

JULY 2023

# TEXAS

*in Bloom*



100  
ANNIVERSARY

# Juxtapose this!



## TEXAS FLORAL *Spotlight*

featuring  
**FABIAN SALCEDO**



Fabian has been designing florals for over fifteen years and recently started Monarch Florals, a division of the Monarch Event Group in Austin, Texas. Monarch Florals is a full service event florist specializing in weddings, special events and unique designs all curated to show our clients' wide range of concepts and ideas.

Do you have clients who come to you with unconventional concepts and ideas for their party or event? We sure do! Fabian Salcedo invites you to join him on his journey of concept to creation. Learn how he takes seemingly opposing ideas and joins them into one composed concept. He will discuss his process and show you how to accomplish this from his creative mechanics to final execution.

**WEDNESDAY, AUGUST 9, 2023**

**Mayesh Wholesale Florist  
470 Garden Oaks Boulevard  
Houston, Texas**

**5:00 p.m. Mayesh opens for Early Shopping  
6:00 p.m. Lite Dinner  
6:30 p.m. Presentation**

**TSFA Members enter FREE but must register in advance!**

## FROM THE *President*



TSFA President  
Cheryl Vaughan CFD TMFA

I don't know about y'all, but this summer is flying by for me! It was so good to see all of you at our Texas Floral Expo this past month. Each and every designer had inspiring programs with so much to take back to our shops! I can hardly wait to revisit each program over the next months as each fills the pages of TEXAS in Bloom.

The Texas Designer of the Year Competition, "From Bud to Bloom", was extraordinary! Congratulations to all who competed and put themselves out there. You have each taken the first step in becoming a winner and that deserves a huge congratulations! What an outstanding group of competitors. Thank you 2022 Texas Designer of the Year, Mary McCarthy AIFD TMFA, for an outstanding job! The competition, in all it's glory will be featured in the August issue of our magazine!

I would like to thank the Expo Chairs for a job well done! It was a total success due to each of you. I would like to especially thank our overall chair, Susan Piland CFD TMF. The theme you chose a year ago, "Emersion", truly came to be. We all learned a great deal from the selected presenters that will continue to move us forward.

We have a Texas Floral Spotlight in August that you won't want to miss if you can take the time to travel to Houston!! Free to TSFA members, the Spotlight will be presented by Fabian Salcedo at Mayesh Wholesale Florist. Read more about this event in this issue and remember to register (even though it is Free)! If you have a friend that is not yet a TSFA member, this alone will give a reason to join!

September will be here before we know it and I hope that you can join us in Fort Worth when Jody McLeod returns to Texas to present "Curating Color!" There will be a Hands-on Workshop that is all about color with a Product Gallery and Dinner Presentation to follow! Complete information is on Page 9 in this issue!

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

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## 4 ONLY THE BEST IN TEXAS!



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## 9 **CURATING COLOR** WITH JODY MCLEOD

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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# Only the BEST in Texas!

## HIGHLIGHTS OF THE TEXAS FLORAL EXPO

will be featured over the next few months.

A special thank you to each designer who shared their creative expertise and the business sense that has contributed to their success!

Derek Woodruff AAF AIFD PFCI



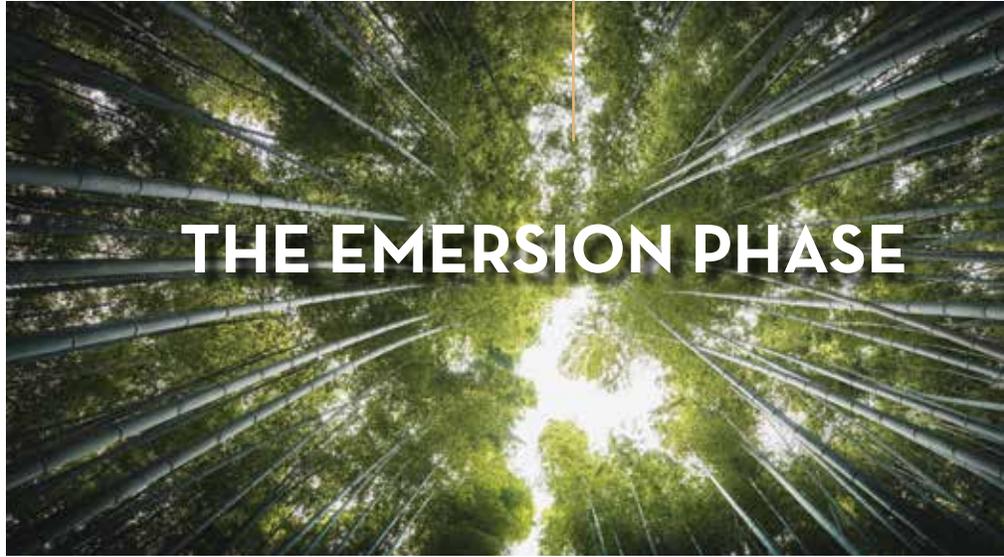
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**Jackie Lacey AAF AIFD PFCI and Deborah De La Flor AIFD PFCI** will be the first of our features so you'll just have to wait until August to be wowed by their floral interpretations!

# A GLIMPSE INTO THE WORLD OF KELLY MARBLE AAF AIFD TMF TEXAS TECH CENTENNIAL GALA

Kelly Marble and his Marble & Company team recently completed the amazing decor for the Texas Tech University Centennial Gala on April 29, 2023. Marble & Company is a high-end, full-service retail florist specializing in Special Events.

Texas Tech is celebrating their Centennial with a year-long celebration. The events began with a kickoff in December! "The Carol of Lights" events centered around the lighting of the campus with thousands of holiday lights around the main corridor.

Flower arrangements for this event featured all white Tulips to commemorate the tulips that bloom across campus each spring.



The Centennial Gala Celebration was held in the United Supermarkets Arena on the Texas Tech Campus. The entire arena was transformed into a virtual evening under the stars, with all decor in red and black, the colors of Texas Tech University. Guests were seated at all long tables, each covered with mirrored tops to reflect the dramatic lighting from the ceiling as well as thousands of candles.

All red flowers highlighted the evening event. Empress Protea, Anthurium, James Storeii Orchids, Rose varieties to include Freedom, Finally, Red Explorer, and Red Monster. Foliages best accented to include Aspidistra, Anthurium foliage, Monstera, and Lily Grass with red Hypericum. Marble and his team worked for over a year planning this

event along with Blayne Beal, Director of Centennial Coordination, Office of the President Texas Tech University and Encore Live Events.

Marble is no stranger to Texas Tech. He was recognized as a Distinguished Alumni of Texas Tech University in 2019. Following graduation from Texas Tech University in 1984, with a degree in Horticulture from the College of Agricultural Sciences and Natural Resources, Marble rose to success early in his career and has excelled as an accomplished florist, event designer and business owner.

During his career, spanning more than three decades, he has become known as one of the most innovative and talented



Photographs courtesy of Texas Tech University

designers, has been an industry consultant to international companies and was inducted into the American Academy of Floriculture (AAF) and the American Institute of Floral Designers (AIFD).

His unique design touch has transformed events as grand as the Academy Awards, events for heads of state and royal families, as well as numerous Texas Tech University and philanthropic events around Lubbock and the surrounding area.

Marble is a West Texas native, growing up in Floyd County, and has stayed true to his roots by choosing to operate Marble & Company in Lubbock.

Marble started at Texas Tech in the fall of 1980 to study his lifelong love of all things growing and natural. At the same time, he started working





at College Flowers for Louis Pattillo AAF AIFD TMF and was fortunate to be able to combine the love of horticulture and the art of floral design.

Working through his college career and learning everything possible about design and especially event design, included a senior year internship at the Keukenhof Gardens studying with Dutch Master designers.

The reflection of his life's work is seen through every blossom placed to celebrate such an important occasion for the city of Lubbock and Texas Tech University. Texas State Florists' Association celebrates his success in this member spotlight. Congratulations Kelly Marble AAF AIFD TMF and Marble and Company!



## ABOUT KELLY MARBLE

Owner of Marble & Company in Lubbock, Texas

In 1984 obtained degree in Ornamental Horticulture from Texas Tech University

Internship in Keukenhof Gardens Netherlands

Owned College Flowers for 30 years

Texas Master Florist accreditation

American Institute of Floral Designers accreditation

American Academy of Florists designation

AIFD Foundation Trustee

Designed special events throughout West Texas and Nationwide

He is recognized nationally in his professional field and is an equally valuable asset to the greater Lubbock community

Has served on multiple Board of Directors of community organizations and non-profits

Greatest personal accomplishments being able to give back to the community in many philanthropic ways.

Helping multiple generations of Lubbock and West Texas families throughout their life from weddings, births, funerals and all other major life events.

### MARBLE & COMPANY

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marbleandcompany.com





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





# PHOENIX 2023

SEPTEMBER 6-9

138TH ANNUAL CONVENTION | WESTIN KIERLAND RESORT & SPA | SCOTTSDALE, AZ



Join more than 400 floral peers from all industry segments for two days of world class business training, connections, and inspiration.



SCAN FOR MORE INFORMATION

Learn more and register at [safnow.org/convention](http://safnow.org/convention)



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# TSFA *Calendar of Events*

Design Credit Kelly Marble AIFD  
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## JULY

- 4 Independence Day
- 24 Self-Care Day



International  
Self-Care Day is  
July 24th

### International Self Care Day

Every year on July 24th, International Self Care Day encourages people around the world to prioritize self care and make it part of their lifestyle. Self care means taking care of your whole self to stay physically, mentally, and emotionally well.

## AUGUST

- 9 Juxtapose This!  
Texas Floral Spotlight  
Featuring Fabian Salcedo  
Mayesh Wholesale Florist  
470 Garden Oaks Boulevard  
Houston, Texas  
Register at [tsfa.org](http://tsfa.org)

## SEPTEMBER

- 4 Labor Day
- 13 Curating Color  
Texas Floral Showcase  
Featuring Jody McLeod  
City Club of Fort Worth  
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