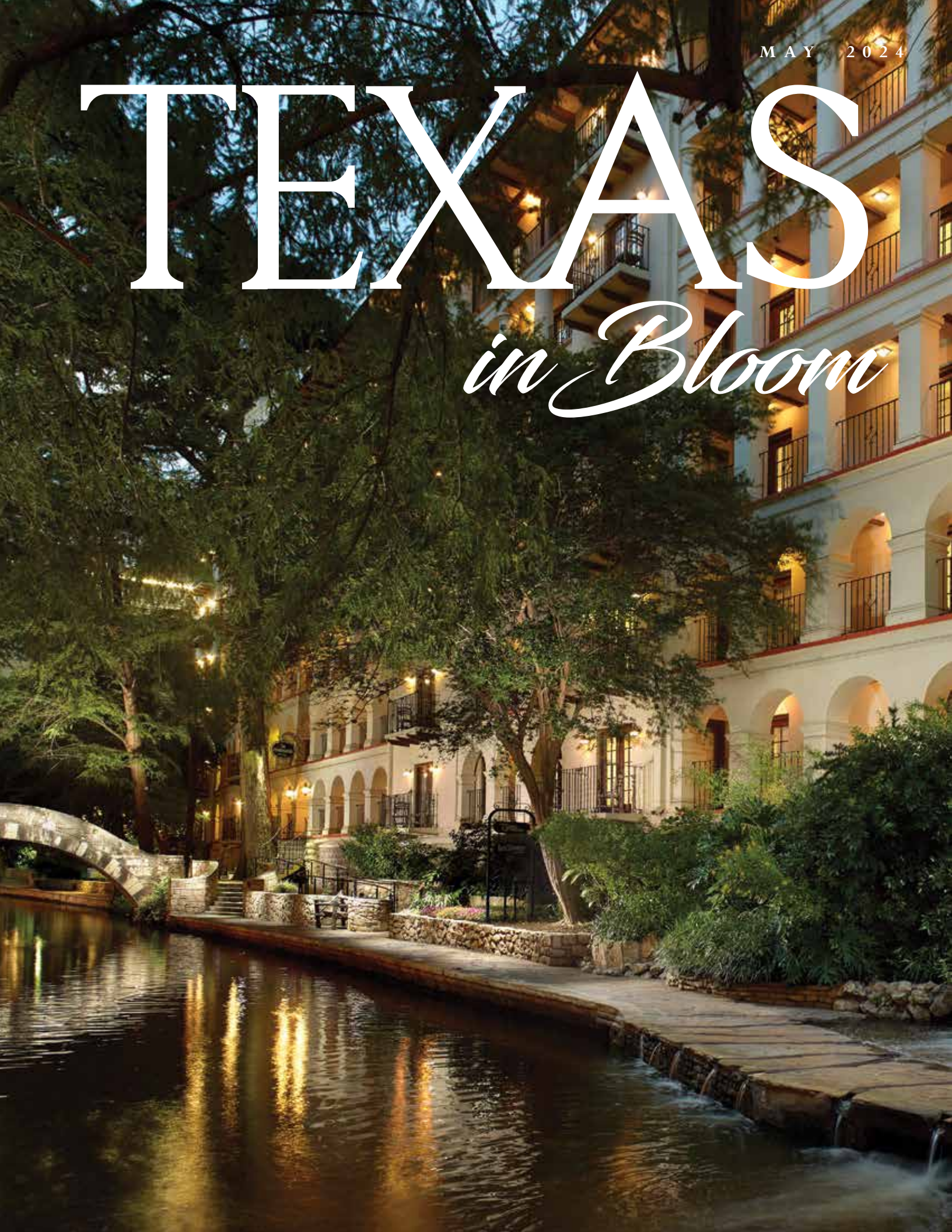


MAY 2024

TEXAS

in Bloom



STRATEGIC GOALS WILL LEAD TO SUCCESS

Thank you to all who participated in the Texas State Florists' Association's strategic planning process by completing TSFA's survey, participating in interviews or contributing to the strategic planning meetings. Your insights helped inform the four strategic goals. The TSFA Board of Directors is now pleased to share the goals embedded in the 2024-2028 TSFA Strategic Plan. TSFA's continued success is made possible by this vibrant floral community and dedicated volunteers. We look forward to partnering with you as work begins to advance these strategic goals and strengthen the future of floral possibilities.

INTERNSHIPS
NETWORKING

PROFESSIONAL DEVELOPMENT

DIGITAL FOOTPRINT

STRATEGIC PARTNERSHIPS

EXPAND EDUCATION

MENTORING

DIVERSITY

DIGITAL FOOTPRINT

VALUE PROPOSITIONS

INTERNSHIPS

MENTORING
DIVERSITY
VALUE PROPOSITIONS
PROFESSIONAL DEVELOPMENT

MEMBER ENGAGEMENT

GOAL 1 MEMBER ENGAGEMENT

To foster a vibrant and inclusive floral community by enhancing membership diversity, increasing engagement, expanding membership and developing optimal benefits.

GOAL 2 EDUCATION AND PROFESSIONAL DEVELOPMENT

Position TSFA as the leading authority in floral education by offering innovative, comprehensive and diverse learning opportunities for professional florists and students.

GOAL 3 STRATEGIC PARTNERSHIPS

Enhance member and partner satisfaction by delivering valuable benefits, fostering collaborative relationships and supporting mutual growth and success.

GOAL 4 MARKETING

Effectively promote TSFA, its educational offerings and its services to positively influence members and the broader industry.

EXPAND EDUCATION

STRATEGIC PARTNERSHIPS

MEMBER ENGAGEMENT

POSITIVE IMPACT

NETWORKING



ASSOCIATION

Texas in Bloom

MAY 2024 | VOLUME L | NUMBER 5

FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

Hello TSFA flower family,

As we step into May, it's astonishing how quickly time flies, bringing us once again to the bustling preparations for Mother's Day. Within the busyness of the holiday, let's keep our focus clear: nurture our existing customers while we also gain new customers. How, you might be wondering? We can achieve this by sourcing the finest fresh product and the best hard goods on the market! One effective approach is to support those who support you and TSFA – our wonderful Texas Floral Education Underwriters! Take a moment to review the listing in each issue of *TEXAS in Bloom* and on the TSFA website.

Have you had the chance to explore *TSFA on Demand*? Delve into the world of floral artistry with the talented Charlie Groppetti AIFD as he weaves together beauty and knowledge with Blooms and Branches. Charlie creates a work of art as he teaches the elements and principles of design throughout this captivating video. You might even hear a rooster crow or a peacock call during the presentation! This is certainly a return to nature at its best.

As we near the conclusion of high school floral design certification testing, I extend my heartfelt gratitude to our dedicated volunteers. We can't thank you enough for giving of your time traveling all those many miles across Texas and spending countless late nights grading the students' floral designs. Your tremendous dedication is to be celebrated!

WOW, I can't believe the Texas Floral Forum "All for the Love of Flowers" is in San Antonio next month! I hope to see you June 21-23. Don't delay registering for "Everything Forum" and selecting your preferred hands-on classes! Make your reservations now for the most exquisite hotel, the Omni La Mansión del Rio, on the iconic San Antonio River Walk.

Be inspired as we explore evolving wedding trends with the talented Andreia Muller AIFD FSMD. She will share innovative techniques gathered throughout her career. Then, let's walk into a world of "Happy" with Chris Norwood AAF AIFD PFCI. One can't be in the presence of this inspiring and nationally recognized designer without feeling a little happier. Get ready for Vonda LaFever AIFD PFCI and Lori Wilson PFCI of Flower Clique to "blow the petals off your tulip," so to speak, with incredible ideals for enhancing your website and updating your shop, as well as proven sales strategies.

I'm always inspired to see those willing to give back to TSFA. Remember, one of the most important things you can do for TSFA is to vote for the officers and directors during the Forum and help shape the future of this association. Outlined on Page 9 are those nominated for election. We appreciate their willingness to serve and wish each all the best!

In closing, Happy Mother's Day to all of the hardworking moms and bonus moms who tirelessly nurture and care for children with love and compassion. Pictured to the right is my mom, Dorothy, standing next to my sister, Nancy, and a younger me! Wishing an extra special Happy Mother's Day to my mom!



Looking forward to seeing all my flower family soon!
It's all for the love of flowers,
Susan

2

STRATEGIC GOALS WILL
LEAD TO SUCCESS



ALL for the LOVE of FLOWERS

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FIFTY FABULOUS YEARS
OF FLOWERS

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION
P.O. Box 859 | Leander, Texas 78646 | 512.528.0806 | tsfa.org | mkarns@tsfa.org | caroles@tsfa.org

TSFA BOARD

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Immediate Past President Cheryl Vaughan CFD TMFA
First Vice President Ed Fimbel CFD TMFA
Second Vice President Marisa Guerrero AIFD
Retail Director Yolanda Amos TMFA
Retail Director Jimmy Burrage CFD TMF
Retail Director Iulia Prokhorova CFD TMF
Wholesale Director John Priest
Grower Director Pat Berry

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Assistant Director | Carole Sayegh
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Cover Design Credit | Courtesy of the Omni La Mansión Del Rio
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SCHEDULE

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



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

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

REGISTRATION MADE EASY AS 1 - 2 - 3

1

"Everything Forum" Registration TSFA Member \$195 • Non-Member \$350
Everything listed on the Forum Schedule is included with the exception
of the optional Hands-on Workshops.

2

Hands-on Workshops TSFA Member \$125 each or two for \$225 • Non-Member \$150 each
Proven Design Techniques with Chris Norwood AAF AIFD PFCI
Bouquets Styled for Success with Andreia Muller AIFD FSMD

3

Advanced Hands-on Workshop TSFA Member \$175 • Non-Member \$200
Proven Design Strategies with Chris Norwood AAF AIFD PFCI

REGISTER FOR THE FORUM IN ONE OF TWO WAYS

QR CODE will take you directly to "Everything Forum"

Visit tsfa.org/forum



HAVE YOU MADE YOUR HOTEL RESERVATION?

OMNI LA MANSIÓN DEL RIO

**112 College Street
San Antonio, Texas 78205**

**The Texas State Florists' Association
room rate is \$159 plus tax.**

**MAKE YOUR HOTEL RESERVATION
IN ONE OF TWO WAYS**

**QR CODE will take you directly
to online reservations**



Visit tsfa.org/forum

ALL For The LOVE of FLOWERS

PLAN YOUR STAY!



SATURDAY, JUNE 22, 2024 • 1:00 P.M. - 3:00 P.M.
WEDDING FLORALS UNVEILED
 Saturday Luncheon Design Presentation | Andraia Muller AIFD FSMD



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

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 • 11:30 A.M. - 2:30 P.M.
...AND TODAY'S HAPPY IS...
 Sunday Luncheon Design Presentation | Chris Norwood AAF AIFD PFCI



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

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!



SATURDAY, JUNE 22, 2024 • 4:15 P.M. - 6:00 P.M.
THE \$2,000 TULIP
 Business of Flowers Presentation
 Vonda La Fever AIFD PFCI and Lori Wilson PFCI



Business Session underwritten by Flower Clique

ATTENDEES WILL WALK AWAY WITH:

- A bit of **HISTORY**: What, why and when was a tulip \$2,000?
- A lot of **INSPIRATION**: Desirable designs for your store and website.
- Amazing **CUSTOMER SERVICE** knowhow: What to say, why to say it and when it's most important.
- An **ACTION PLAN**: Easy steps for you to execute once you return to your business.

BRINGING THE BEST IN FLORAL DESIGN HANDS-ON WORKSHOPS TO THE TEXAS FLORAL FORUM

HAVE YOU REGISTERED TO SAVE YOUR SPOT?

TSFA Member Special
\$125 for One Hands-on Workshop! \$225 for Two!

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!

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!

AN OPPORTUNITY TO ADVANCE YOUR DESIGN STRATEGIES

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 State Florists' ASSOCIATION**

**WELCOMES THE
TEXAS FLORAL EDUCATION UNDERWRITERS TO THE 2024 PRODUCT GALLERY**

Enjoy numerous opportunities to shop and network!
Discover ways to finetune and expand your business!
View the absolute best in products and services!
Giveaways • Door Prizes • Opportunities to Save

Saturday, June 22, 2024 • 10:00 a.m. - Noon • 3:00 p.m. - 4:00 p.m.
Sunday, June 23, 2024 • 8:00 a.m. - 10:30 a.m.

7 | TEXAS in Bloom | MAY 2024

ALL For The LOVE OF FLOWERS

HANDS-ON DESIGN
WORKSHOPS
PRODUCT GALLERY



2024 TEXAS DESIGNER OF THE YEAR COMPETITION

REFLECTIONS

June 10
Entry Deadline

June 21
Reception

June 22
Categories I - III

June 23
Recognitions

THERE ARE TWO WAYS TO ENTER



QR CODE will take you directly to where you need to be to enter the competition and review every reflection of what you need to know to become the next Texas Designer of the Year!

Visit tsfa.org/designeroftheyear

2024 AWARDS MADE POSSIBLE BY

Texas State Florists' ASSOCIATION



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.

TSFA ANNUAL MEETING AND ELECTION

The TSFA Annual Meeting will be held on Saturday, June 22, 2024 from 8:30 a.m. to 9:30 a.m. during the Texas Floral Forum.

TSFA Election will continue, throughout the day, until 5:00 p.m. on Saturday, June 22, 2024.

The proposed bylaws amendments, outlined on pages 10 and 11 in this issue, will be on the ballot.

PRESIDENT

Ed Fimbel CFD TMFA

My name is Ed Fimbel CFD TMFA and I am a candidate for President of Texas State Florists' Association. My experience and knowledge of the floral industry spans over 48 years, starting in 1969 as a delivery driver and progressing to designer, manager and owner of a retail floral business until retirement in 2017. Since then, I have served on the TSFA Education Committee as a member, Co-Chair and instructor. I was elected to the Board of Directors in 2022 and am currently serving as First Vice President. I would be honored to serve as President of Texas State Florists' Association. Thank you for your consideration!



FIRST VICE PRESIDENT

Marisa Guerrero AIFD CFD TMF

Marisa has relished a lifetime living in and learning about the floral industry. As Vice President of Debbie's Bloomers, in El Paso, she is a second-generation florist known for her enthusiasm and involvement in the industry. Having served on the boards and committees of numerous industry organizations, including TSFA, AIFD South Central Chapter, AIFD Foundation and WTNM Florists' Association, she looks forward to many more opportunities to strengthen the foundation of the floral industry.



SECOND VICE PRESIDENT

Amy Neugebauer AIFD CFD TMFA

In 2004, Amy and her family moved from New York City to Texas. Missing the creativity in NYC, Amy studied floral design at Lone Star College and earned TMF in June 2010. She began working at Blooming Idea in October 2010. Amy received her TMFA, was inducted into AIFD in 2016 and became an AIFD evaluator in 2019. She received the Jim Orr Volunteer Spirit Award in 2016 and has served on numerous committees leading her to Retail Director 2018-2020. She chaired two Texas Floral Showcases and is currently a Vice Chair of the TSFA Education Committee.



RETAIL DIRECTOR (ELECT ONE)

Dawson Clark TMF

Dawson Clark TMF holds a bachelor's degree in journalism and has worked in numerous roles over a 40-year career in the public, private and nonprofit sectors. Over his career, he has demonstrated success in business operations, strategic planning, human resources, wedding and special events, marketing, public relations, and even architectural and landscape design. Everything changed when he found his creative home as a floral designer in 2014. This journey led to the creation of HighPointe Estate, where he serves as Founder and Creative Director. Volunteering in TSFA, and the friendships made, have been a huge blessing.



Brandy Ferrer AIFD CFD

Brandy Ferrer AIFD CFD, owner of Simply Beautiful Floral Company in Gilmer, Texas, leads her team in crafting exquisite floral arrangements. Renowned for her educational contributions and local community involvement, Ferrer's accolades include the "Best of East Texas" title and the Texas Honorary State Lone Star FFA Degree. In 2023, she won the prestigious Frankie Shelton Cup and taught a celebrated Mother's Day workshop for South Central AIFD in St. Louis. Ferrer is also scheduled to present on incorporating AI in the floral industry at the AIFD National Symposium in July.



Melanie Hugele CFD

After a career in insurance and banking, UT graduate Melanie Kay Hugele CFD founded MK Events in 2012, specializing in weddings, event planning and bespoke holiday décor. A longtime volunteer with TSFA, she was honored to serve as Co-Chair to the 2019 Texas Floral Showcase, Floral Designer for 2021 Expo TSFA Annual Meeting, Chair for the Business Session and Luncheon at the 2022 Texas Floral Forum, and Chair of the 2023 Texas Floral Expo Hands-on Workshops.



GROWER DIRECTOR

Jimmy Klepac

It is an honor to be asked to serve TSFA as Grower Director. I have been an active member since 1996, serving on many committees and several terms on the board. As our industry continues to change, TSFA continues to set the standard for floral associations. I appreciate the opportunity to help TSFA continue as faithful stewards of this association and the floral industry into the future.



TSFA BOARD OF DIRECTORS PROPOSES BYLAWS AMENDMENTS

The Texas State Florists' Association Board of Directors has approved the Bylaws Committee recommendations and is proposing the following bylaws amendments. The TSFA Annual Meeting will be held on Saturday, June 22, 2024 from 8:30 a.m. to 9:30 a.m. during the Texas Floral Forum. TSFA Election will continue, throughout the day, until 5:00 p.m. on Saturday, June 22, 2024.

The complete and current bylaws, approved on July 22, 2012, are available for your review at tsfa.org/bylaws.



PROPOSED TEXAS STATE FLORISTS' ASSOCIATION BYLAWS AMENDMENTS 2024

From TSFA Current Bylaws

Approved July 22, 2012

ARTICLE III - MEETING OF MEMBERS

SECTION 4. Notice of meetings. Written or printed notice stating the place, day, and hour of any Meeting of Members shall be delivered by mail to each Member entitled to vote at such Meeting, not less than fifteen nor more than fifty days before the date of such Meeting, by or at the direction of the President or the officers or persons calling the Meeting. In case of a Special Meeting or when required by statute or by these Bylaws, the purpose, or purposes for which the Meeting is called shall be stated in the notice. If mailed, the notice of a Meeting shall be deemed to be delivered when deposited in the United States mail addressed to the Member at his address as it appears on the records of the corporation with postage thereon prepaid.

From TSFA Current Bylaws

Approved July 22, 2012

ARTICLE IV - BOARD OF DIRECTORS

SECTION 5. Notice. Notice of any regular or Special Meetings of the Board of Directors shall be given at least fifteen days thereto by written notice delivered by mail to each Board member at his address as shown on the records of the corporation. If mailed, such notice shall be deemed to be delivered when deposited in the United States mail in a sealed envelope, so addressed, with postage thereon prepaid. Neither the business to be transacted at, nor the purpose of any regular or special meeting of the Board need to be specified in the notice of such meetings unless specifically required by Law or these Bylaws.

From TSFA Current Bylaws

Approved July 22, 2012

ARTICLE IV - BOARD OF DIRECTORS

SECTION 6. Quorum. A majority of the Board of Directors shall constitute a quorum for the transaction of business at any meeting of the Board. If less than a majority of the Board Members are present at said meeting, a majority of the Board Members present may adjourn the meeting, from time to time, without further notice. An adjournment may be taken to a date no less than seven nor more than fifteen days thereafter: and the Members present at any such adjourned meeting shall constitute a quorum, regardless of the number of Members present. The President may poll. Or cause to be polled, the Members of the Board of Directors by mail. Or by telephone, on matters requiring immediate action or on routine matters which may arise between regular meetings of the Board of Directors. The business presented shall be determine according to a majority of the votes received by main within two weeks after such

Proposed Amendment

Changes are bold and green, and deletions are struck through.

ARTICLE III - MEETING OF MEMBERS

SECTION 4. Notice of meetings. Written or printed notice stating the place, day, and hour of any Meeting of Members shall be delivered ~~by mail~~ **electronically** to each Member entitled to vote at such Meeting, not less than fifteen nor more than fifty days before the date of such Meeting, by or at the direction of the President or the officers or persons calling the Meeting. In case of a Special Meeting or when required by statute or by these Bylaws, the purpose, or purposes for which the Meeting is called shall be stated in the notice. ~~If mailed, the notice of a Meeting shall be deemed to be delivered when deposited in the United States mail addressed to the Member at his address as it appears on the records of the corporation with postage thereon prepaid.~~

Proposed Amendment

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ARTICLE IV - BOARD OF DIRECTORS

SECTION 5. Notice. Notice of any regular or Special Meetings of the Board of Directors shall be given ~~at least fifteen days~~ **as soon as possible** thereto by written notice delivered ~~by mail~~ **electronically** to each Board member at his address as shown on the records of the corporation. ~~If mailed, such notice shall be deemed to be delivered when deposited in the United States mail in a sealed envelope, so addressed, with postage thereon prepaid.~~ Neither the business to be transacted at, nor the purpose of any regular or special meeting of the Board need to be specified in the notice of such meetings unless specifically required by Law or these Bylaws.

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submission to the Board. Any and all action taken in pursuance of a majority mail vote or telephone vote in each case shall be binding upon the corporation in the same manner as would action taken a duty called meeting.

From TSFA Current Bylaws
Approved July 22, 2012
ARTICLE VI - COMMITTEES

SECTION 2. Each standing committee will be composed of three or more members, one of whom will be designated as Chairman. The size of standing committees may be increased upon request or recommendations of the respective Committee Chairman or by the President. Any member in good standing shall be eligible for appointment to Standing Committees of the Corporation. No Committee shall have authority to spend any funds or to commit the Association to the spending of any funds which have not been authorized by the Board of Directors. Members of Standing Committee will serve term of one year unless otherwise specified in these Bylaws. The following will be considered Standing Committees: Achievement Award Committee, Advertising and Public Relations Committee, Bylaws Committee, Convention Committee, Education Committee, Election Committee, Finance Committee, Legislative Committee, Membership Committee, Nominating Committee.

From TSFA Current Bylaws
Approved July 22, 2012
ARTICLE VI - COMMITTEE

SECTION 3. Any Committee member who is absent for two consecutive meetings will automatically be dropped from the committee with the exception of the insurance Board of Trustees. Replacements will be made in the same manner as original appointments. The Board of Directors may, at any time and for any cause, remove or suspend from office any Committee Chairman or Committee Member.

From TSFA Current Bylaws
Approved July 22, 2012
ARTICLE VI - COMMITTEE

SECTION 6. Nominating Committee. The President shall appoint a Nominating Committee of five persons, one who shall be a Past President of the Association and Chairman of the Committee and one who shall be a Wholesale Grower Member. This committee shall meet during the first sixty days of the Association's fiscal year. The Nominating Committee shall nominate candidates for each position vacant and notify the member if it's choices not less than ninety (90) days before the annual meeting. Thirty (30) days from the date of the announcement shall be allowed for nominations from the membership. Any member nominated by petition of fifteen (15) members of the voting membership shall be placed on the ballot. The ballot shall indicate those nominees recommended by the Nominating Committee and those recommended by petition. At least ninety days before the date of the Annual Meeting, they shall notify the President, in writing, of the names of the candidates and the President shall include the names of the nominees selected by the Nominating Committee and by petition in the call for the Annual Meeting. These names shall appear on the printed ballot.

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Proposed Amendment
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SECTION 6. Nominating Committee. The President shall appoint a Nominating Committee of five persons, one who shall be a Past President of the Association and Chairman of the Committee. ~~and one who shall be a Wholesale Grower Member~~. This committee shall meet during the first sixty days of the Association's fiscal year. The Nominating Committee shall nominate candidates for each position vacant and notify the member if it's choices not less than ninety (90) days before the annual meeting. Thirty (30) days from the date of the announcement shall be allowed for nominations from the membership. Any member nominated by petition of fifteen (15) members of the voting membership shall be placed on the ballot. The ballot shall indicate those nominees recommended by the Nominating Committee and those recommended by petition. At least ninety days before the date of the Annual Meeting, they shall notify the President, in writing, of the names of the candidates and the President shall include the names of the nominees selected by the Nominating Committee and by petition in the call for the Annual Meeting. These names shall appear on the printed ballot.

FIFTY FABULOUS Years of FLOWERS

On March 20, Precious Memories celebrated the end of an era. That day, over 250 clients, family and friends of Norman Northern TMFA came and celebrated 50 years of floristry. Working only 9 miles from home, in only four shops, with only nine bosses, Northern was touted for his 50 years in the floral industry.

He started at Lois' Bridal and Floral as a delivery person after school and on weekends. From there, he worked his way up to designer and then head designer in four years.

At that point, he decided he could do this job on his own, and with his family's assistance and blessing, he opened The Bluebonnet Patch in Belton. After eight years and when he met the love of his life, he decided that he could work for someone else and spend more time with family.

This decision was the perfect solution. He began work for Tem-Tex Floral in Temple, which took his career to another level. His boss suggested he do competition work, design on floral panels and present one man shows for floral suppliers and wholesalers. These opportunities expanded his career and opened doors in the floral industry.

After another eight years at Tem-Tex Floral, Northern went to work at Precious Memories Florist in Temple and was there for 29 years. He witnessed the growth



lead to four different shop locations, as well as the shop being named the Retail Florist of the Year for the United States and Canada in 2007. The rest of the story is history, with countless happenings over the course of 50 years.

The retirement party centered around guests coming and going during the day, either for coffee and pastries or lunch followed by afternoon refreshments. There was a memory table with articles, photographs, competition trophies and plaques noting his leadership in a number of associations.

The highlight of the day was a proclamation from the Texas Legislature presented by State Representative Hugh Shine, touting Northern's accolades. The highlights of Northern's career include 2001 Texas Designer of the Year, 2017 TSFA President, designing twice at the Texas Capitol during TSFA Legislative Action Day, being named Designer of the Year for multiple Allied Associations, as well as many once in a lifetime memories.



Challenge Coins are unique keepsakes that represent important moments or experiences. It is considered a great honor to receive one. Congratulations Norman Northern TMFA!

Rep. Hugh Shine read a proclamation, from the Texas Legislature, honoring the achievements of Norman Northern TMFA.

Northen receives the proclamation with wife, Becky, at his side.



Norman expresses appreciation to all who have taken the time to celebrate "Fifty Fabulous Years of Flowers".

YOU ARE CORDIALLY INVITED TO ATTEND

The Dedication of the Jack Rider Claycomb Floral Library, contributed by Becky and Norman Northen TMFA, and enjoy a floral program celebrating 50 Years of Flowers.

May 7, 2024

2:30 p.m. - 4 :00 p.m.

**Lake Belton High School Commons Area
9809 FM 2483, Temple, Texas 76502**

The books will be housed at Lake Belton High School and available for the high school floral programs at Lake Belton High School and Belton High School.



Shine celebrates faith family and country in a coin presentation to Norman. The love of Northen's life, Becky, adoringly looks on.

The former owner of Precious Memories, Mildred Baugh, and current owner Seleese Thompson celebrate all that Norman contributed, over the years, to the success of Precious Memories.



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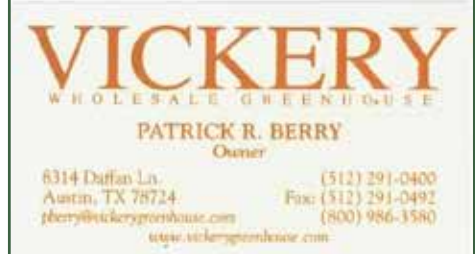
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SAVE THE DATES FOR
THE TWO TEXAS
FLORAL SHOWCASES IN 2024

THURSDAY, OCTOBER 17, 2024

Sympathy Tributes

with Chris Norwood AAF AIFD PFCI

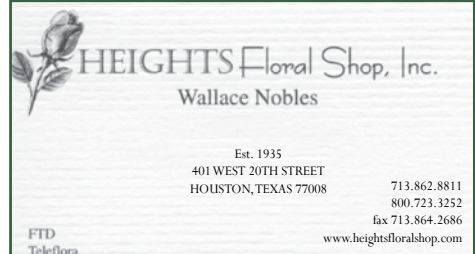
Hands-on Workshop • Dinner Presentation • Product Gallery

SATURDAY, NOVEMBER 2, 2024

Holiday HAPPENINGS

with Chris Collum-Williams AIFD TMF

Hands-on Workshop • Dinner Presentation • Product Gallery



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DALLAS

TSFA *Calendar of Events*

Design Credit: Charlie Groppetti AIFD



MAY

- 1 May Day
- Burst of Blooms Entry Deadline
- 5 Cinco de Mayo
- 5 Hispanic Mother's Day
- 6 National Nurses Day
- 7 National Teacher Appreciation Day
- 7 2:30 p.m. - 4:00 p.m.
Dedication of the Jack Rider
Claycomb Floral Library
Contributed by
Becky and Norman Northen TMFA
Floral Program celebrating 50 Years
of Flowers
Lake Belton High School Commons
9809 FM 2483 | Temple, Texas 76502
254-316-6200
- 10 Mexican Mother's Day
- 12 Mother's Day
- 15 Bring Flowers to Someone Day
- 18 Armed Forces Day
- 27 Memorial Day

JUNE

- 7 World Caring Day
- 8 Best Friends Day
- 12 National Red Rose Day
- 14 Flag Day
- 16 Fathers' Day
- 19 Juneteenth
- 21-23
Texas Floral Forum
- 30 Social Media Day

JULY

- 4 Independence Day
- 8-12 TSFA Exhibits at Texas
FFA Convention
- 22-26
TSFA Presents at
ATAT Conference
- 27 Take Your Houseplants for a
Walk Day
- 30 International Day of Friendship

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PLATINUM



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