiences with flowers may each be different but in the end, it's all about "WOWING" the clients. Come join Marisa as she showcases some of the beautiful ways the flowers you develop, grow, transport, or sell are transformed into magical wedding moments. You'll fall in love with their beauty all over again.

This event is FREE to all members and only \$25 for non-members. Please encourage your flower friends to attend! This is also the perfect time for non-members to join TSFA with 20% off their membership and free admittance to the event. Plan now to attend! Register at [tsfa.org](http://tsfa.org)



**Marisa Chanel Guerrero AIFD**

As Vice President of Debbie's Bloomers and instructor at El Paso Community College, Marisa Guerrero AIFD is a second generation floral designer and educator known for her enthusiasm and wide ranging involvement in the floral industry. She sits on the boards and committees of numerous industry organizations. Marisa has had the pleasure of designing for many prestigious industry events but her goals are centered in propelling the floral industry into a successful future.

# CAN'T STOP OUR LOVE OF FLOWERS

PRESENTED AT CALFLOWERS  
FUN 'N SUN CONVENTION

Program Sponsored by TSFA  
Featured Designer Marisa Guerrero AIFD



During her CalFlowers presentation, Marisa Guerrero AIFD showcased three trends for upcoming weddings. These are trends that are not new, but enduring and evolving. Here are some takeaways from the program.

## 1 FLORAL INSTALLATIONS

Flowers hanging from the ceilings, exquisite tunnel entrances and amazing stages, that are fit for royalty (or the wedding band), are some of the most talked about floral installations and statement pieces that are getting more extravagant by the week! “We enter a bride's life to make her vision come to life,” said Marisa as she shared the first trend, Floral Installations.

Usually, we see trends move from the coasts into the center of the country. So, while these designs have been common in large metropolises and for big-budget events, they are being translated into more affordable splurges for couples looking for a “Wow Factor” for their wedding. While they may not be able to afford hanging flowers and a tunnel, they might opt for one that creates a moment to inspire their guests.

## 2 SPECIMEN BLOOMS

While big bouquets are still hot, more brides are looking for smaller bouquets created with a few spectacular flowers. Unique tulip varieties, gorgeous anthurium or highly seasonal blushing bride can all be selected for a bouquet that inspires social media adoration. Marisa suggested that you guide your brides into a color choice, rather than specific flowers. This will give you the flexibility to use the most spectacular flowers in bloom the week of the wedding.

CalFlowers Fun 'N Sun attendees were greeted by a smiling Marisa Guerrero AIFD when they attended her program at this year's event. She shared that she has been in the floral industry her entire life and is currently Vice President at Debbie's Bloomers in El Paso, Texas. She is responsible for flower buying & designing the florals for weddings and events, among many other things.

If you are purchasing unique florals for the bouquet, figure out how the rest of the bunch may be showcased and appreciated. Many guests may not get up close and personal with the bride's bouquet but a coordinating design at the guest book table will allow them to appreciate the detail of your work.

Remember that sourcing these blooms means having a strong relationship with your suppliers, no matter what area of the industry you are in. Florists have to order early enough for wholesalers to find the right farms for these special requests. Plan now to step out of the design room and get to know your wholesalers before wedding season begins.



### 3 THERE'S NO STOPPING PAMPAS

Big, fluffy (messy) pampas is still a favorite but not for its nude tones alone. When the trend began, there were big bold columns and clouds of pampas everywhere. It's still popular, but as an accent to add height, texture or volume.



Pampas is also moving out of the realm of neutral boho weddings and into a textural element that contrasts with bold color choices. When used with strong oranges and reds, pampas can soften the palette. The never-ending burgundy & blush color combination is made trendy when combined with a touch of pampas and soft pastels are gorgeous with a pampas accent.

Engagement season is upon us. According to TheKnot.com, nearly 40% of couples get engaged between Thanksgiving and Valentine's Day. Now is the time to think about how many events (and consultations) you can take, what your ideal client looks like and what you're going to be offering your couples. Wow them with fabulous installations ideas, spectacular specimen blooms and keep the pampas coming!

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TEXAS  
Floral  
EXPO • 2023

# EMERSION

June 23-25, 2023

Sheraton Hotel and Conference Center  
Georgetown, Texas

**Emersion is defined as the state of emerging from a situation.**

The programming will lead you from the days of the pandemic preparing you for the days ahead!

**PRODUCT GALLERY** features what's new from the Texas Floral Education Underwriters with time to see friends, renew acquaintances and network to discuss the most important topics of the day!

**DESIGN LECTURES & DEMONSTRATIONS** inspire while addressing topics to ensure your success.  
Announcing the 2023 Presenters!  
Hitomi Gilliam AIFD • Jackie Lacey AIFD  
Donald Yim AIFD

**A STUDY OF FLOWERS & PHOTOGRAPHY** with Alan Masters AIFD and Cody Ash will expand opportunities!

**LUNCH & LEARN** on Saturday with Event Designer Extraordinaire Mandy Majerik AIFD and on Sunday with Floral Retail Expert Deborah De La Flor AIFD and emerge with an enlightened education.

**BUSINESS SESSIONS** on Friday provide the absolute best in business instruction. You asked and we listened! Derrick Myers and Renato Cruz Sogueco return to share a wealth of knowledge to help improve your bottom line!

**HANDS-ON DESIGN WORKSHOPS** bring the absolute best in design talent to Texas to lead you forward in mastering techniques and learning the latest! Announcing the 2023 Instructors!  
Amy Balsters • Hitomi Gilliam AIFD  
Jackie Lacey AIFD • Derek Woodruff AIFD

**BREAKFAST** with Derek Woodruff AIFD on Saturday morning will highlight experiential retail to engage you and your customer!

**DINE & DESIGN** with Color Curator Jody McLeod AIFD on Friday evening during the Stars of Texas!

**All meals are included in your Expo Registration!**  
**For the first time ever, TSFA will offer a three installment payment plan**  
**in an effort to make it as easy as possible to attend!**





## TEXAS FLORAL EXPO CHAIR

Susan Piland CFD TMF

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

## TEXAS FLORAL EXPO CHAIRS

**TEXAS FLORAL EVENTS COORDINATOR**  
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Ed Fimbel CFD TMFA

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Pikes Peak of Texas

**PROCUREMENT RECEIVER FRESH**  
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**PAST PRESIDENT'S FLOWER SALE**  
Norman Northen TMFA

**TEXAS DESIGNER OF THE YEAR  
COMPETITION CHAIR**  
Mary McCarthy AIFD TMFA

**PRODUCT GALLERY GREETER**  
Patrick Houck



**JUNE 23-25, 2023**

Presented by the Texas State Florists' Association | Partially Underwritten by the Texas Floral Endowment

# TEXAS FLORAL EXPO SCHEDULE

## FRIDAY, JUNE 23, 2023

Noon - 4:00 pm  
Pre-Assembly 2-4

PRODUCT GALLERY INSTALL

3:00 pm - 4:00 pm  
Belford

BUSINESS SESSION  
Derrick Myers CPA CFP PFCI

9:00 am - Noon  
Ames

HANDS-ON DESIGN WORKSHOP  
Jackie Lacey AAF AIFD PFCI  
Gold Level Texas Floral Education Underwriter  
BloomNet

4:45 pm - 5:15 pm  
San Gabriel J-K

TSFA ANNUAL MEETING

9:00 am - 11:30 am  
Belford

BUSINESS SESSION  
Derrick Myers CPA CFP PFCI  
Texas Floral Education Underwriters

6:30 pm - 7:30 pm  
Pre-Assembly 2-4

PRODUCT GALLERY OPPORTUNITIES  
SHOP & NETWORK

9:00 am - 4:45 pm  
San Gabriel G-H

SILENT AUCTION  
RAISING FUNDS FOR EDUCATION  
Texas Floral Endowment

7:45 pm - 10:30 pm  
San Gabriel F

STARS OF TEXAS EVENT  
Jody McLeod AIFD PFCI NCCPF  
Texas Floral Education Underwriters

Noon - 2:00 pm  
Ames

HANDS-ON DESIGN WORKSHOP  
Amy Balsters  
Texas Floral Education Underwriters

## SATURDAY, JUNE 24, 2023

8:00 am - 9:30 am  
San Gabriel F

BREAKFAST PRESENTATION  
Derek Woodruff AAF AIFD PCFI  
Silver Level Texas Floral Education Underwriter  
Syndicate Sales

1:00 pm - 2:30 pm  
Belford

BUSINESS SESSION  
Renato Cruz Sogueco AAF PFCI  
Gold Level Texas Floral Education Underwriter  
BloomNet

9:00 am - 6:00 pm  
Gabriel G-H

SILENT AUCTION  
RAISING FUNDS FOR EDUCATION  
Texas Floral Endowment

2:00 pm - 4:00 pm  
Pre-Assembly 4

TEXAS DESIGNER OF THE YEAR  
COMPETITION CATEGORY I

9:30 am - 12:30 pm  
Pre-Assembly 2-4

PRODUCT GALLERY OPPORTUNITIES  
SHOP & NETWORK

2:30 pm - 4:00 pm  
Taylor

TEXAS DESIGNER OF THE YEAR  
COMPETITION CATEGORY II

10:30 am - 11:30 am  
San Gabriel E

MAIN STAGE PRESENTATION  
Hitomi Gilliam AIFD EMC  
Gold Level Texas Floral Underwriter  
Teleflora

FLORAL PHOTOGRAPHY WORKSHOP CLASS  
Alan Masters AIFD PFCI and Cody Ash  
Texas Floral Education Underwriters

12:45 pm - 2:45 pm  
San Gabriel F

LUNCH & DESIGN PRESENTATION  
Mandy Majerik AIFD  
Bronze Level Texas Floral Education Underwriter  
Accent Decor

3:15 pm - 4:15 pm  
San Gabriel E

MAIN STAGE PRESENTATION  
Jackie Lacey AAF AIFD PFCI  
Texas Floral Education Underwriter  
Gold Level BloomNet

10:15 am - 11:15 am  
Belford

TEXAS DESIGNER OF THE YEAR  
COMPETITION CATEGORY III

4:30 pm - 6:30 pm  
Ames

HANDS - ON DESIGN WORKSHOP  
Derek Woodruff AAF AIFD PFCI  
Silver Level Texas Floral Education Underwriter  
Syndicate Sales

11:30 am - 12:30 pm  
San Gabriel E

MAIN STAGE PRESENTATION  
Donald Yim AIFD PFCI  
Bronze Level Texas Floral Education Underwriter  
Smithers-Oasis

5:00 pm - 7:00 pm  
Belford

HANDS-ON DESIGN WORKSHOP  
Hitomi Gilliam AIFD EMC  
Gold Level Texas Floral Education Underwriter  
Teleflora

1:00 pm - 3:30 pm  
San Gabriel F

LUNCH AND PRESENTATION  
Deborah De La Flor AIFD PFCI  
Silver Level Texas Floral Education Underwriter  
FTD

**SUNDAY, JUNE 25, 2023**

8:00 am - 10:00 am  
Ames

HANDS-ON DESIGN WORKSHOP  
Amy Balsters  
Texas Floral Education Underwriters



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The Texas State Florists' Association's room rate is \$185.00 including complimentary parking and breakfast.

Please ask for the Texas State Florists' Association room block when calling to make reservations. The rate is good until May 31, 2023 or until room block is sold out.

# MAKING YOUR DAUGHTER'S *Dreams Come True*

... EVEN IF THE IDEAS  
DIFFER SOMEWHAT  
FROM YOURS!

Long time TSFA member, Elaine Nevarez, shares not only the beauty of her daughter's wedding but also takes us behind the scenes leading up to the big day. In this Q&A, learn about the decision process, the compromises and the selections that add to the best of the day! Experience all that led up to the day that celebrated the wedding of Lauren and Reed Reddell.

**WHAT WAS YOUR FIRST REACTION WHEN THE THOUGHTS ABOUT THE WEDDING WERE SHARED WITH YOU?**  
When my daughter, Lauren, first shared her thoughts about the wedding flowers with me, after a brief discussion, I knew right away that she and I were not on the same page. Her vision was very simple and mine was very grand, as I have provided wedding flowers for brides for thirty years. I must admit that I felt a little pressure in that I knew all my friends were expecting a blowout of flowers.

**WHEN DID YOU FIRST START THINKING OF WHAT YOU HOPED THE WEDDING WOULD BE?**

It was after my daughter was engaged that I lay awake most nights envisioning how the flowers would be designed. He proposed in October 2021 and the wedding was planned for June 2022, as her fiancée was enrolled at University of Texas Dental School in San Antonio and had a limited window of time to get married. As Lauren talked often, since high school, about getting married I did not think about her wedding much until she was actually engaged.

**HOW DID THE PLANNING PROCESS BEGIN?**

From the very beginning, Lauren wanted to plan everything, even though she had zero





venues, it was an obvious that Big Sky Barn gave us everything that we were looking for and more for our ceremony and reception.

**AS A FLORAL DESIGNER, HOW DID YOU NARROW DOWN THE UNLIMITED CHOICES?**

After Lauren made her floral color selections, I worked together with my local supplier, Southern Floral Company, to select the types of roses we would feature. Lauren requested a natural earth tone palette. We did not use a wide variety of flowers. Roses and spray roses were the featured blossoms. Casablanca lilies, hydrangea, butterfly ranunculus, phalaenopsis orchids and larkspur complemented the style. Pampas grass, scabiosa pods and Ivanhoe foliage were added to elevate the natural appearance.

therefore, both were drawn to the rustic, yet warm feel of Big Sky Barn and a style of flowers that would best complement it!

**WAS THE PREFERRED LOOK ON TREND OR A MORE CLASSIC STYLE?**

The preferred look was a modern boho style, with touches of timelessness throughout.

**DESCRIBE THE WEDDING GOWN AND THE STYLE OF BOUQUET SELECTED TO ACCESSORIZE THE DRESS.**

The wedding gown was a modern boho backless dress with intricate lace appliques applied on a tulle skirt with a flowing train. The bridal bouquet was designed as an extension of the dress and the bride's personality. She wanted to

experience at planning anything. She often said she wanted to be a Wedding Coordinator so I thought I would let her see how much work goes into that profession. She ordered a wedding planning calendar on-line from Erin Condren and off she went. I let her select most of the vendors because it made it easier on me. She is a little headstrong, as the apple doesn't fall far from the tree, and since it was her wedding, I let her have a go at it.

Regarding flowers, she showed me photos of her vision and the colors she preferred. She left the selection of flower varieties to me. I went to a local event planner and looked at several props that I wanted to use for the ceremony and reception. I was so excited about my selections and when I took her to see them, she shot them all down. I bit my tongue and let her select the ones that she preferred.

**WHAT LED YOU TO THE SELECTION OF THE CEREMONY VENUE?**

After establishing a firm budget, general location and style preferences, it was just a matter of doing the research to narrow down the options. Social media sites allowed us to visualize the potential of how we could transform a space for the wedding day. After touring our top

**AT WHAT POINT DID YOU AND LAUREN START TALKING ABOUT THE FLOWERS?**

Being a florist, we did not discuss flowers until after Valentine's Day. I already had a vision of what I would like to design. It was just a matter of Lauren and I agreeing on the final look.

**DESCRIBE THE PROCESS THAT ESTABLISHED THE OVERALL STYLE?**

My daughter has had her dream wedding planned on Pinterest since she was a senior in high school. She just updated it along the way. It was just a matter of turning her dream into a reality. She knew exactly what style and color palette she was looking for when we began our conversations about flowers. Lauren and Reed both love the great outdoors and



keep the bouquet classic and romantic by including more white flowers than color and added foliage that complimented the style of her dress.

#### WHAT LED UP TO THE SELECTION OF THE BRIDESMAIDS' GOWNS?

The bridesmaid's dresses were all chiffon taupe and had slight variations in style. The bridesmaid dress color was selected with the idea of wanting to keep a classic look. With the venue having so much texture and character, we wanted the dresses to be simple.

#### WHAT WAS THE FIRST DETAIL ESTABLISHED FOR THE CEREMONY?

The first detail established for the ceremony was the arrangement placement and overall flower design. A massive garland of mixed foliage was placed around the entry door and draped to the ground on each side. Lauren wanted a broken arch with arrangements stair stepped to each side of the centered space. We also placed arrangements on the floor to line the aisle. Each arrangement was low in design and three feet long. Each consisted of roses, butterfly ranunculus and larkspur to provide some height. Following the ceremony, the larkspur was removed and these arrangements were placed on narrow reception tables.

#### WHAT DETAILS FRAMED THE RECEPTION?

Since the entire wedding party, along with dates, were seated at the head table, a u-shape seating arrangement was best. This provided an opportunity to provide a stunning sixteen foot lifted design to adorn the head table. Casablanca



lilies and white phalaenopsis orchids accented the design along with hanging candle globes. Italian ruscus enhanced the stands.

On the side tables, we placed the arrangements that were used down the aisle and added arrangements that cascaded off the table to the floor. This style of design was used on five other tables. On several other tables we provided large arrangements placed upon a gold stand and we accented the legs on the stand with three roses each. On the remaining tables we placed low arrangements. Tapered candles were used throughout the venue with no votives as requested by Lauren.

#### IN WHAT WAY DID EACH OF THESE DETAILS CONTRIBUTE TO THE OVERALL STYLE?

- Bride's Cake- The wedding cake was a stacked four tier cake, very simple in design with soft touches of flowers to accent. The cake was placed on a four inch cutting from a tree trunk.
- Groom's Cake- Being that Reed loves the outdoors and camping, the cake was decorated with outdoor camping chairs, a small outdoor fire, and flyfishing lures.
- Guest Table Designs - Lauren left it up to me to come up with the designs, as long as I used the props that she selected. Even though I wanted to do more, I did my absolute best to stay within her guidelines



- Departure- While attending the Houston Bridal Extravaganza, we passed a booth that offered unique cars for departure. We ended up escaping the night in a white open top Excalibur, previously owned by Arnold Schwarzenegger,



provided by Monarch British Limos.

**DID YOU HAVE DESIGNER FRIENDS OR STAFF TO HELP OR DID YOU TAKE A H A N D S - O N APPROACH?**

Friends, Friends, Friends, what would we do without Friends! Southern Floral came through with spectacular flowers. God must have known that this was a highly important wedding because every bloom opened perfectly. I did bring in additional staff to assist with the

designs, taking three days to complete. My head designer, Amy Huff, along with Angie Vowell of Jolie Blooms in Cypress and Debbie Samford (Amy's mother) of Carriage Flowers & Gifts in Lake Jackson created beautiful arrangements. I personally designed all of the bridal party's bouquets. The props were selected at Dream Bouquet and the linens at Kirksey Gregg Productions.

**WHAT WAS THE "WOW"?**

Next to the bride, the WOW was, without a doubt, the flowers. The show piece of the reception was the head table, along with the tables that had the flowers flowing to the floor.

An offering that created a buzz was a ten foot, several tiered, grazing table. This table was set rather than serving appetizers. Bliss Box & Boards of Cypress

did an outstanding job. Several guests said "it was the bomb".

**WHAT DESIGN IDEAS SAVED TIME?**

We fully greened the arch and designed all garlands that cascaded off of the tables at the shop. The trays that we used for the aisle arrangements were 5" wide and 28" long and we added a thin strip of wood to the bottoms of each to keep them firm upon handling. We also used S-hooks to hang the garlands off of the trays.

**WHAT TIPS WOULD YOU LIKE TO SHARE?**

Be organized!!! As we all know, what takes the most time in designing is the prep work. We had all containers prepped a full week before we started designing, saving a great deal of time once we started. I had established who would be working on what items and everyone in the shop knew what their job was. It flowed seamlessly.

Since we had so many flowers to be delivered, we rented a large refer truck to keep all flowers fresh. We were also



able to load all props into the trailer. For the one day install and dismantle I planned on a staff of five.

Select the best vendors you can possibly find and afford and followup regarding details to ensure the best possible day. We certainly did and are most grateful!

In closing, Elaine shared that many asked if she got to enjoy the day since she was the mother-of-the-bride and the florist and her answer was "YES! What a wonderful joy it was getting to design my daughter's bridal bouquet. Even though I did not get dressed until thirty minutes before the wedding was to start (because I was assisting in setting up the reception) it all worked out perfectly! I would not have changed a thing!"



# THAT FLOWER FEELING WINS PRESTIGIOUS MARKETING AWARD

“That Flower Feeling”, a brand representing the U.S. fresh cut flower and foliage industry, has been awarded a Bronze Award in the ‘Luxury and Premium Brand’ category in the global Epica Awards.

In partnership with 180 Amsterdam, CalFlowers association launched ‘Flowers. Self care made easy’ in January 2022, a campaign encouraging consumers to make fresh flowers part of their everyday wellness routine. Across multiple social media and digital audio platforms, this wildly popular campaign has reached over 60 million consumers so far in 2022, with greater exposure planned in 2023.

Said Jeanne Boes, Director of the San Francisco Flower Mart, and chair of the CalFlowers committee charged with the development of the brand and campaign, “Our partners at 180 Amsterdam saw our vision at our first meeting and executed that through creative and production at a level of excellence we could not have anticipated.”

The Epica Awards are among the marketing industry’s most prestigious, in that the selection process and final awards are done by industry journalists, not operators. An Epica Award is objective evidence of creative excellence. “To see That Flower Feeling sitting alongside other category winners Burberry and LVMH is incredibly exciting, and lends tremendous credibility to our young brand”, said Joost Bongaerts, co-chair of the CalFlowers committee.



CalFlowers’ unique funding model has a broad range of floral industry stakeholders rallying under the newly launched brand. That Flower Feeling Foundation is a nonprofit entity established by CalFlowers to collect voluntary funding from across the entire global industry.

Steve Dionne, Executive Director of CalFlowers, said “Beyond the prestige of winning the Epica Award, our campaign has created an 8% shift in the coveted ‘intent to purchase’ category for consumers who have seen it. We’re asking the entire industry to support this new brand by contributing to the foundation.”

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CalFlowers Executive Director Steve Dionne, That Flower Feeling Co-chairs Joost Bongaerts and Jeanne Boes and film crew



# MEET PAT BERRY



Born and raised in Dallas, Texas, both of my parents worked and instilled a strong work ethic in me. I was always finding things to do for money. In elementary school I was too small to wash cars, but I could wash car tires! Most cars back then had whitewall tires and I would scrub them with Brillo pads and get them white again for five cents per tire. I collected old newspapers from the neighbors and sold them to the warehouse where my mother worked in the office for one cent per pound. By the time I was ten years old I was mowing yards in the neighborhood for money. When I was twelve, I started selling Tyler roses on the street corner and did that for two summers. When I turned sixteen I could finally work legally for a business. My father told me he would sell me my mother's car when I could pay cash for it. I worked two jobs, one full-time and one part-time, and had enough money at the end of the summer to buy the car. The only hitch was that my dad didn't tell my mom the arrangement because he never thought I would be able to do it. She was not happy about the deal, but I got the car.

I went to college at TCU and the University of Texas. I got interested in plants while attending the University of Texas in Austin and getting my degree in Philosophy in the early 70s. I had a good friend in Dallas whose parents owned a flower shop there, who began importing bareroot bromeliads from Holland. I would load these bromeliads up in

my VW station wagon and peddle them to florists and plant shops down in Austin. No one had ever seen them before. I was hooked. A few years later after graduating from UT, I moved back to Dallas and built my own personal greenhouse and eventually amassed a large bromeliad collection. Unfortunately, in 1980 there was a big ice storm in Dallas, and we went 7 days without electricity and everything in my greenhouse froze. However, by that time I was in my 2nd year of working at Vickery Wholesale Greenhouse and knew I had found my home. My dream of working in a greenhouse had come to fruition.



When I started working at Vickery in 1978, I was 25 years old and the company was 26 years old. In 1982, the business had grown quickly, and I was gifted 49% of the business by Leon Owens, the original owner. The business continued to grow and in 1987 I bought out Leon and became the sole owner.

At the same time I was starting to build a family. My oldest daughter Carly was born in 1977 and Casi was born in 1980. In 1982 I came across an old friend, Marilyn Moncrief. Marilyn and I (and her identical twin Margaret) had known each other since we were in the first grade and were lifelong friends. Marilyn and I spent the evening talking at the party and really enjoyed each other's company. A couple of weeks later we went out on a date as friends for something to do. I had a bunch of hyacinths, tulips and daffodils that were too open to sell at Vickery. I loaded up a LOT of them and took them all up the steps and into her second-floor apartment. We immediately fell in love. Marilyn and I will celebrate thirty-nine years of marriage in November of this year. In 1985,

Member Spotlight

our daughter Lana was born and she is currently living in Los Angeles. We have 6 grandchildren: Jordan, Ashley, Jaxson, Katie, Gianna and Amelia.

What I want the world to know:

Believe in yourself and don't sell yourself short. If you're ever told that you are not enough, prove them wrong. Be resilient but relentless when it comes to obtaining your goals. Never give up. You will be amazed by how much you can accomplish by putting in the time on a daily, weekly, monthly and yearly basis. One day you can look back and say, I made that happen. Take responsibility in your personal life and your business life. If not you, then whom? If not now, then when?

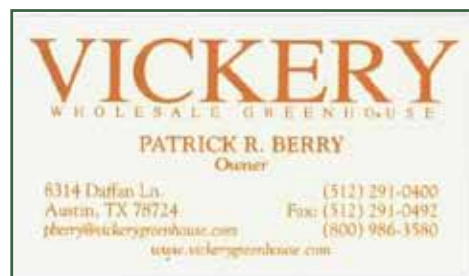
Looking forward:

The future is easy to predict. I predict that there will be change. The one constant in life is change. Everything changes. It is human nature to resist change but if we embrace change it facilitates personal growth. If you own or manage a business, change can keep the business viable, relevant and vital. I also predict that if you eat a bowl of chow mein you will be hungry again soon.

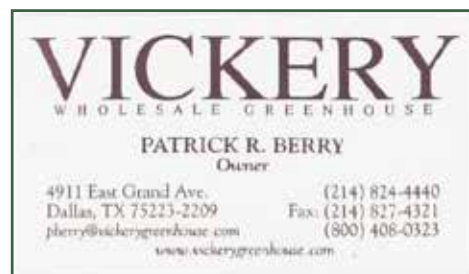


### CAREER TIMELINE, LEADERSHIP AND INDUSTRY INVOLVEMENT

- 1978 Answered Ad In Paper, Started Working At Vickery Wholesale Greenhouse
- 1982 Gifted 49% Ownership Vickery Wholesale Greenhouse
- 1982-1983 Board Of Directors And Charter Member Dallas Allied Florists Association
- 1984-1985 Board Of Directors And Charter Member North Texas Interiorscape Association
- 1987 Became Sole Owner Vickery Wholesale Greenhouse
- 1996 Became Master Gardener In Idaho
- 1996-1998 Board Of Directors Blaine County Fair Board in Idaho
- 1997-1998 Board Of Directors Sawtooth Community Garden Project in Idaho
- 2001-2003 Society Of American Florists Grower's Council
- 2003-2005 Texas State Florists' Association Grower Director
- 2007-2009 Texas State Florists' Association Grower Director
- 2008-2010 Founder And President Crosstown-Fair Park Business Owners Association
- 2020-2011 Texas State Florists' Association First Vice President
- 2011-2012 Texas State Florists' Association President
- 2013 Received TSFA Lifetime Achievement Award
- 2015-2017 Texas State Florists' Association Grower Director
- 2022 Received Texas State Florists' Association Hall of Fame Award



AUSTIN



DALLAS

# TSFA *Calendar of Events*

Photographs Courtesy of Sweet Nest Photography  
Wedding of Lauren and Reed Riddell



## FEBRUARY

- 2 Groundhog Day
- 14 Valentine's Day
- 20 Presidents' Day
- 21 Texas Floral Endowment Board Meeting | 3:00 pm via Zoom Video Conference
- 22 Ash Wednesday

## MARCH

- 2 Texas Independence Day
- 3-6 Texas Master Certification Classes TSFA School of Floral Design Leander, TX  
The Elements and Principles of Floral Design | Celebration of Life: Sympathy Design | Wedding Florals from Consultation to Completion  
For registration information visit [tsfa.org](http://tsfa.org) > TMF Tab > Hands-on Schedule
- 8 International Women's Day
- 12 Daylight Savings Starts
- 12 National Plant a Flower Day
- 15 Texas Floral Endowment Scholarship Submission Deadline  
For information and scholarship application visit [tsfa.org](http://tsfa.org) > Texas Floral Endowment tab
- 17 St. Patrick's Day
- 30 National Doctor's Day

## APRIL

- 2 Palm Sunday
- 7 Good Friday
- 9 Easter
- 13 TSFA Show at Pikes Peak of Texas Austin, Texas  
See registration information on [tsfa.org](http://tsfa.org) or telephone 512.528.0806
- 22 Earth Day
- 26 TSFA Finance Committee Meeting via Zoom Video Conference  
Administrative Professionals Day
- 28 Arbor Day



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Winner receives a front row seat at the design programs at the 2023 Texas Floral Expo and a \$50 Texas Floral Expo Registration credit.

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7 Heights Floral Shop | 713.862.8811 | 800.723.3252 | [www.heightsfloralshop.com](http://www.heightsfloralshop.com)

7 McShan Florist | 800.331.3349 | [www.mcshanflorist.com](http://www.mcshanflorist.com)

7 Rio Roses | 866.746.7673 | [www.rioroses.com](http://www.rioroses.com) | [www.riocorazon.com](http://www.riocorazon.com)

7 The Florist, LTD | 940.483.1800 | [www.thefloristltd.net](http://www.thefloristltd.net)

18 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | [www.vickerygreenhouse.com](http://www.vickerygreenhouse.com)

18 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | [www.vickerygreenhouse.com](http://www.vickerygreenhouse.com)

# School of FLORAL DESIGN

Let your creativity flower in a series of hands-on classes

## *Principles of Floral Design*

Learn the principles of design and the best mechanics, such as proper balance, proportion and depth, to create beauty, stability and lasting quality.

## *Wedding Design*

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

## *Sympathy Design*

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

## *Floral Management*

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

## *Care & Handling of Cut Flowers, Foliage & Flowering Plants*

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



  @txflorist

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