

APRIL 2023

TEXAS

in Bloom



Nandy Majerik

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Texas in Bloom

APRIL 2023 | VOLUME XXXXVIII | NUMBER 4

FROM THE *President*



TSFA President
Cheryl Vaughan CFD TMFA

What a beautiful time of year! My mountain laurels just finished blooming and my redbud trees are in full bloom. Watching the landscape come back alive puts a smile both on my face and in my heart! With this time of year, seasonal flowers arrive at the shop that fill the air with fragrance like hyacinths, peonies and jasmine to name a few of my favorites. I hope you are enjoying the sights and fragrances of the season as well!

Don't miss the opportunity this month to see Marisa Guerrero AIFD as she presents "Can't Stop our Love For Flowers" Wedding Show. I had the privilege of watching Marisa in action at Hotel Del Coronado this past summer and I can't wait to learn more from her as she shares trends and ideas that we can all relay to our clients. This is a challenging time and Marisa will discuss simple yet effective ideas how florists, wholesalers, growers, transporters and suppliers can all work together, beyond the price and availability lists, to create spectacular weddings. Marisa is all about "WOWING" her clients, and shouldn't we all? Please come and join her, at Bronze Level Texas Floral Education Underwriter Pikes Peak of Austin, as we approach the busy wedding season! Thank you to Mike Haley, David Rowe TMF and all the staff at Pikes Peak for your commitment to both the floral industry and to TSFA. We appreciate your sponsorship of this program.



Marisa Chanel Guerrero
AIFD

This program serves to remind me how grateful we are for each and every one of the Texas Floral Education Underwriters and for their support in strengthening the Texas floral industry through the much needed education that TSFA is known to deliver. Thank you!

Take a look at each page of this magazine and plan now to attend the wedding show in April and register for the Texas Floral Expo in June! We have a tremendous line up of talented designers and savvy business presenters. Mark your calendar, register early and invite others to join us!



TEXAS FLORAL EXPO
June 23-25, 2023

-
- 5** EXPO REGISTRATION
-
- 6** EXPO SCHEDULE
-
- 8** *Floral Superhero*
SPREADING POSITIVE ENERGY
THROUGH FLORAL ART
-
- 10** IMMERSE YOURSELF IN THESE
HANDS-ON WORKSHOPS
-
- 11** STARS OF TEXAS
-
- 12** BUSINESS EDUCATION FRIDAY
-
- 13** TEXAS DESIGNER OF THE YEAR
COMPETITION
-
- 14** DESIGN EDUCATION SATURDAY
-
- 15** DESIGN EDUCATION SUNDAY
-
- 16** MANDY MAJERIK AIFD PFCI
A GLIMPSE INTO THE
WORLD OF EVENT DESIGN

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

PO Box 859 | Leander, Texas 78646 | 512.528.0806 | FAX 512.834.2150 | www.tsfa.org | dnordman@tsfa.org | caroles@tsfa.org | trinitym@tsfa.org

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Publisher and Managing Editor | TSFA Executive Director Dianna Nordman AAF
Editor | Lynn Lary McLean AAF AIFD PFCI TMF
Assistant Director | Carole Sayegh
Office Coordinator | Trinity Marshall TMF
Production | Pixels and Ink
Cover Designer | Mandy Majerik AIFD PFCI
Cover Photography | Eric and Jamie Photography
Contributing Writers | Mandy Majerik AIFD PFCI, Cheryl Vaughan CFD TMFA,
Donald Yim AIFD PFCI

TEXAS in Bloom USPS 304-350 is published monthly, except for July. \$8 of the annual membership dues is applied toward a subscription to Texas in Bloom. Located at 413 S. West Dr. Leander, Texas 78641. Periodicals Postage Paid at Leander, Texas and at additional mailing offices. Opinions expressed in this publication do not necessarily reflect official policy of the Texas State Florists' Association. POSTMASTER: Send address changes to Texas in Bloom, P.O. Box 859, Leander, Texas 78646



Making Texas Floral Education Possible

PLATINUM



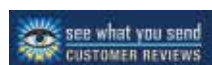
GOLD



SILVER



BRONZE



please visit tsfa.org for the most up-to-date list of underwriters and their links



REGISTRATION FORM

Sheraton Georgetown Hotel and Conference Center
June 23-25, 2023 | Georgetown, Texas
Join TSFA Today and Save on your Expo Registration!

Circle your choices and note total cost. Send form with payment by email: tsfaadmin@tsfa.org,
fax: 512.834.2150 or mail: TSFA | P.O. Box 859 | Leander, TX 78646. Questions? Call TSFA 512.528.0806

15% OFF REGISTRATION FOR MEMBERS

ADVANCED
(before 6/20)

REGULAR
(after 6/20)

CHOICE #1 BEST COMBINATION OF EVENTS

Friday, June 23rd

Business Session | *Hidden Treasure*
Business Session | *Business Megatrends*
View Texas Designer of the Year Categories I & II
Floral Photography Workshop
Business Session | *The Best of the Best*
TSFA Annual Meeting
Product Gallery
Stars of Texas Dinner Event | *The Emersion Phase* | Awards

Saturday, June 24th

Breakfast Presentation | *Engaging Customers*
Product Gallery
Design Program | *Tropical Nouveau : Traveling through Flowers*
Lunch & Inspired Learning
Entertaining Events : *Expect the Unexpected*
Design Program | *Retail Design for Today's Generational Market*

Sunday, June 25th

View Texas Designer of the Year Category III
Design Program | *Floral Superhero*
Lunch & Inspired Learning | *Upscale Floristry* | Awards

MEMBERS RECEIVE
15% OFF CHOICES #1-4

CHOICE #2

FRIDAY, JUNE 23, 2023 DAY REGISTRATION

Please review the Friday programming as noted above.

CHOICE #3

SATURDAY, JUNE 24, 2023 DAY REGISTRATION

Please review the Saturday programming as noted above.

CHOICE #4

SUNDAY, JUNE 25, 2023 DAY REGISTRATION

Please review the Sunday programming as noted above.

Are you a first time attendee? ☐ Yes ☐ No

Do you have any dietary restrictions? ☐ Yes ☐ No
Please list those restrictions. TSFA will try to accommodate.

Would you like to be contacted about an installment
payment plan? ☐ Yes ☐ No

CHOICES #5-9 OPTIONAL HANDS-ON

Choices 5-9 note optional Hands-on Design
Workshops which require additional registration.
We encourage you to consider adding one or more
of these choices to your EXPO EXPERIENCE!

CHOICE #5 Friday, June 23, 2023

Hands-on Design Workshop | Jackie Lacey
Generational Design-Make it and Market
Limited to the first 30 registered.

CHOICE #6 Friday, June 23, 2019

Hands-on Design Workshop | Amy Balsters
Exploring Key Principles and Elements of Design
Limited to the first 30 registered.

CHOICE #7 Saturday, June 24, 2023

Hands-on Design Workshop | Derek Woodruff
Today's Design : Bespoke Floral for the Ages
Limited to the first 30 registered.

CHOICE #8 Saturday, June 24, 2023

Advanced Hands - on Workshop | Hitomi Gilliam
Tropical Nouveau : Hand-tied Bouquet
Limited to the first 30 registered.

CHOICE #9 Sunday, June 25, 2023

Hands-on Design Workshop | Amy Balsters
Seeing Color In New Ways
Limited to the first 30 registered.

ADVANCED
(before 6/20)

REGULAR
(after 6/20)

\$125 \$150

\$125 \$150

\$125 \$150

\$195 \$250

\$125 \$150

TOTAL Choices \$ _____

MEMBERS 15% DISCOUNT \$ _____
(Choices 1-4)

TOTAL REGISTRATION \$ _____

Attendee Name _____

Email _____

Business Name _____

Address _____

City|State|Zip _____

Mobile Phone _____ Business Phone _____

PAYMENT INFORMATION

☐ U.S Check|Money Order payable to TSFA

☐ American Express ☐ Discover ☐ MasterCard ☐ VISA

Credit Card # _____

Exp _____ CVV Code _____ Billing Zip _____

Signature _____

Date _____

One form per person. This form may be copied to accommodate additional registrants
or you may go online to register at tsfa.org.



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

9:00 am – 11:00 am

Ames

HANDS-ON DESIGN WORKSHOP
Generational Design Make it and Market!
Jackie Lacey AAF AIFD PFCI
Workshop underwritten by
Texas Floral Education Partner
Founding Gold Level Texas Floral Education
Underwriter BloomNet

9:00 am – 11:30 am

Belford

BUSINESS SESSION
Hidden Treasure
Finding the Gold in Your Business
Derrick Myers CPA CFP PFCI
Session underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

9:00 am – 4:45 pm

San Gabriel G-H

SILENT AUCTION
RAISING FUNDS FOR EDUCATION
Texas Floral Endowment

Noon – 2:00 pm

Ames

HANDS-ON DESIGN WORKSHOP
Exploring Key Principles and Elements of Design
Amy Balsters
Workshop underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

1:00 pm – 2:30 pm

Belford

BUSINESS SESSION
*Business Megatrends : Impacting your Floral
Business Now and into the Future*
Renato Cruz Sogueco AAF PFCI
Session underwritten by
Texas Floral Education Partner
Founding Gold Level Texas Floral Education
Underwriter BloomNet

2:00 pm – 4:00 pm

Pre-Assembly 4

**TEXAS DESIGNER OF THE YEAR
COMPETITION CATEGORY I**

**TEXAS DESIGNER OF THE YEAR
COMPETITION CATEGORY II**

2:30 pm – 4:00 pm

Taylor

FLORAL PHOTOGRAPHY WORKSHOP

Picture Perfect
Alan Masters AIFD PFCI and Cody Ash
Workshop underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

3:00 pm – 4:00 pm

Belford

BUSINESS SESSION

*The Best of the Best : How to Hire, Train and Keep
the Employees that You Want*
Derrick Myers CPA CFP PFCI
Session underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

4:45 pm – 5:15 pm

San Gabriel J-K

TSFA ANNUAL MEETING

6:30 pm – 7:30 pm

Pre-Assembly 2-4

**PRODUCT GALLERY OPPORTUNITIES
SHOP & NETWORK**

7:45 pm – 10:30 pm

San Gabriel F

STARS OF TEXAS EVENT

The Emersion Phase
Jody McLeod AIFD PFCI NCCPF
Presentation underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

SATURDAY, JUNE 24, 2023

8:00 am – 9:30 am

San Gabriel F

BREAKFAST AND DESIGN PRESENTATION

*Engaging Customers with Project-Based
Purchases*
Derek Woodruff AAF AIFD PCFI
Presentation underwritten by
Texas Floral Education Partner
Silver Level Texas Floral Education Underwriter
Syndicate Sales

9:00 am – 6:00 pm

San Gabriel G-H

SILENT AUCTION
RAISING FUNDS FOR EDUCATION
Texas Floral Endowment

9:30 am – 12:30 pm
Pre-Assembly 2-4

PRODUCT GALLERY OPPORTUNITIES
SHOP & NETWORK

10:30 am – 11:30 am
San Gabriel E

MAIN STAGE PRESENTATION
Tropical Nouveau : Traveling through Flowers
Hitomi Gilliam AIFD EMC
Presentation underwritten by
Texas Floral Education Partner
Founding Gold Level Texas Floral Education
Underwriter Teleflora

12:45 pm – 2:45 pm
San Gabriel F

LUNCHEON AND DESIGN PRESENTATION
Entertaining Events : Expect the Unexpected
Mandy Majerik AIFD PFCI
Presentation underwritten by
Texas Floral Education Partner
Founding Bronze Level Texas Floral Education
Underwriter Accent Decor

3:15 pm – 4:15 pm
San Gabriel E

MAIN STAGE PRESENTATION
Retail Design for Today's Generational Market!
Jackie Lacey AAF AIFD PFCI
Presentation underwritten by
Texas Floral Education Partner
Founding Gold Level Texas Floral Education
Underwriter BloomNet

5:00 pm – 7:00 pm
Ames

HANDS - ON DESIGN WORKSHOP
Today's Design : Bespoke Floral for a New Age
Derek Woodruff AAF AIFD PFCI
Workshop underwritten by
Texas Floral Education Partner
Silver Level Texas Floral Education Underwriter
Syndicate Sales

5:00 pm – 7:00 pm
Belford

ADVANCED HANDS-ON DESIGN WORKSHOP
Tropical Nouveau : Hand-Tied Bouquet
Hitomi Gilliam AIFD EMC
Presentation underwritten by Texas Floral
Education Partner
Founding Gold Level Texas Floral Education
Underwriter Teleflora

SUNDAY, JUNE 25, 2023

8:00 am – 10:00 am
Ames

HANDS-ON DESIGN WORKSHOP
Seeing Color In New Ways
Amy Balsters
Presentation underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

10:15 am – 11:15 am
Belford



TEXAS DESIGNER OF THE YEAR
COMPETITION CATEGORY III

11:30 am – 12:30 pm
San Gabriel E

MAIN STAGE PRESENTATION
Floral Superhero
Donald Yim AIFD PFCI
Presentation underwritten by
Texas Floral Education Partner
Founding Bronze Level
Texas Floral Education Underwriter
Smithers-Oasis

1:00 pm – 3:30 pm
San Gabriel F

LUNCHEON AND DESIGN PRESENTATION
Upscale Floristry
Deborah De La Flor AIFD PFCI
Presentation underwritten by
Texas Floral Education Partner
Founding Silver Level
Texas Floral Education Underwriter FTD, Inc.



**SHERATON HOTEL &
CONFERENCE CENTER**
1101 Woodlawn Street • Georgetown, Texas
(737) 444-2700

**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.**

Floral Superhero

SPREADING POSITIVE ENERGY THROUGH FLORAL ART



Are you ready to become a *Floral Superhero* and spread positive energy through floral art?! Join us for an exciting presentation that combines floral design with inspiring thoughts and techniques.

In this program, we will use Oasis floral products to create stunning arrangements that will leave a lasting impression. But more than that, we will explore how floral design skills can be used to create positive environments for our customers and our communities.

As a *Floral Superhero*, you will learn how to harness the power of flowers and plants to transform any space into a peaceful and welcoming haven. From simple arrangements to intricate installations, we will show you how to use floral design to create a positive and uplifting atmosphere that will leave a lasting impact on your customers.



We will also discuss the importance of sustainability in the floral industry and how we can use our skills to create exquisite arrangements while minimizing our impact on the environment. By using Oasis floral products, we can create stunning arrangements that are not only beautiful but also eco-friendly.

But the real power of floral design lies in its ability to spread positive energy and joy. As a *Floral Superhero*, you will learn how to use your skills to create an environment that is both beautiful and uplifting. Whether it's a simple bouquet or an elaborate installation, every floral arrangement has the power to brighten someone's day and bring a smile to their face.

Whether you're a seasoned professional or just starting out, there is something for everyone so join us as we explore the world of floral design. Get ready to be inspired and uplifted by the beauty of flowers and the power of floral design so that you emerge as a *Floral Superhero*!



SMITHERS-OASIS

Presentation underwritten by Smithers-Oasis
Bronze Level TEXAS Floral Education Underwriter

Immerse Yourself IN THESE HANDS-ON WORKSHOPS!

GENERATIONAL DESIGN – MAKE IT AND MARKET!

Friday, June 23, 2023 | 9:00 a.m. - 11:00 a.m. | Hands-on Design Workshop | Jackie Lacey AAF AIFD PFCI

Each generation approaches every purchase with pre-conceived notions. Marketing pressure is applied at every possible click. It is up to you to know your market. What is your demographic? What sets you apart from your competition? Why should the consumer click to purchase from you? Designing for each generation starts with understanding what each generation is and how to connect on their terms. Join us as we create various generational styles to learn how to best design, market and capture the sale.



Workshop underwritten by Texas Floral Education Partner BloomNet
Founding Gold Level Texas Floral Education Underwriter

EXPLORING KEY PRINCIPLES AND ELEMENTS OF DESIGN

Friday, June 23, 2023 | Noon - 2:00 p.m. | Hands-on Design Workshop | Amy Balsters

The Principles and Elements of Design are fundamental and have been a key source for improving my design work over the years. Rather than seeing them as rigid rules to follow, they offer a rich structure of guidelines that allow our floral work to flourish. Come explore key principles and elements that I use regularly in this hands-on floral design class. You will practice application by making a petite "loose and airy" vase arrangement using balance, proportion, form and line and utilize different categories of flowers and foliages as our guide.



Workshop underwritten by our Texas Floral Education Partners
Texas Floral Education Underwriters

TODAY'S DESIGN : BESPOKE FLORAL FOR A NEW AGE

Saturday, June 24, 2023 | 5:00 p.m. - 7:00 p.m. | Hands-on Design Workshop | Derek Woodruff AAF AIFD PFCI CF

Generation Next has a taste for the "Free-form", "Asymmetrical" and the "Bespoke" in floral design. Though this trend seems counterintuitive to the principles and elements of floral design, it's not! Practice makes perfect in this hands-on design session showcasing the best ways to create the most bespoke of bouquets. You will see multiple demonstrations using different styles of containers, tools and mechanics for creating these free-form beauties before putting on your creative hat to construct your own with guidance from the instructor.



Workshop underwritten by Texas Floral Education Partner Syndicate Sales
Silver Level Texas Floral Education Underwriter

TROPICAL NOUVEAU HAND-TIED BOUQUET

Saturday, June 24, 2023 | 5:00 p.m. - 7:00 p.m. | Advanced Hands-on Design Workshop | Hitomi Gilliam AIFD EMC

We will create an artful structure suitable for easily blending the mixture of tropicals with garden flowers into a hand-tied bouquet with emphasis on economy of means.



Workshop underwritten by Texas Floral Education Partner Teleflora
Founding Gold Level Texas Floral Education Underwriter

SEEING COLOR IN NEW WAYS

Sunday, June 25, 2023 | 8:00 a.m. - 10:00 a.m. | Hands-on Design Workshop | Amy Balsters

Let's talk color in this hands-on workshop focusing on real world application of color theory in floral design! Color can be intimidating and complex to understand so let's take it back to the fundamentals of how we see color and how we can use it to elevate our work. Through multiple hands-on exercises, we will practice identifying specific color harmonies, creating harmonizing color palettes and seeing color in a fresh way using flowers as our guide. The takeaway: more color confidence!



Workshop underwritten by our Texas Floral Education Partners
Texas Floral Education Underwriters

THE EMERSION PHASE

Friday, June 23, 2023 | 7:45 p.m. - 10:30 p.m.
Dinner and Design Presentation
Presenter Jody McLeod AIFD PFCI NCCPF

The world, in general, has been submerged since the onset of 2020 opening some daily yet basic opportunities for the floral industry to provide a variety of ways to share expressions of emotion. We, as floral designers and business owners, have been there, doing all possible to grow our business, as we navigated a pandemic, continue to work to survive an unpredictable economy and deal with constraints on our inspiration and creativity. But now, it is time to enter what will come to be called "The Emersion Phase." This is the time that we will rise with a broader understanding, unlimited inspiration and expanded creativity. To do so, we will look to nature and let her show us just how she works through being held under into thriving in an environment. We will explore and witness just how the ordinary becomes extraordinary.



Session underwritten by our Texas Floral Education Partners
Texas Floral Education Underwriters

Jody McLeod recently curated color and taught
a **SOLD-OUT** Hands-on Workshop
during the Texas Floral Showcase
in Houston with rave reviews!

We know that you will not want to miss seeing him at the Expo!

Don't miss the May issue of TEXAS in Bloom when we highlight
Jody and his take on Curating Color!

If you missed his program in Houston, you can see it in the Fall!!
Mark your Calendars!



SEPTEMBER 13, 2023
Fort Worth, Texas

Emersion

STARS OF TEXAS DINNER EVENT

PICTURE PERFECT

Friday, June 23, 2023 | 2:30 p.m. - 4:00 p.m. | Floral Photography Workshop
Cody Ash | G. Alan Masters AIFD PFCI

A picture is worth 1000 words so they say. We have come to see that photography and floral design go hand in hand. Your creativity and hard work will no doubt stir up a conversation with your clients as you learn to master techniques in lighting, depth of field, composition, editing and more. Enjoy highlighting your designs in your digital store, on social media and in print. Join Alan and Cody as they take you on a journey of design and photography.



Session underwritten by our Texas Floral Education Partners
Texas Floral Education Underwriters

**HIDDEN TREASURE
FINDING THE GOLD IN YOUR BUSINESS**

Friday, June 23, 2023 | 9:00 a.m. - 11:30 a.m. | Business Session | Derrick Myers CPA CFP PFCI

Hidden in your business are areas of cost that if reduced would greatly increase the profit of your business. A dollar saved in cost is a dollar added to your bottom line profit. It takes about eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. In this session we deep dive into the six main cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible.



Session underwritten by our Texas Floral Education Partners
Texas Floral Education Underwriters

**BUSINESS MEGATRENDS :
IMPACTING YOUR FLORAL BUSINESS NOW AND INTO THE FUTURE**

Friday, June 23, 2023 | 1:00 p.m. - 2:30 p.m. | Business Session | Renato Cruz Sogueco AAF PFCI

Covid. Mass Markets and Grocery Stores. Millennials. Globalization. Sustainability. If any of these words triggered any emotion in you - good or bad, these trends affected your business in the past few years and will continue to do so. Join Renato as he presents data, research and analysis of how you can potentially leverage these trends for success. Focus will be on the changing demographics, consumer trends and digital strategies.



Session underwritten by Texas Floral Education Partner BloomNet
Founding Gold Level Texas Floral Education Underwriter

**THE BEST OF THE BEST
HOW TO HIRE, TRAIN AND KEEP THE EMPLOYEES THAT YOU WANT**

Friday, June 23, 2023 | 3:00 p.m. - 4:00 p.m. | Business Session | Derrick Myers CPA CFP PFCI

In "The Best of the Best" you will learn how to align your employees to your vision for the company. Once everyone is headed in the same direction, you will learn how to empower and motivate and lead them to reach far and beyond that vision and make it a reality. Build a company and team that nobody will ever leave. An efficient and congruent team is a more profitable team.



Session underwritten by our Texas Floral Education Partners
Texas Floral Education Underwriters



FROM BUD TO BLOOM

2023 TEXAS DESIGNER OF THE YEAR COMPETITION

June 12
Entry Deadline

June 23
Categories 1 & 2

June 25
Final Round

To Enter

Visit tsfa.org to Review Competition Rules and Entry Qualifications
Download the Entry Form and Mail the completed form with the Entry Fee to
Texas State Florists' Association, PO Box 859, Leander, TX 78646
OR email the form to tsfaadmin@tsfa.org and contact the office
at 512.528.0806 to make payment.

Mary McCarthy AIFD

Texas Designer of the Year Competition Chair



Mary McCarthy AIFD TMFA has been involved in the floral industry and owner of The Blooming Idea Florist in The Woodlands for 20 years. She took her first floral design classes at the Houston School of Floral Design in 2002. She attained TMF in 2007, TMFA in 2009 and has been involved with TSFA, both on the board and on various committees. She was inducted into AIFD in 2014 and became an AIFD Certified Floral Evaluator in 2017.

Always wanting to keep up with the latest design techniques and trends, she takes every opportunity to attend design shows, workshops and has competed in several design competitions, culminating in winning Texas Designer of the Year in 2022.

ENGAGING CUSTOMERS WITH PROJECT-BASED PURCHASES

Saturday, June 24, 2023 | 8:00 a.m. - 9:30 a.m. | Breakfast and Interactive Presentation
 Presenter Derek Woodruff AAF AIFD PFCI CF

As the Experiential Retail trend begins to change shape in a post-pandemic environment, creative retailers are capitalizing on consumers with a desire to shop for goods and services that are more than just a product purchase. In this engaging, interactive and demonstrative session, learn how to source, merchandise and sell products that engage your customer's creativity and keep them coming back for more. DIY Botanical Bars, home terrarium workshop kits and flower arranging hacks are all the rage in today's home & garden lifestyle world and "Derek the Bartender" has made a career out of consumer engagement in all of these areas. Don't miss this program on how to make the most of these trends and entice a new generation of buyers to shop your specialty store.



Presentation underwritten by Texas Floral Education Partner Syndicate Sales
 Silver Level Texas Floral Education Underwriter

TROPICAL NOUVEAU : TRAVELING THROUGH FLOWERS

Saturday, June 24, 2023 | 10:30 a.m. - 11:30 a.m. | Main Stage Presentation
 Presenter Hitomi Gilliam AIFD EMC

Experience the thrill of textural blending Tropicals with Temperate Garden Flowers!! Learn to bridge the contrast in form that differentiate the two distinct flower groups to pass on the intrigue of the unique combinations that are possible. Bring NEW and exciting floral design experiences to your shop for your discerning flower customers!



Presentation underwritten by Texas Floral Education Partner Teleflora
 Founding Gold Level Texas Floral Education Underwriter

ENTERTAINING EVENTS : EXPECT THE UNEXPECTED

Saturday, June 24, 2023 | 12:45 p.m. - 2:45 p.m. | Luncheon and Design Presentation
 Presenter Mandy Majerik AIFD PFCI

Look, Listen and Learn as Mandy shares her personal thoughts and experiences on Entertaining in today's world. You'll learn about the "Twenty Minute Rule", you'll look at the latest trends in flower-forward displays from Accent Décor and listen to this Southerner while being inspired by the creativity within.



Presentation underwritten by Texas Floral Education Partner Accent Decor
 Founding Bronze Level Texas Floral Education Underwriter

RETAIL DESIGN FOR TODAY'S GENERATIONAL MARKET!

Saturday, June 24, 2023 | 3:15 p.m. - 4:15 p.m. | Main Stage Presentation
 Presenter Jackie Lacey AAF AIFD PFCI

Each generation approaches everything they do differently. They all purchase with their eyes and their fingers on some type of device. Designing for and marketing to each of the generations is a necessity but it takes know how to develop each concept once and then revise for each generation. Adapting your design style for each generation will attract multiple purchasers to broaden your reach. Greater reach equals greater revenue opportunities. Consumer preference studies and being comfortable with your message will help you market to the right group with the correct message.



Presentation underwritten by Texas Floral Education Partner BloomNet
 Founding Gold Level Texas Floral Education Underwriter

FLORAL SUPERHERO

Sunday, June 25, 2023 | 11:30 a.m. - 12:30 p.m. | Main Stage Presentation
Presenter Donald Yim AIFD PFCI

I believe everyone can become a superhero! Being a florist means we can make magic! By using unique flowers, and learning different floral techniques and styles, we will learn to make everything beautiful and in turn bring happiness to everyone! Spreading positive energy is a superhero move that will let us use our new floral skills to raise the bar!



SMITHERS-OASIS

Presentation underwritten by Texas Floral Education Partner Smithers-Oasis
Founding Bronze Level Texas Floral Education Underwriter

UPSCALE FLORISTRY FINDING THE INSPIRATION WITHIN

Sunday, June 25, 2023 | 1:00 p.m. - 3:30 p.m. | Luncheon and Design Presentation
Presenter Deborah De La Flor AIFD PFCI

In this exciting and energetic presentation, Deborah De La Flor AIFD PFCI will show you how to turn your everyday floral designs into works of floral art. Using fun techniques and gorgeous color combinations, she will inspire you to make every design a masterpiece that your customers won't soon forget.

FTD



1910

Presentation underwritten by Texas Floral Education Partner FTD, Inc.
Founding Silver Level Texas Floral Education Underwriter

HAVE YOU MADE YOUR HOTEL RESERVATIONS?



The Sheraton Hotel and Conference Center is the Texas Floral Expo's host hotel where all programming will be presented.

To make your hotel room reservation please call 737-444-2700 to book directly and request the Texas State Florists' Association rate of \$185.00.

SMITHERS-OASIS

DESIGN EDUCATION SUNDAY



Mandy Majerik AIFD PFCI shares a Glimpse into the WORLD OF EVENT DESIGN

Photography Credit | Eric and Jamie Photography

Auburn University's Grand Opening of the Woltosz Football Performance Center was held in January 2023. The Woltosz Football Performance Center comprises 233,428 square feet and houses Auburn's football operations. The facility covers 12 acres, including two full-sized natural grass outdoor fields, a 95,300-square-foot indoor practice facility and the 25,000-square-foot Creel Family Player Development Lab offering strength and conditioning equipment and training space. The facility is the largest athletics project in Auburn history and Mandy Majerik AIFD PFCI was called upon to style the Gala to host Auburn University's top Athletic donors who helped raise the money for the 'state of the art' building efforts totaling over 91 million dollars!

The event was hosted throughout the facility and the dinner was held on the indoor practice field. Guests valeted to an entrance of abundant floral and staircases loaded with candlelight. They were immediately greeted with logoed cocktails passed on custom acrylic trays. Champagne displays of various heights were adorned with floral and custom signage. Multiple photo opportunities were provided throughout the event space, such as a custom tiger wallpaper with tiger statue and a 14' tall magazine cover, guests were able to stand in. Among the



guest appearances were visits from Auburn's mascot 'Aubie the Tiger' and the live golden eagle that serves as a symbol for the battle cry 'War Eagle.'

Guests dined in a 'room' designed of 40' draped sections with a center focal featuring a white piano overflowing with fresh flowers atop a floral surrounded riser. Among other major details within the room were 16' white dogwood trees nestled inside large round bars and collections of boutique lounge furniture accented with custom pillows. Six three-sided banquettes were used as exterior focals housing an 8' shadowbox with a chandelier and cascading florals. An underlying design element throughout the event was also the popular, trending use of acrylic. We provided acrylic dining tables with floral inside, acrylic coffee tables, acrylic trays with custom patterns, and acrylic dining chairs. Many of Accent Decor's containers, candelabra, votives and more were on point throughout!



Photography Credit | Eric and Jamie Photography

A floral team of ten talented designers accomplished the gorgeous floral moments and a support staff of over 25 were able to assist and distribute the rest of the floor plan.

This event involved months worth of planning, a week of installation and over

200 helping hands from the draping riggers all the way to the cocktail servers!

When I began in the floral industry, my first goal was to make my business more attractive to wedding and corporate clients. I worked on my branding to help accomplish this as well as began making connections within my city and local wedding market. I began to take on larger wedding clients and realized the demand in my area for rental 'props' from bar facades to lounge collections. I decided to re-invest into my company by adding unique, more luxurious rental items vs the ordinary tents, chairs, tables you would easily find at a big box rental company. My city didn't offer the boutique rentals and I quickly saw a way to serve my clients in a large capacity by housing my own rental property. Birmingham simply didn't have the selection brides were looking for, so I jumped at the opportunity for that niche market. I mean, it isn't hoarding if you rent it, right?!?

Being a prop rental company isn't for the faint of heart or the weak! Sometimes I laugh and tell people I own a glorified, beautiful moving company! With a fleet of box trucks and vans, we deliver all over the Southeast (and beyond!). In the early days of developing my prop rental business, I leaned on my already vast repertoire of Accent Decor candelabra, vases, votives, urns and column collection. As AD began to introduce more wedding/event related items such as arches, backdrops, etc, I was thrilled at the opportunity to purchase these from them as well. Their customer service made it so easy to talk to someone, if anything was damaged to get it replaced very quickly, as they understand that we are working on strict deadlines for our events. It was quickly known in my area that if anyone needed to supplement their own quantity of AD vases, I more than likely had them! Also, if they didn't want to purchase 15 candelabra for their one event, they could rent mine and elevate the experience for their client as well. Accent Decor has always been a leading trendsetter in the industry and make it so easy to provide our clients with what they are seeing on Pinterest and in magazines. I love how





Photography Credit | Eric and Jamie Photography

they are always looking for a way to make things easy to assemble, easy to transport and in all ways, 'user friendly' during their development process. I have so many Accent Decor labeled boxes, I jokingly asked if I could have my own labeled boxes made!! Haha!

I can hardly wait to share my story during the TEXAS Floral Expo!

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WEBSITE

HotHouseDesignStudio.com
(new one coming soon!)
PropHouseBirmingham.com

Accent Decor products were beautifully presented throughout this event.

**Don't miss Mandy Majerik's Presentation on
Saturday of the Expo!
June 24, 2023**



Presentation underwritten by Accent Decor
Bronze Level Texas Floral Education Underwriter

TSFA *Calendar of Events*

Designer Credit | Mandy Majerik AIFD PFCI
Photography Credit | Eric and Jamie Photography



APRIL

- 2 Palm Sunday
- 7 Good Friday
- 9 Easter
- 13 TSFA Design Event & light Dinner
Pikes Peaks | Austin
TSFA Members attend at no cost
Non-members \$25
telephone 512.528.0806
- 22 Earth Day B. Koepke
- 26 Administrative Professionals Day
TSFA Finance Committee Meeting
via Zoom Video Conference
- 30 TSFA Board of Directors Meeting
TSFA Headquarters | Leander

MAY

- 14 Mother's Day
- 20 Armed Forces Day
- 29 Memorial Day

JUNE

- 18 Father's Day
- 23-25
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VICKERY
WHOLESALE GREENHOUSE

PATRICK R. BERRY
Owner

6314 Duffan Ln. (512) 291-0400
Austin, TX 78724 Fax: (512) 291-0492
pberry@vickerygreenhouse.com (800) 986-3580
www.vickerygreenhouse.com

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HEIGHTS Floral Shop, Inc.
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Est. 1935
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