

FEBRUARY 2024



TEXAS
in Bloom



ALL for the
LOVE of **FLOWERS**

June 21 - 23, 2024

San Antonio, Texas



Sneak Peek! Take a look inside!



◀ TSFA First Vice President Ed Fimbel CFD TMFA and TSFA Second Vice President Marisa Guerrero AIFD CFD discuss opportunities for member engagement.

▶ TSFA Past Presidents John Priest and Lynn Lary McLean AAF AIFD PFCI TMF work with TSFA Executive Director Michelle Karns CAE in a small group session on marketing.



Texas State Florists' ASSOCIATION
Strategic Planning 2024

POSITIVE IMPACT

DIVERSITY

VALUE PROPOSITIONS

MEMBER ENGAGEMENT

INTERNSHIPS
 NETWORKING

PROFESSIONAL DEVELOPMENT

DIGITAL FOOTPRINT

STRATEGIC PARTNERSHIPS

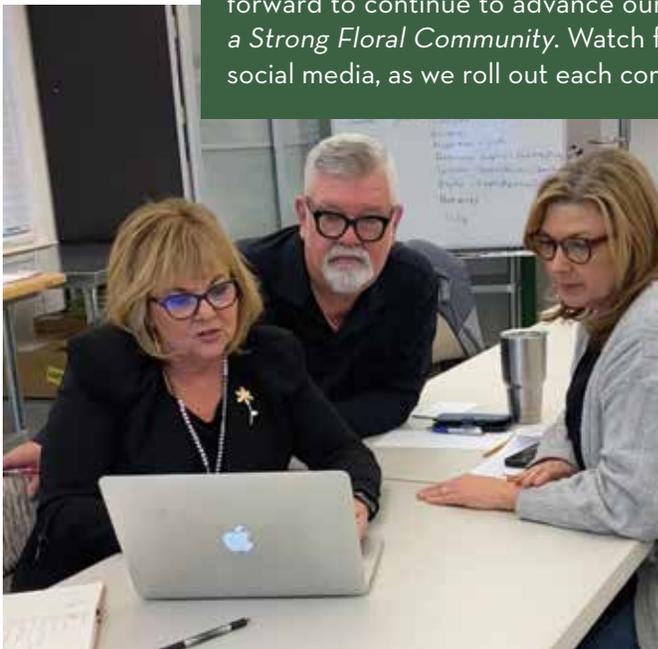
MENTORING
 EXPAND EDUCATION

TSFA leadership met at the TSFA Office in mid January for a productive two days to brainstorm and develop a five year strategic plan.

From a flurry of ideas to mindful discussions, four strategies were defined. These bold goals will move forward to the TSFA Board of Directors for approval.

From the very beginning, the overall process was extensive. Initial discussion in 2023, led to the TSFA Board's decision to bring in a company to facilitate. This led to a survey of TSFA members and interested parties. Interviews with stakeholders concluded the work prior to the gathering in mid January.

The TSFA Board of Directors expresses appreciation for the multitude of responses received that guided the process. The plan, a definitive reflection of the responses, will lead TSFA forward to continue to advance our mission statement *Cultivating Member Success and a Strong Floral Community*. Watch for updates, in *TEXAS in Bloom* and on TSFA social media, as we roll out each component of the strategic plan!



◀ Past Presidents and Education Co-chairs Cheryl Vaughan CFD TMFA and Bruce Easley AIFD CFD TMFA share ideas on education with TSFA President Susan Piland AIFD CFD TMF.

▶ Former TSFA Executive Director Dianna Nordman AAF and TSFA member Tom Wolfe, Jr. share thoughts on strategic partnerships.



Texas in Bloom

FEBRUARY 2024 | VOLUME L | NUMBER 2

FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

Hello TSFA floral family, I hope this message finds you all in great spirits as we embark on the promising journey of 2024. We are thrilled to have recently had our strategic planning meeting, which will set the stage for a bright and exciting future for the Texas State Florists' Association.

I am incredibly grateful to our dedicated strategic planning team. These individuals generously gave of their time over several months to ensure the growth and continued success of TSFA. The love for our association is the driving force that will ensure our success in the future.

Valentine's Day is upon us and as florists we have a very special job, conveying one person's love to another. Always remember your floral work is the ultimate symbol of LOVE. We are one of the very few that get to help others express

their feelings and no better way than through flowers. Red roses may not be your favorite, but they are the quintessential blooms of Valentine's Day. Personally, I love Pink Floyd roses, big, bold and fragrant! Remember to encourage the countless color options! Remember to encourage add on sales! Many times, by suggesting three different items during the sale, such as a box of chocolates, plush animal, specialty card, balloons or a candle, they will select an additional gift. It is that added touch that increases sales and ensures a profitable holiday. I wish you all a successful Valentine's 2024 and hope you are able to get much-needed rest during the days that follow.



TSFA Education Co-Chairs, Vice-Chairs, committee members, and staff have hit the road, with the first Level 1 and Level 2 Floral Design High School Certification testing. They will be working hard across our great state of Texas, so if you can spare the time, we would love to have you be a part of this incredible team effort. Please reach out to the TSFA office to volunteer at one of the many opportunities.

WOW, we can often count on the unpredictable Texas weather to make changes in our lives and in our schedules. Thank you, TSFA members, for understanding the rescheduling of the Texas Floral Spotlight design presentation at Bronze Level Texas Floral Education Underwriter Hill's Wholesale Florist in Longview. This educational event has been rescheduled, and March 6 is the date! We look forward to your continued enthusiasm and participation at this exciting event.

Remember the application deadline is approaching for Texas Floral Endowment Scholarships. Seize this wonderful opportunity to invest in your floral education and enhance your skills. Application Deadline is March 15!

It's all for the love of flowers,
Susan

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STRATEGIC PLANNING 2024



ALL for the LOVE of FLOWERS

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TSFA CONGRATULATES
TSFA PAST PRESIDENT
KEN FREYTAG IN
CELEBRATION OF THE
50TH ANNIVERSARY OF
FREYTAG'S FLORIST

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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TEXAS
Floral
F O R U M • 2 0 2 4

JUNE 21 - 23, 2024

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Yolanda Amos TMFA

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DESIGNER GIFTS CHAIR**
Iuliia Prokhorova CFD TMF

TSFA ELECTION CO-CHAIRS
Tom Wolfe, Sr.
Debbie Woltmann AIFD CFD TMFA

TSFA PAST PRESIDENTS SALE CHAIR
Norman Northen TMFA

2024 TEXAS DESIGNER OF THE YEAR COMPETITION

REFLECTIONS

June 10
Entry Deadline

June 21
Reception

June 22
Categories I - III

June 23
Recognitions

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 • P.O. Box 859 • Leander, TX 78646 OR email the form to tsfaadmin@tsfa.org and contact the TSFA office at 512.528.0806 to make payment.

2024 AWARDS MADE POSSIBLE BY

 **Texas State Florists' ASSOCIATION**

 **Texas Floral**
ENDOWMENT

THE FIRST PLACE WINNER RECEIVES

- Recognition as Texas Designer of the Year.
- \$1,000 Cash Prize.
- Official Silver Texas Cup and First Place Ribbon.
- Up to \$1,000 to represent Texas at the SAF 2024 Sylvia Cup Competition.
- Celebrated as a Star of Texas and presented a Crystal Star.

THE SECOND PLACE WINNER RECEIVES

- \$300 Cash Prize.
- Second Place Ribbon.

THE THIRD PLACE WINNER RECEIVES

- \$200 Cash Prize.
- Third Place Ribbon.

ALL FOR THE LOVE OF FLOWERS

TEXAS DESIGNER
OF THE YEAR
COMPETITION



Chris Norwood AAF AIFD PFCI



Presentation and Hands-on Workshops
underwritten by
Texas Floral Education Underwriters

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.



Andreia Muller AIFD FSMD



Presentation and Hands-on Workshops
underwritten by
Texas Floral Education Underwriters

Andreia Muller AIFD FSMD, known best to her friends as Andie, is a highly accomplished and renowned business owner and floral designer. She is known for her exceptional entrepreneur skills, professionalism, creativity and mastery in the art of floral design. With an extensive background in all things floral, 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.

FRIDAY, JUNE 21, 2024 • 3:00 P.M. - 6:00 P.M.

PROVEN DESIGN TECHNIQUES

Hands-on Design Workshop | Chris Norwood AAF AIFD PFCI

It is oftentimes said that “Everything old is new again.” This famous quote, from the 1700’s author Jonathan Swift, has appeared in song and political essays. In this modern world, never is it more relevant than when looking at the trend to reuse, revamp, recycle and revive. With decades of design experience, Chris will share proven design techniques that will ease your day, enhance your design, please your customer and add to your bottom line!

SATURDAY, JUNE 22, 2024 • 1:00 P.M. - 3:00 P.M.

WEDDING FLORALS UNVEILED

Saturday Luncheon Design Presentation | Andreia Muller AIFD FSM D

Wedding Florals Unveiled is a collaborative experience that celebrates the art of floristry, within our community. Master upselling with grace while elevating your floral artistry. Dive deep into the world of design, while Andie shares her secrets, innovative techniques and invaluable insights garnered from years of experience. Prepare to be captivated as she guides you through the intricacies of creating stunning bridal bouquets, mesmerizing centerpieces and awe-inspiring floral installations. Connect with like-minded professionals to exchange ideas and gain a fresh perspective on the evolving trends in the wedding industry. Celebrate a weekend of inspiration, education and a shared passion for turning beautiful blooms into masterpieces.

SUNDAY, JUNE 23, 2024 • 9:00 A.M. - 11:00 A.M.

BOUQUETS STYLED FOR SUCCESS

Hands-on Design Workshop | Andreia Muller AIFD FSM D

Think Instagram inspired bouquets that are airy, and asymmetrical, with well placed texture and emphasized color and you will have an idea of what to expect from this hands-on design workshop. Several bouquets will open Andie’s demonstration evaluating that it is not only the creative accomplishments that bring success to your business but also the numerical applications applied to each design. You will leave class understanding the real cost of materials and the importance of perceived value. Selecting from a lovely assortment of flowers, you will create a bouquet to be Instagram worthy!

SUNDAY, JUNE 23, 2024 • 11:30 A.M. - 2:30 P.M.

...AND TODAY’S HAPPY IS...

Sunday Luncheon Design Presentation | Chris Norwood AAF AIFD PFCI

At the onset of Covid-19, an act of kindness turned into a global sensation. Everyday, Chris brought a little happy into the homes of professional floral designers and floral enthusiasts, using Facebook LIVE to do so. This design platform grew to be one that was awaited each day, not only because of an interest in floral design, but also because of the vast knowledge and entertaining wit of the presenter. The designs were those that are most often delivered with reminders of the beauty found within each. Join Chris for an inside look into the process with a demonstration of inspired designs to elevate daily deliveries and to simply experience the phenomenon called HAPPY!

SUNDAY, JUNE 23, 2024 • 3:00 P.M. - 5:00 P.M.

PROVEN DESIGN STRATEGIES

Advanced Hands-on Design Workshop | Chris Norwood AAF AIFD PFCI

A design strategy is created by understanding the needs of the customer and then aligning the process around the needs of the business...think of it as a bridge between the two needs. As floral designers, we consistently do our best to meet the needs of our customers. The question asked most often is, "Are we also meeting the needs of the business?" Chris brings to this workshop the highest level of retail experience. His in-depth knowledge of design has produced proven design strategies that will strengthen your business. Join him for this advanced hands-on design workshop and return home energized and inspired to connect design and business needs through learned strategies.





TEXAS *Floral* FORUM • 2024

Presented by the Texas State Florists' Association
Partially underwritten by the Texas Floral Endowment

FRIDAY, JUNE 21, 2024

3:00 p.m. - 6:00 p.m.
HANDS-ON DESIGN WORKSHOP
Chris Norwood AAF AIFD PFCI
Proven Design Techniques
Workshop underwritten by
Texas Floral Education Underwriters

SATURDAY, JUNE 22, 2024

8:30 a.m. - 9:30 a.m.
TSFA ANNUAL MEETING

10:00 a.m. - Noon
PRODUCT GALLERY
DESIGNER OF THE YEAR COMPETITION

Noon - 12:45 p.m.
IT'S TIME TO NETWORK!

1:00 p.m. - 3:00 p.m.
LUNCHEON AND DESIGN PRESENTATION
Andreia Muller AIFD FSMD
Wedding Florals Unveiled
Presentation underwritten by
Texas Floral Education Underwriters

3:00 p.m. - 4:00 p.m.
PRODUCT GALLERY

4:15 p.m. - 6:00 p.m.
BUSINESS OF FLOWERS SESSION
Vonda La Fever AIFD PFCI
Lori Wilson PFCI
The \$2,000 Tulip
Session underwritten by
Bronze Level Texas Floral
Education Underwriter Flower Clique

SUNDAY, JUNE 23, 2024

8:00 a.m. - 10:30 a.m.
PRODUCT GALLERY

9:00 a.m. - 11:00 a.m.
HANDS-ON WORKSHOP
Andreia Muller AIFD FSMD
Bouquets Styled for Success
Workshop underwritten by
Texas Floral Education Underwriters

11:00 a.m. - 11:30 a.m.
IT'S TIME TO NETWORK!

11:30 a.m. - 2:30 p.m.
LUNCHEON AND DESIGN PRESENTATION
Chris Norwood AAF AIFD PFCI
...and Today's HAPPY is...
Presentation underwritten by
Texas Floral Education Underwriters

3:00 p.m. - 5:00 p.m.
ADVANCED HANDS-ON DESIGN WORKSHOP
Chris Norwood AAF AIFD PFCI
Proven Design Strategies
Workshop underwritten by
Texas Floral Education
Underwriters

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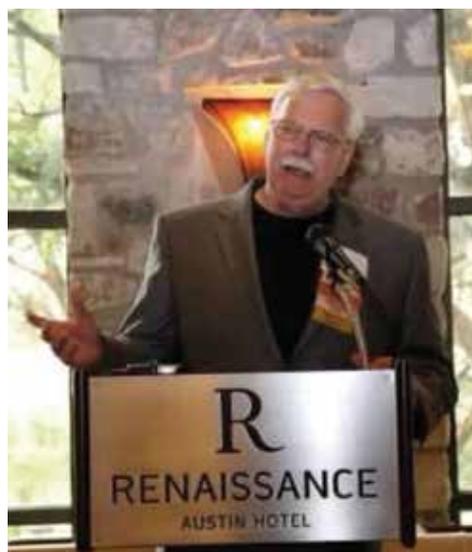
ALL For The LOVE of FLOWERS

PLAN YOUR STAY!



Ken Freytag opens the doors in 1974 to what will become Austin's premier florist.

Ken Freytag was born and raised in Austin, Texas. His floral industry career began at the age of 15. Shortly after his father passed away, he enrolled in a vocational work program at John H. Reagan High School. His first florist job was at Airport Florist. Under the supervision of Naomi, Truman and Gerald McPhail, he trained for two years. From there, the next two years were spent at the Flower Box in Austin, working with Pat and Pete Taylor. The McPhails and the Taylors were very involved in the local Austin Allied and Texas State Florists' Association. Working at these two shops opened the doors to Ken's industry involvement.



As Chair of the TSFA Convention, held at the Renaissance Hotel in Austin, Ken Freytag welcomes all to the 100th Year Celebration of TSFA!!

TSFA CONGRATULATES TSFA Past President Ken Freytag — in Celebration of the — **50TH ANNIVERSARY OF FREYTAG'S FLORIST**



TSFA Past President Lyndon Holt and his family join Ken and his son Chad at Herman Meinders Ranch. From left to right Lyndon's step father Carl and son Tony, Chad and Ken Freytag and Lyndon Holt.

During the summer after high school graduation, Ken attended the Buddy Benz Floral Design School at a time when Mr. Benz taught classes at his home. The time spent was two weeks of classes from 8 a.m.- 6 p.m. Monday through Friday where Buddy Benz provided an advanced course in design. Learning various trends in wedding bouquets, studying the Hogarth curve and a focus on funeral work were the projects taught. In 1972, at 18, Ken signed a lease and secured a loan to open his first brick and mortar store. He worked out of his mother's garage until Mesa Plaza was completed.

He became a member of Teleflora in November 1973. Just days before Valentine's Day in 1974, Freytag's opened their doors, making 73 deliveries on that first Valentine's Day! Over the next three decades, Freytag's grew to eight locations being named a Top 100 Member in three of the major wire services - AFS, FTD

and Teleflora. Today, Freytag's has one 20,000 square foot retail store and design center. Freytag's Gravity Free website is considered the branch location with far less overhead. Freytag's currently delivers over 2,500 deliveries Valentine's week!

Shortly after opening the store in February 1974, Ken and Terri married in July of that year and the whirlwind continued. The business grew as did their family.

Chad was born in 1978 and Casey in 1980. Ken and Terri continue to be very involved in the Northwest Hills community where they bought their home in 1980 and where Freytag's main location was for 29 years. A building was purchased from Steak and Ale Restaurant Group and totally remodeled to include an addition to the existing building. Terri was always the Team Mom in sports and involved in Chad and Casey's daily



TSFA's 100th year is celebrated by 23 TSFA Past Presidents. Ken Freytag served as TSFA President in 1987 and chaired the 100th Year Anniversary TSFA Convention in Austin. He is surrounded by those he served with in TSFA leadership over several decades.

Seated from left to right are Past TSFA Presidents Pat Becker (2009), Debbie Gordy (2005), Billie Jeanne Kirschner (1981), Judy Rutledge (2008), Martha Hoppe (1993), Debbie Wright (2007), Debbie Woltmann (2011 and 2018). Standing from left to right are Past TSFA Presidents Sheri White (1995-1996), Keith Taylor (2004), Bernie Hillen (1961), Pat Berry (2012), John Priest (2002-2003), Lynn Lary McLean (1990-1991), Jack Cross (1997-1998), Mark Knox, Jr. (1982), Bruce Easley (2013), Ken Freytag (1987), Gayle Johnson (2001), Jimmy Klepac (2006), Jack Weatherford (2010), Shari Sandlin (2000), Joel Paul Shirley (1992) and Pam Fuller (2014)

activities. Ken coached Little League, serving on the Board of Directors for six years. Chad and Casey both played sports at Anderson High School. Terri never missed a game or one of the children's events. Ken served on boards and committees for Anderson High School Sports.

Ken's first TSFA Convention was at the Shamrock Hotel in the late 1970's and his decades of service to TSFA soon began. Committee involvement and positions on the TSFA Board of Directors opened opportunities for life long friendships. He holds the record serving as TSFA Convention Chair five times. His involvement in the numerous finance related committees contribute today to TSFA's strength. These include the Long Term Investment Committee, Long Term Asset Committee and TSFA Real Estate Committee, as well as the overall Finance Committee for over 35 years. In 1987, Ken served as TSFA President. Today, Ken continues to serve on the TSFA Finance Committee and as a Founding Member of the Texas Floral Endowment Board of Directors.

The relationships he made through TSFA were invaluable. Ken, Mike Roach and Thomas Gay started Austin Flower Company in 1996. Ken and Mike had grown to be close friends while



TSFA Convention 1986 in Houston, Texas, featured a band from Las Vegas called The Diamonds. This was a time of big conventions and bigger parties! The band was sponsored by Carik. There was a standing ovation when Ken joined the lead singer and sang ELVIRA not missing a word!



Joining Ken Freytag at TSFA's 100th Anniversary Celebration are long time friends Herman Meinders and David Graham. For over 30 years, they hunted on the Meinders Ranch with stories of business and family shared.



Visiting the offices of Senator Phil Graham of Texas during SAF Congressional Action Days.

Mike served on the TSFA Board of Directors during the time that Ken served as President. After numerous conversations they decided to open this very successful European flower market in central Austin.

In 1996, Mike, Thomas, Ken and Tommy Dismuke opened San Antonio Flower Company. After Mike's death, Debbie Borek became a partner. Ken's son Chad is now a partner in San Antonio Flower Company. Looking back on a lifetime of friendship, it was Tommy who took Ken to his first TSFA Convention when Tommy managed Bill Doran Wholesale Florist in Austin. As the saying goes, the rest is history.

Ken has been honored on numerous occasions. Some of his most treasured floral honors include:

TSFA President, serving in 1987

TSFA Lifetime Achievement Award, received in 1988

First Recipient of the Tom Butler Retailer of the Year Award, presented during the Society of American Florists' Convention in 2015

Herman Meinders Visionary Award, presented by the Texas Floral Endowment in 2022



Ken Freytag was the first recipient of the Tom Butler Retailer of the Year Award presented during the American Floral Endowment dinner during the Society of American Florists Convention in 2015.

In 2001, Chad joined the family florist, introducing technology and new ideas to further their success and growth. Chad is now a partner in the business, and Ken often shares, he will be working for Chad in five years when he turns 75. After completing college, Casey came to work in the shop as a designer. She was honored to work on President Bush's Inauguration flowers.



Ken's son Chad joined the business following high school graduation in 1996. Today he brings significant value to the overall operation as a Partner with his focus on finance as CFO and Treasurer. On a daily basis, he oversees operations as General Manager.

Family brings so much joy. Chad and Jordan have two sons, Reed (9th grade) and Case (7th grade), and they are very busy with sports, band, hunting, fishing and living life. Casey has two children, Cooper (9th grade) and Avery (7th grade), and she is very busy with baseball, kickball, volleyball, dance and works daily in the shop. Their big surprise was two years ago when Casey and Cloudy had their baby girl, Riley. Riley stays with Terri during the mornings that Casey works. They are crazy about each other and love to go shopping and on long walks.

Ken feels he owes so much to TSFA in appreciation of his many mentors and lifelong friendships over the years. He had the joy of working with Lois Frizzell from 1978 through his Presidency. He and Dianna Nordman have forged a friendship and business relationship that has been invaluable. Ken served



Attending the 2024 Sugar Bowl in New Orleans, the Freytag's are in the spirit to Hook 'em Horns! From left to right Casey, Riley, Terri, Avery, Case, Cloudy, Jordan, Chad, Reed, Ken and Cooper.

on the TSFA Credit Union Board that Dianna managed for many years prior to being named TSFA Executive Director. Ken shared that it has been an honor for him to watch Dianna lead TSFA to such success over the last 30-plus years.

Being at work at 6:00 a.m. and staying the full day is still enjoyed. He and Terri have a full life with family and friends, often sharing that it is their children and grandchildren they live for. He truly feels that God has blessed his family with so many gifts and thanks each and everyone who has been a part of these 50 wonderful years!



Meet the Freytag grandchildren Cooper, Riley, Avery, Case and Cooper!



TSFA arranged to have a Texas flag flown over the Texas State Capitol in honor of Freytag's 50th Anniversary.

"Congratulations, Ken Freytag and Freytag's Florist, on reaching the incredible milestone of 50 years in business! Thank you for your dedication, impeccable service and love of flowers that you share throughout the Austin community. We are so grateful for your many years of being a faithful member of TSFA. Cheers to many more years of blooming success!"

Susan Piland AIFD CFD TMF
TSFA President

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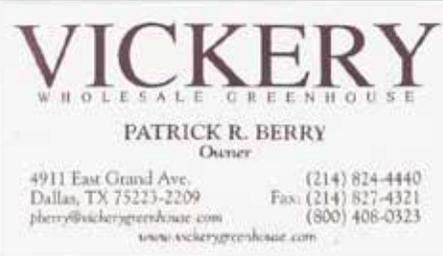
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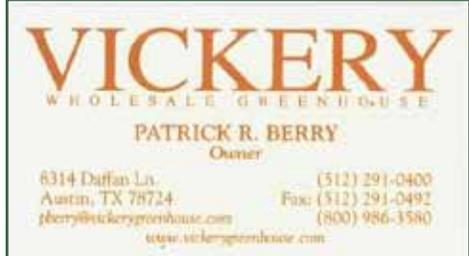
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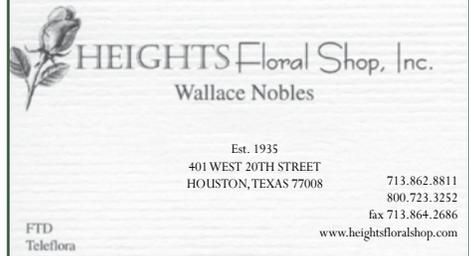

TEXAS
Floral
FORUM • 2024

THE \$2,000 TULIP
Business of Flowers Session
Saturday, June 22, 2024 • 4:15 p.m. - 6:00 p.m.

Presented by

Flower Clique
FOR THE MODERN FLORIST.

Details to be highlighted in TEXAS in Bloom March issue



HEIGHTS Floral Shop, Inc.
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DALLAS

TSFA *Calendar of Events*



Design Credit | Donald Yim AIFD PFCI



Design Credit | Hitomi Gilliam AIFD EMC



Design Credit | Donald Yim AIFD PFCI

FEBRUARY

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

MARCH

- 2 Texas Independence Day
- 6 Texas Floral Spotlight
Hill's Wholesale Florist | Longview
- 8 National Women's Day
- 10 Daylight Savings Time Begins
- 12 National Plant a Flower Day
- 15 Texas Floral Endowment Scholarship
Application Deadline
- 17 St. Patrick's Day
- 20 First Day of Spring
- 24 Palm Sunday
- 29 Good Friday
- 30 National Doctors' Day
- 31 Easter

APRIL

- 12-15 Texas Master Florist Certification
Classes
- 30 Finalize Burst of Blooms Designs
for a May 1 Deadline

TEXAS FLORAL

Spotlight

IS RESCHEDULED!

Wednesday, March 6, 2024
HILL'S WHOLESALE FLORIST
 607 Roenia Circle • Longview, Texas

DINNER • GIVEAWAYS • ADDITIONAL PERKS

All provided by Hill's to add to the enjoyment

Design program presented by Norman Northen TMFA
 with tips and techniques to expand your design education

5:00 p.m.

Shop Hill's Wholesale Florist

6:00 p.m.

Enjoy Dinner

6:30 p.m.

TSFA Welcome

6:45 p.m.

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14 Freytag's Florist | 800.252.9145 | freytagsflorist.com

14 Heights Floral Shop | 713.862.8811 | 800.723.3252 | heightsfloralshop.com

14 McShan Florist | 800.331.3349 | mcshanflorist.com

14 Rio Roses | 866.746.7673 | rioroses.com | riororazon.com

14 The Florist, LTD | 940.483.1800 | thefloristltd.net

14 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | vickerygreenhouse.com

14 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | vickerygreenhouse.com



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