

JANUARY 2024

TEXAS

in Bloom

2024

**Texas State Florists' Association
Commemorates**

50 Years

of TEXAS in Bloom, previously titled The Bloomin' Texan,
for publishing TSFA Member Spotlights and stories
of success, industry highlights and association events,
floral design education and The Business of Flowers.



Texas State Florists' Association *Highlights of the Year*

The dedication and collaborative efforts of many, with the support of the Texas Floral Education Underwriters, continues to add to the education platforms in Texas. Texas State Florists' Association is pleased to share some of the 2023 highlights!

TWO TEXAS FLORAL SPOTLIGHTS HIGHLIGHTED THE SPRING AND SUMMER OF 2023

Marisa Guerrero AIFD presented "Can't Stop Our Love for Flowers" in April at Bronze Level Texas Floral Education Underwriter Pikes Peak of Texas' Austin location. Perfect timing for a wedding show to inspire the best in design! "Juxtapose This!", presented by Fabian Salcedo, wowed the Houston audience in August at Gold Level Texas Floral Education Underwriter Mayesh Wholesale Florist! The Texas Floral Spotlight was created to provide FREE education to TSFA members and involve Texas area Wholesalers who are not only Underwriters but also offer the products of other Texas Floral Education Underwriters!

THE TEXAS FLORAL SHOWCASE WAS HELD IN HOUSTON

The 2023 Texas Floral Showcase curated color during an educational program presented by Jody McLeod AIFD PFCI NCCPF. The theme was further developed, throughout the Racquet Club, by TSFA members Donna Senter AIFD and Ken Senter AIFD with color exquisite table decor. The Texas Floral Showcase was made possible by the Texas Floral Education Underwriters.

THE TEXAS FLORAL EXPO WAS HELD IN GEORGETOWN

Twelve of the absolute best floral presenters and business professionals traveled to Texas to present six Hands-on Workshops, three Business Sessions, a Breakfast and Dinner Presentation, two Luncheon Presentations and three Main Stage Presentations bringing "Emersion" to life! The Texas Floral Education Underwriters not only supported the programs but also a Product Gallery for all to experience and enjoy!

TEXAS DESIGNER OF THE YEAR COMPETITION "FROM BUD TO BLOOM" EMERGED DURING THE TEXAS FLORAL EXPO!

Ten floral design professionals experienced "From Bud to Bloom" - the 2023 Designer of the Year Competition chaired by the 2022 Texas Designer of the Year Mary McCarthy AIFD TMFA.

TEACHING THE TEACHERS

TSFA leadership rocked the Agriculture Teachers Association of Texas Professional Conference with a presentation by J Schwanke AAF AIFD PFCI at the Dallas Arboretum. TSFA's expert instructors continue to provide training to Texas high school floral design teachers through Floral Design Certifications, the Texas Master Florist Program and the Texas School of Floral Design.

TSFA TESTED 5,333 HIGH SCHOOL STUDENTS HANDS ON AND COUNTLESS MORE FOR FLORAL KNOWLEDGE - BASED CERTIFICATION

The Texas Education Agency approved the continuation of TSFA's Level 1, Level 2 and Knowledge Based Floral Design Certifications through TEA's Accreditation process. TSFA is proud of the students we are preparing for a floral career and equally proud of the students who will become our future educated floral consumers.

PROMOTING TSFA MEMBERS AND THE BEAUTY OF FLOWERS AT EVERY OPPORTUNITY

TSFA Member Spotlights highlight the achievements and success of our members. The Texas Floral Spotlight events shine the light on Texas designers who brought their best to educate and enlighten!

"The achievements of an organization are the results of the combined effort of each individual." ~ Vince Lombardi

Texas in Bloom

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FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

I extend my warmest wishes to each one of you for a joyous and prosperous New Year! May 2024 bring you success, happiness and an abundance of opportunities.

What does TSFA mean to you? For me, it's being a part of likeminded people who are passionate about educating the future of our industry. I love that our association is open to the entire floral community, offering valuable resources and numerous educational opportunities.

As we start this new year, I am thrilled to announce an upcoming event that promises to be both inspiring and educational. The Texas Floral Spotlight will shine brightly at Bronze Level Texas Floral Education Underwriter Hill's Wholesale Florist in Longview, Texas. We are honored to have designer Norman Northen TMFA join us to share his

expertise when he presents "Seasonal Transformations". I hope to see you there to celebrate the beauty of flowers and friendship.

In the spirit of growth and learning, the new year kicks off our first in person High School Certification testing at the end of the month. The TSFA Education Committee invites and welcomes any assistance with the setup of these events. If you are willing to lend a helping hand, please contact the TSFA office. The TSFA staff will provide you with the necessary details for volunteering at a testing in your area. The 2024 Schedule of High School Testing Dates is included in this issue on Page 10.

For those of you eager to expand your floral knowledge, the numerous Texas Floral Endowment Scholarship opportunities await. It's time to complete the applications, of your choice, for a chance to further your floral education. The link is included in this issue on Page 11.

Celebrating 50 years of "TEXAS in Bloom" is truly a milestone worth acknowledging. As I reflect on my journey with TSFA, I remember each year anticipating the issue of "The Bloomin' Texan" from the summer TSFA Convention. I still covet the issues from 1993 and 1994 during my time competing in the Texas Designer of the Year Competition. These copies hold cherished memories, capturing a pivotal moment in my career. To everyone who has been part of this incredible publication since its inception, thank you for contributing to a half-century of inspiration, education and creativity. Congratulations on 50 years of flourishing success!

May the Texas State Florists' Association continue to flourish in 2024 and may each of you find fulfillment and success in your floral endeavors. Here's to a New Year filled with blooming possibilities!

All for the love of flowers,
Susan



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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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TSFA Members Speak-out About how TSFA Makes a Difference!



Lisa Pieper TMF • Caldwell High School • Caldwell ISD • Caldwell

“The reason I am a TSFA member is because I want my students to be knowledgeable about the current trends and opportunities that are available in the floral industry. This is accomplished by me attending workshops, conventions, serving on the TSFA Education Committee and my students gaining certification. I have had several former students work in the floral industry while attending college and some have even pursued floral careers. This makes my “teacher heart” very happy to see their continued growth and interest.”



Gaby Ponsaerts TMF • Blumen-Meisters • New Braunfels

“There are soooo... many reasons why I became and remain a TSFA member. First and foremost it makes me a better designer. I get to meet designers from all over the state at Floral Showcases, the Expo and in the hands-on classes I attend, learning from the many I meet as well as from the awe inspiring presenters TSFA brings in for these events.

Secondly, I get to talk to colleagues that face the same challenges with product quality, supply chain hiccups, pricing issues which helps knowing that I am not the only one dealing with all of this...and so for these reasons, I am here to stay.”



Taylor Pritchett • Lilium Floral Design • Colleyville

“Being a member in TSFA has many great benefits. I think first and foremost, the opportunity we have to connect and network with people within our industry has helped our team stay on top of the latest trends, meet suppliers and learn about new products. Education is very important in the floral industry and TSFA provides amazing opportunities for its members to continue their education in design and business management. I have learned so much by working alongside some of the top designers in our field and that is an opportunity I would not have had without TSFA.”



Brad Weinstein • Petals & Stems • Dallas

“Some years back, I was considering renewing my TSFA membership and put the renewal on my desk as a maybe. Then I read an article about The High School Program for floral design that TSFA started. That, in my opinion, is well worth the dues. I have been in the business since 1997 and my father started the shop in 1972 and floral designers are what keeps Petals going. Having young individuals think about floral design as a possible career is just what this industry needs. I applaud TSFA. Keep Calm and Petal On!” Brad Weinstein is pictured with his dad, Lew Weinstein, who started Petals & Stems in 1972.



Wenceslao Jimenez-Torres • Corinth

“As a member of TSFA, I’ve seen many benefits, but I mainly joined to better my craft of flowers. I want to be an educated individual who can inspire and motivate a new generation of designers.”

The Value of TSFA Membership

Cultivating Member Success and a Strong Floral Community for 109 Years!

Professional Development • Professional Certification • Educational Development
Scholarships • Industry Leadership • National Recognition
TSFA Recognition • Competition • Volunteer Participation

TSFA On Demand

All sessions are FREE to TSFA Members!

An added bonus! TSFA Members may share with members of their staff!

TSFA's innovative approach to virtual learning opened with a variety of subjects hosted by a wealth of talent! The selected subjects addressed the most relevant of topics and highlighted the most creative of techniques.

Each is catalogued for your learning 24-7 to view at your leisure, in the comfort of your own home!
Visit tsfa.org for the complete TSFA Virtual Learning Catalogue.

In 2023 Renee Tucci AIFD PFCI presented the series "Tips, Trends and Techniques!"

Charlie Groppetti AIFD is the featured presenter in 2024.

Be sure and watch for these releases! These will add to the content currently offered.

Texas Floral Spotlight shines bright with **SEASONAL Transformations**

Featuring Norman Northen TMFA

Chair Teia Bennett AIFD CFD TMF

Wednesday, January 17, 2024	5:00 p.m.	Shop Hill's Wholesale Florist
Hill's Wholesale Florist	6:00 p.m.	Enjoy a Light Supper
607 Roenia Circle • Longview, Texas	6:30 p.m.	TSFA Welcome
	6:45 p.m.	Seasonal Transformations

Norman Northen TMFA brings his best to Hill's for an evening of Seasonal Transformations. First, a glimpse into Valentines Day, to highlight ways to celebrate love and friendship with flowers. From there, his seasonal transformations will embrace the spring holidays with inspired designs to fulfill the countless sales that await!

Please register but keep in mind that this EDUCATION is FREE to TSFA members.

Those who are not yet TSFA members register for \$35.

To Register, visit tsfa.org or contact the TSFA Office at 512.528.0806

TSFA SCHOOL OF FLORAL DESIGN

offers an array of classes to help your creativity flower.

This list of classes provides the essentials for your budding floral career.
Elements and Principles of Floral Design • Wedding Design • Sympathy Design
Floral Management • Care & Handling of Cut Flowers, Foliage & Flowering Plants

Professional Development



TSFA ANNOUNCES THE 2024 TEXAS FLORAL FORUM

JUNE 21-23, 2024

Omni La Mansión Del Rio • 112 College Street • San Antonio, Texas

\$159 Hotel Room Rate

Chair Jack Cross AAF TMFA

ALL for the LOVE of FLOWERS

FORUM EDUCATIONAL PROGRAMMING TO INCLUDE

Hands-on Design Workshops • Design Presentations

Texas Designer of the Year Competition

Business of Flowers Session with **Flower Clique**

FOR THE MODERN FLOWERIST

Time to Network

Product Gallery to Highlight Products of Importance

All Programming to be held at the Omni La Mansión Del Rio



2024 TEXAS FLORAL SHOWCASES PLAN NOW TO ATTEND!

THURSDAY, OCTOBER 17, 2024

Sympathy Tributes

with Chris Norwood AAF AIFD PFCI

Petroleum Club
501 West Wall Street • Midland, Texas

Co-Chair Chris Collum-Williams AIFD TMF
Co-Chair Tom Collum-Williams TMF

Hands-on Workshop • Dinner Presentation • Product Gallery

SATURDAY, NOVEMBER 2, 2024

Holiday HAPPENINGS

with Chris Collum-Williams AIFD TMF

Shady Villa Hotel
416 South Main Street • Salado, Texas

Chair Jimmy Burrage CFD TMF

Hands-on Workshop • Dinner Presentation • Product Gallery

THREE RETAIL DESIGN PROFESSIONALS TRAVEL TO TEXAS TO PRESENT DURING THE 2024 FORUM AND 2024 SHOWCASE



Chris Norwood
AAF AIFD PFCI

Chris Norwood AAF AIFD PFCI is Vice President of Floral Operations at Tipton & Hurst, Inc., Arkansas' largest and oldest florist. He has been an active member of the American Institute of Floral Designers (AIFD) on national and regional levels. He has served as AIFD® president, and is a former CEO of the AIFD Foundation. He was the 2023 AIFD® Symposium Coordinator. He is currently serving as an AIFD Foundation Trustee.

Recognized for his extraordinary service to the Institute, Chris was named an AIFD® Fellow in 2012 and recently received the AIFD® Award of Distinguished Service to the Floral Industry during the 2022 AIFD® Symposium. He received the American Academy of Floriculture (AAF) designation from the Society of American Florists (SAF) for service devoted to the floral industry and his community. He currently serves on the SAF Board of Directors. Most

recently, Chris served as president of Arkansas Florist Association.

Presenting on numerous occasions, during floral conventions and events nationwide, he loves to share his knowledge of bridal, events, trends, techniques and marketing. The Professional Floral Communicators International (PFCI) acknowledged his success with membership in PFCI. His work has been featured in *Flowers & Florists' Review*, *Southern Accents* and *Veranda*. He is featured weekly, on KATV *Good Morning Arkansas*, where he shares his talent with the community. He was recently recognized as the "Best Event Planner" by *Soiree* and *Inviting Arkansas* magazines. Since the onset of COVID-19, he has brought a little "HAPPY" to those around the globe who are interested in flowers! He will do the same when he travels Texas in 2024 and presents Happy Flowers!



Andie Muller
AIFD FSMD

Andie Muller AIFD FSMD, known best to her friends as Andie, is a highly accomplished and renowned business owner and floral designer, known for her exceptional entrepreneur skills, professionalism, creativity and mastery in the art of floral design. With an extensive background, Andie has become a respected figure and a sought-after expert in her field.

As an Accredited Member of AIFD, the highest design achievement within the USA, Andie, a Brazilian immigrant, has demonstrated her exceptional skills and knowledge in floral design. "Be the best you possibly can" is her motto and she will bring that influence to Texas in June!

Andie is also a distinguished member of the Florida State Florist Association International (FSFAI) and is a Florida State Master Designer (FSMD).

Her business, The Flower Studio, was created in 2008,

when she purchased the florist where she worked part time. She later made the decision to move closer to home opening The Flower Studio Altamonte in 2010. Fast forward about a decade to find her branching out after selling the Altamonte location. In 2022 she opened a new location in Sumter County, which just happens to be the fastest growing county in Florida. The Flower Studio Oxford is where she finds herself these days.

Throughout her illustrious career, Andie has honed her craft by participating in numerous local, national and international floral design shows, competitions, workshops, and exhibitions. Her work has been featured in industry publications, social media channels and several blogs. Andie's innovative designs often combine classic elegance with contemporary flair, showcasing her ability to create arrangements that are both timeless and cutting-edge.



Chris Collum-Williams
AIFD TMF

Chris Collum began his floral career as a delivery driver for a flower shop in Levelland, Texas. Working his way up, over the years, he was always thirsting for more floral knowledge.

Once a designer, Chris began competing in local and state design competitions, Chris won the WTNM Silver Cup in 1997 and the Texas Cup in 2015. Chris received his Texas Master Florist in 1998. In 2004, Chris started freelancing, taking him all over the United States. He continued his freelance career for three years, working for several flower shops and event planners, always learning new techniques and business smarts along the way. In 2007 Chris, along with his husband Tom Williams, accepted a Management

position at Flowerland in Midland, Texas.

In 2010, Chris was inducted into AIFD in Boston. With achieving this highly coveted goal, Chris is now even more eager to share his knowledge with others in the floral industry, while all the time still learning himself. Chris has presented Main Stage during AIFD Symposium. His passion for the floral industry is strong and evolves everyday through creativity and education.

Chris is a Past President of WesTexas New Mexico Florist Association and is currently a member of the AIFD National Board.

Professional Certification



FIVE STEPS TO BECOMING A TEXAS MASTER FLORIST

1. Complete the Texas Master Florist Application available at tsfa.org or by contacting the TSFA office at 512.528.0806. Email the completed application to tsfaadmin@tsfa.org.
2. Upon approval of the application, you will be eligible to register online for seven of the ten courses in the Texas Master Florist Program. Proceed with the seven online courses, successfully completing the online exam for each class.
3. Register online for the three hands-on courses that are offered in person.
4. Once you have successfully completed all ten courses, you may register for the Texas Master Florist Program Final Exam.
5. Upon successful completion of the Texas Master Florist Program, you are eligible to test for Certified Floral Designer certification (CFD®) through the American Institute of Floral Designers (AIFD®). An additional preparatory course, to support the creative process, is offered through TSFA.

Become a Texas Master Florist The Study of an all Encompassing Curriculum

The Texas Master Florist Program provides a standard of professional excellence which has been recognized as one of the most complete educational curriculums in the floral industry. The series offers classes in Design Production and Floral Management with Texas Master Florist Certification. From the sales floor to the design room, from the delivery personnel to the office staff, from entry level employee to shop manager to owner, the content addresses the variety of skill sets required for a successful floral environment.

ADDITIONAL INFORMATION REGARDING CERTIFIED FLORAL DESIGNER CERTIFICATION (CFD®) THROUGH THE AMERICAN INSTITUTE OF FLORAL DESIGNERS (AIFD®).

- Texas State Florists' Association (TSFA) is an approved AIFD Education Provider and will submit your contact information to AIFD.
- At that time, if you are interested in pursuing this designation, you will complete the CFD® Application and submit the application with a \$174 certification fee to AIFD.
- Upon invitation from AIFD you will take the AIFD online test based on The AIFD Guide to Floral Design. This book is referenced throughout the Texas Master Florist Program curriculum and is a mandatory reference to achieve the Certified Floral Designer (CFD®) designation. The book is available through Schiffer Publishing at <https://shorturl.at/dzJL5>
- To receive CFD® certification, you must receive at least an 80% score within two (2) weeks of receiving access to the online test. There is a procedure in place to retest in the event your score does not meet the minimum requirement.

Texas Recertification is required every three years. There are numerous ways to achieve recertification.

The TSFA Education Committee, led by the TSFA Education Committee Co-Chairs and TSFA leadership, work together to provide opportunities for the Texas State Florists' Association to provide the absolute best in industry education and professional development.

Co-Chair Bruce Easley AAF AIFD CFD TMFA

Chris Collum-Williams AIFD CFD TMF
Flowerland

Jessica Marek TMF
Cypress Falls High School

Co-Chair Ed Fimbel CFD TMFA

Tom Collum-Williams TMF
Mark Knox Flowers

Robin Martinez AAF TMFA
Flowers of Kingwood

Co-Chair Cheryl Vaughan CFD TMFA
Creative Petal Designs

Heather Cox TMF
Cy-Fair High School

Lisa Pieper TMF
Caldwell ISD

Co-Chair Debbie Woltmann AIFD CFD TMFA
Sunny Day Blossom Floral Design Studio

Shawn Coyle TMF
Dallas ISD Skyline Career Dev. Center

Gaby Ponsaerts TMF
Blumen-Meisters

Vice Chair Yolanda Amos TMFA
Kroger

Mary Ann DeBerry CFD TMFA
The Florist, Ltd.

Cassandra Sanders AIFD CFD TMF
Lubbock ISD AgriStem

Vice Chair Teia Bennett AIFD CFD TMF
Blumen-Meisters

Johnny Hackett TMFA
Alief Elsik High School

Jessica Smith TMF
Caney Creek High School

Vice Chair Jimmy Burrage CFD TMF
Marvel's Flowers

Victoria Howle CFD TMF
Wolfe Wholesale Florist

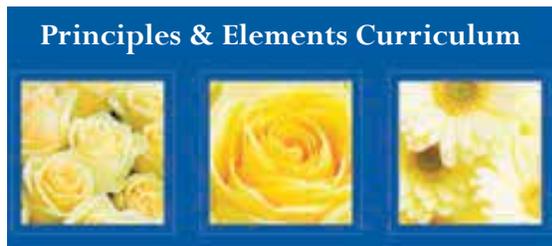
Kristen Stockard TMF
Decatur High School

Ashlyn Childress TMF
Hudson ISD

Kim Jones AIFD CFD TMFA
Doyenne de Fleurs

Jack Winterrowd TMF

The committee oversees Professional Certification, Texas Master Florist Designation, Knowledge Based Floral Design Certification, Level 1 and Level 2 Floral Design Certification, and the TSFA School of Floral Design. These TSFA members give most generously of their time making a difference for so many through the established certification programs. Visit tsfa.org for class schedules and the opportunity to advance your floral design career.



Derek Woodruff AAF AIFD PFCI CF

Underwritten by Silver Level Texas Floral Education Underwriter

Returning to Texas, by popular demand, Derek will present a program to the High School Floral Design Teachers prior to the Agriculture Teachers Association of Texas Professional Conference. The presentation will focus on modern design styles, using the latest in tools and mechanics, while still incorporating the ever so important elements and principles of design. Combined with sustainable additions, the ideas will lead all to the forefront of floral design with much to offer to today's student.



Educational Development

High School Certification

TSFA MEMBERS
ARE INVITED TO
VOLUNTEER
AT A HIGH SCHOOL
TESTING

Take a look
**AT THE NUMEROUS
OPPORTUNITIES**

**CONTACT THE
TSFA OFFICE
TO VOLUNTEER!**

TSFAADMIN@TSFA.ORG
512.528.0806



2024 TSFA LEVEL 1 AND LEVEL 2 HIGH SCHOOL TESTING DATES

JANUARY 30, 2024
Georgetown High School
2211 North Austin Avenue
Georgetown, Texas 78626

MARCH 2, 2024
Byron Nelson High School
2775 Bobcat Boulevard
Trophy Club, Texas 76262

MARCH 27, 2024
Region 17 Education Service Center
1111 West Loop 289
Lubbock, Texas 79416

APRIL 11, 2024
Delco Activity Center
4601 Pecan Brook Drive
Austin, Texas 78724

APRIL 18, 2024
Klein ISD Multipurpose Center
7500 FM 2920
Klein, Texas 77379

MAY 1, 2024
Maude Cobb Convention
Center/Exhibit Center
1123 Jaycee Drive
Longview, Texas 77379

MAY 21, 2024
James Madison High School
5005 Stahl Road
San Antonio, Texas 78247



AWARDS

9

SCHOLARSHIPS TOTALING

\$3,600

Texas Floral New Attendee Scholarship

Carly Browy

Texas Floral Event Registration Scholarship

Courtney Burkhardt TMF

Tubby Adkisson Educational Scholarship

Courtney Burkhardt TMF

Texas Floral Expo New Attendee Scholarship

Darrin Hammons

Texas Floral Expo New Attendee Scholarship

Faith Hines

TSFA Past President Scholarship

Wenceslao Jimenez-Torres

Texas Floral New Attendee Scholarship

Wenceslao Jimenez-Torres

Sheri Montgomery White Memorial Scholarship

Wenceslao Jimenez-Torres

Texas Floral Expo New Attendee Scholarship

Arlene Sefcik

2024 SCHOLARSHIP OPPORTUNITIES

Deadline for application submission is March 15, 2024

TO APPLY VISIT tsfa.org/scholarships

Freytag Family Education Scholarship

In memory of Ann Hobbs TMF

\$1,200

The Gina Waters AAF TMFA Scholarship

\$500

Cross Family Education Scholarship

Honoring Jane and Mark Knox TMF

\$500

Kassie Baker TMFA Memorial Scholarship

\$500

2024 New Attendee Opportunity

to attend Texas Floral Events

Up to \$300

Sheri Renee Montgomery White AAF TMFA

Memorial Scholarship

\$500

Society for the Advancement of

Floral Design TMF/Career Change Scholarship

\$500

Texas State Florists' Association Past Presidents'

Scholarship

\$500

TSFA Education Committee Scholarship

Honoring Judy Rutledge TMFA

\$500

TSFA Floral Event Registration Scholarship

\$300

Tubby Adkisson AAF TMFA Educational Scholarship

\$800

Central Texas High School Floral Teacher Education

Scholarship in memory of Becky Ray Burt

\$500

Scholarships

Industry Leadership

TSFA Members Recognized FOR THEIR LEADERSHIP



Lynn Lary McLean
AAF AIFD PFCI TMF
AIFD Foundation CEO
AIFD National Board Member



Jodi McShan AAF AIFD PFCI TMF
AIFD National Board Member
AIFD South Central Regional
Chapter Board Member
Teleflora North Texas District
President



Ken Senter AIFD
AIFD National Board Member
AIFD Membership Committee
Chair
AIFD Foundation Ambassador



Marisa Guerrero AIFD
South Central Regional Chapter
Immediate Past President
AIFD Foundation Trustee



Teia Bennett AIFD TMF
AIFD Foundation
South Central Chapter
Representative



Beth O'Reilly AIFD TMF
AIFD Foundation Ambassador



Alan Masters AIFD
South Central Regional Chapter
President
Allied Florists of Houston
President



Sheri Jentsch AIFD TMF
AIFD South Central Regional
Chapter Secretary



Ellie Grande AIFD
South Central Regional Chapter
Board Member



Clay Honeycutt AIFD
AIFD South Central Regional
Chapter Board Member



Tricia Won AIFD EMC
AIFD South Central Regional
Chapter Board Member



Robin Martinez AAF TMFA
Teleflora South Texas District
President

OSCAR FERNANDEZ IS ELECTED PRESIDENT OF SAF

Rio Roses Director of Sales was named President, of the Society of American Florists, during the recent SAF Convention. The mission of SAF is to connect and cultivate a thriving floral community through training, education, marketing resources and advocacy. Oscar has served on the SAF Board of Directors since 2018 and has been with Founding Gold Level Texas Floral Education Underwriter Rio Roses for decades. He was one of the earliest employees and graduated from Rio Roses first management training programs in 1994. Since that time, he has been instrumental in helping Rio Roses grow into one of the most recognized brands in the floral industry. Oscar will bring his expertise and positive attitude to the industry as a whole.



PLATINUM LEVEL TEXAS FLORAL EDUCATION UNDERWRITER CALFLOWERS NAMED SAF MARKETER OF THE YEAR



“That Flower Feeling” is a marketing campaign and brand initiative created for the entire floral industry, to promote an increase in floral consumption in the U.S. The goal is simple, to get More Americans Buying More Flowers More Often. TSFA President Susan Piland AIFD CFD TMF represented TSFA during the SAF Convention and was there to congratulate Platinum Level Texas Floral Education Underwriter CalFlowers, for their award-winning marketing campaign. “We’ve always known the therapeutic power of flowers. Their campaign, centered around “Flowers-Self Care Made Easy”, beautifully highlights the mental healing effects of our beloved blooms.”

SIX TSFA MEMBERS WERE INDUCTED INTO THE AMERICAN INSTITUTE OF FLORAL DESIGNERS THIS SUMMER DURING AIFD SYMPOSIUM IN CHICAGO



Stephanie Barro
AIFD



Bruce Easley
AIFD



Brandy Ferrer
AIFD



Susan Piland
AIFD



Cassandra Sanders
AIFD



Debbie Woltmann
AIFD

National Recognition

TSFA Recognition

TEXAS HONORS OUTSTANDING INDIVIDUALS FOR *Service to the Industry*

Please refer to the August 2023 issue of TEXAS in Bloom for the complete presentations.



Cheryl Vaughan CFDTMFA is awarded the TSFA Lifetime Achievement Award

It has anonymously been said to “Set a goal so big that you can’t achieve it until you grow into the kind of person who can.” No truer words have been spoken with regards to Cheryl Vaughan CFDTMFA. She leads by example and asks no-one to set forth on a path that she has not yet traveled to lead all forward to heights they had no idea were attainable. She is joined by daughter Kimberley Vaughan, during the Texas Floral Expo, following Tom Wolfe, Jr.’s presentation of the TSFA Lifetime Achievement Award.

Victor Giorgini is inducted into the TSFA Hall of Fame

Victor Giorgini has long supported the importance of education and the Texas State Florists’ Association. TSFA President Cheryl Vaughan CFDTMFA inducted Mr. Giorgini into the Hall of Fame during this presentation in Georgetown, Texas in June.



Photography Credit | Cody Ash Photography



Kim O’Brien Jones AIFD CFDTMFA is awarded the Jim Orr Volunteer Spirit Award

The Jim Orr Volunteer Spirit Award recognizes an outstanding volunteer who gives generously of time, expertise and talent to TSFA. With this award, we capture the essence of the award and the highlights of the volunteer spirit that most deserves this recognition. The 2023 Award was presented to Kim O’Brien Jones AIFD CFDTMFA during the 2023 Texas Floral Expo. Surrounding Kim are TSFA President Cheryl Vaughan CFDTMFA and Presenter Yolanda Amos TMFA.



FROM BUD TO BLOOM

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

Please refer to the September 2023 issue of TEXAS in Bloom to read more about the competition.

THE 2023 DESIGNER OF THE YEAR TOP THREE COMPETITORS WERE APPLAUDED!!

Photography Credit | Cody Ash Photography



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!



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!



1ST

ABEL GONZÁLEZ MENCIO AIFD CFD PCFI TMF

TSFA was thrilled when Abel González Mención AIFD CFD PCFI TMF from La Feria, placed First 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.

Competition

Celebrating Member Success



Mc SHAN FLORIST *Celebrates 75 Years!*

It was my honor and privilege to celebrate a remarkable milestone, a true testament to the dedication, passion and incredible service McShan Florist has given to Dallas and the surrounding area for 75 years. Walking through the doors of McShan Florist brought back a flood of memories. At just 16 and a Horticulture student at Skyline High School, McShan Florist provided me with a wonderful work experience and a lasting work ethic.

To mark this momentous occasion, I was honored to represent TSFA and present McShan Florist a Texas Flag which was proudly flown over the Texas State Capitol. This flag is a symbol of the deep roots McShan Florist has planted in the heart of Texas.

In the day where Mom and Pop shops tend to loose their way, McShan Florist is truly fortunate to have a third generation to bring innovation, advancement and relevance in today's challenging market.



On behalf of TSFA, President Susan Piland AIFD CFD TMF presents, Bruce McShan and Jodi McShan AAF AIFD CFD PFCI, a Texas Flag flown over the Texas State Capitol in honor of McShan's 75th Anniversary.

To Bruce and Jodi
Congratulations on 75
remarkable years. May the
legacy of McShan Florist
continue to bloom for
generations to come.

Susan Piland AIFD CFD TMF
TSFA President

**Looking back to the
beginning we summarize
the highlights of this
achievement.**

**Congratulations to
TSFA members
Bruce McShan and daughter
Jodi McShan!**

1940 BEFORE THE STORE

Lee A. McShan, Jr. once said he “always knew he wanted to be a florist.” He worked for 25¢ an hour during the depression for Otto Lang in Dallas and made corsages while at North Dallas High School for his classmates’ parties and homecomings. After his service at Guadalcanal during WWII, he and Velma, who were married in 1940, were entrepreneurs eager to finally launch their careers.



1948

Velma and Lee A. McShan, Jr. purchase Roman Faltejsek Florist and Nursery. McShan Florist and Nursery opens on December 1st with two delivery vehicles, three employees and a dream to make \$35 a day. Twenty days later, Bruce Andrew is born. He and his big brother, Michael Lee, share a room in the tiny house next to the store.



1956 THE NIEMAN MARCUS ERA

In 1956, the McShan Florist embrace the start of a 20-year relationship with Neiman Marcus, which solidifies their business as Dallas’ premier full-service florist.



Meet the McShan family!
Son Mike, Velma and Lee McShan and son Bruce

1958

Lee A McShan, Jr. is elected President of TSFA.

1960

After giving the landscaping side of the business to his stepbrother in 1950, the entrepreneurs devote their efforts to becoming Dallas’ most respected full-service florist. Mr. McShan felt commitments to both Dallas and the floral industry, serving as president of almost every organization of which he was a member. Velma proudly continues her work throughout the sixties with local civic, charitable and volunteer groups. She enjoys accompanying her husband on many of his activities, including extensive travel while he serves as an FTD Region 9 Director.

1966

One of Mr. McShan’s most demanding roles was serving on the Dallas Independent School District Board of Directors from 1962-1968. In 1966, the DISD Board unanimously elects Lee A. McShan, Jr. President for a term that is marked by unprecedented growth.

1970

Mike receives his honorable discharge from the U.S. Navy. Bruce graduates Stephen F. Austin State University and both sons join the family business.

1979 NEXT GENERATION EXPANSION

By the late seventies, it was clear the store had outgrown its building. With steadfast commitments for future growth and development, the McShans decide to expand. The result is a 27,000 square foot state-of-the art facility like none other in the industry.



1982

At a time when their future held nothing but promise, the family suffers a tragic loss with the death of Mike at the age of 36. Mike is President of the Texas State Florists’ Association at the time. TSFA honors Mike’s memory and the family when they dedicate their new headquarters to him, placing this oil painting in its lobby.



1984

Welcome to the world, Elizabeth Jo McShan! Soon, Jodi is a regular fixture at the store, and everyone relishes time with her during frequent visits. By the age of three, she is happily filling water picks. Here she is with her Dad & DanDan.

church. Velma will forever be remembered for her kindness, elegance, compassion, and unwavering support of her husband and the dream they created in McShan Florist.



2004

Bruce was the honored guest speaker at the groundbreaking ceremonies for Lee A. McShan, Jr. Elementary School, held October 21, 2004, as well as the dedication ceremony at the school's opening in August of 2005 on Meadow Road. "My father lived the American Dream," Bruce assured students, families, and administrators at the dedication. "And he would want you to do the same. So, take your education seriously, work hard, be honest, trustworthy, set your goals high and reach for the stars," he encouraged.



1987

As FTD Convention Chairman, Bruce welcomes 1,500 FTD members to Dallas for FTD's 74th International Convention at the Anatole Hotel. He and his father are honored to host hundreds of guests wanting to tour the newly constructed McShan Florist building.

1990 A GENERATION LOST

The '90s will forever be remembered as the decade that McShan Florist Family sadly lost their founders. Mr. Mac, as he was affectionally known at the store, died following a heart attack on June 25, 1990. There are few men whose lives are remembered and even fewer who leave a mark on their community the way that he did. On March 10, 1996, Velma Cox McShan died suddenly at home while preparing to attend



2005

The FTD Lifetime Achievement Award recognizes Bruce McShan for his lifetime of dedication to the floral industry. Pictured with Bruce from left

to right are FTD President Mike Sonan, Merlin Olsen and George Kanganis.

2006 CONSUMERS' CHOICE AWARDS

McShan Florist earns the Consumers' Choice Award for an impressive 18 consecutive years. Beginning in 2006 and through 2023, consumers have voted the company as the only floral winner in Dallas based on outstanding customer

service, product quality and overall satisfaction.

2009

Jodi graduates from the University of San Diego School of Law, earning her J.D. just three years after graduating from Vanderbilt University with B.S. degrees in Psychology and Spanish. As an undergraduate, Jodi excels in rugby, equestrian events, and soccer while maintaining an honors GPA.

2013

To further satisfy customers, McShan partners with See What You Send (SWYS). Through a QR code, created by MAS, SWYS sends the customer a photograph of the actual arrangement being sent to their loved one prior to it leaving for delivery.



2022

Bruce says Jodi reminds him of his dad. “The more she’s involved, the happier she is. I don’t know how she does it all, but she thrives on the challenge and is incredibly organized.” Floral industry offices, legal, community, volunteerism, fundraising, and social – if Jodi can make a positive impact, she’s on board. The bottom line. “Actually, a legal background is a benefit

in any business, but everyone who knows me knows I am and always will be a true florist – it’s in my blood.”

– Jodi McShan

2023 MAS: THE FUTURE OF FLORAL TECHNOLOGY

With MAS Direct, technology and experience result in a formula for success that has totally streamlined McShan Florist operations. Bruce confirms that MAS is the biggest change ever made to the operations at McShan Florist during the 21st Century. The program is now available to all retail florists. Drivers can download their trip sheets to their cell phones, providing exact routing, mapping, and delivery sequence. A customer-friendly feature allows orders to be tracked from the moment of receipt until delivery is complete. It includes a national telephone directory, bank card verifications prior to order completion, scripted order taking, on-screen prompts, computerized enclosure messages, truck loading scans, and trip audit verifications.

“I’ve always known technology was the key to our continued success, but there are some things that will never change like our commitment to the Golden Rule and our 75-year philosophy of Quality, Style and Service.” – Bruce McShan

“It’s like a balance between technology and personal interactions,” adds Jodi. “Our internet orders count as a large percentage of our business because some prefer no personal contact, but others thrive on it. The right mix is fluid, and every situation is different,” she explains. “We respect both and will always put our customers’ needs first as we have since my grandparents opened the doors of McShan Florist in 1948.” – Jodi McShan



2023 - 2024 TSFA BOARD AND COMMITTEES

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TSFA Volunteer Leadership



TSFA welcomes new members for recognizing the value of TSFA membership.

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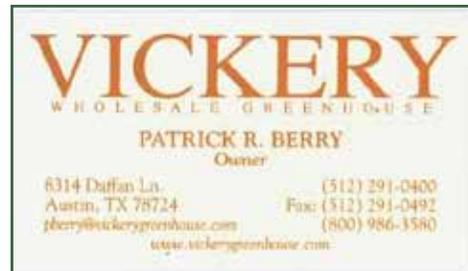
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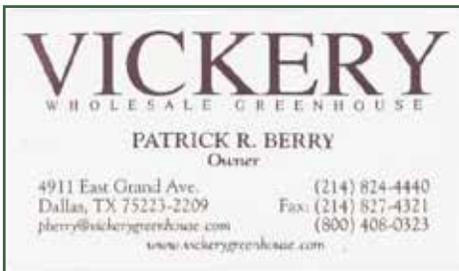
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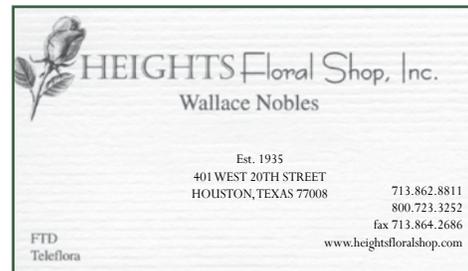
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AUSTIN



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DALLAS

TSFA *Calendar of Events*



JANUARY

- 1 New Years Day
- 9 National Law Enforcement Appreciation Day
- 13-14
TSFA Strategic Planning Meeting
- 15 Martin Luther King Day
- 16 TSFA Membership Committee Meeting | 6:00 pm
Zoom Video Conferencing
- 17 Texas Floral Spotlight
Longview | Hill's Wholesale
visit tsfa.org to register
- 19-21
TSFA Fundamental Elements & Principles of Floral Design Classes
TSFA School of Floral Design
Leander

FEBRUARY

- 2 Groundhog Day
- 14 Valentines Day
- 14 Ash Wednesday
- 19 Presidents Day
- 23 TSFA Education Co-Chairs Meeting
TSFA Office

MARCH

- 2 Texas Independence Day
- 8 National Women's Day
- 10 Daylight Savings Time Begins
- 12 National Plant a Flower Day
- 15 Texas Floral Endowment Scholarship Submission Deadline
- 17 St. Patrick Day
- 20 First Day of Spring
- 24 Palm Sunday
- 29 Good Friday
- 30 National Dr's Day
- 31 Easter

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- Back Cover Texas Floral Education Underwriters
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- 22 Freytag's Florist | 800.252.9145 | freytagsflorist.com
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- 22 The Florist, LTD | 940.483.1800 | thefloristltd.net
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