

DECEMBER 2023

TEXAS

in Bloom





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TSFA encourages you to support the companies that have made a tremendous difference to your continuing education!
We simply could not provide this level of programming without their support!

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A TEXAS THANK YOU TO THESE AUSTIN WHOLESALERS FOR RECEIVING THE PRODUCTS FOR THE TEXAS FLORAL EXPO

Bill Doran Company
Pikes Peak of Texas

FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

Dear TSFA Family,
As the holiday season draws near, it brings me such joy to extend warm and heartfelt greetings to you all! Let's celebrate the gift of flowers and bring hope, love and joy to those around us this Christmas. Your work is nothing short of magical. As we approach this most wonderful time of year, I encourage you to take a moment to celebrate the greetings you bring to those who receive the beauty that you create.

In this edition of TEXAS In Bloom, we wrap up the coverage of the Texas Floral Expo. What generosity these talented individuals continually give back to the floral community. I know of no other industry where the leaders share so much of their knowledge for the success of others. This spirit truly reflects the love and goodwill found within our industry.

Let us all wish TSFA Executive Director Dianna Nordman AAF a retirement blooming with relaxation, adventure and new opportunities. Over the years, her contributions have been invaluable and her forward thinking has provided deep roots for a strong foundation. Dianna's legacy will forever be part of the history of TSFA and we are forever grateful. We also know she is just a call away, whether it's for advice or for a friendly conversation.

We are thrilled to welcome our new Executive Director, Michelle Karns, to the TSFA family. Her expertise will continue the strong direction that has long been established. Let's bloom together with excitement looking forward to fresh opportunities under her guidance and direction.

Mark your calendars, January 17th, to join TSFA in East Texas with the talented Norman Northen TMFA for a creative Texas Floral Spotlight at Hill's Wholesale Florist in Longview. The design program is filled with inspiration to elevate your "Seasonal Transformations" in 2024! Keep in mind that the evening's program is free to TSFA members! I'm looking forward to seeing you all there! As this year comes to a close, thank you for being a part of the TSFA family.

From my family to yours, I wish you a blessed Christmas filled with love, laughter and His peace.

All for the love of flowers,
Susan

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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INTRODUCING OUR NEW EXECUTIVE DIRECTOR MICHELLE KARNS

Her previous accomplishments have been many and varied. Here and at our request, she shares a glimpse into her personal and professional life as well as her excitement in being named TSFA Executive Director.

Michelle Karns, MA, CAE, is the Executive Director of the Texas State Florists' Association. She has nearly 15 years of experience in the nonprofit industry, spanning operations, communications and marketing for 501(c)(3) and 501(c)(6) organizations. A graduate of the Master's in Communication and Leadership program at Gonzaga University, Karns also holds a bachelor's degree in Humanities – English Literature from the University of Houston-Victoria and associate degrees in business administration and English from Austin Community College. She is currently pursuing a PhD in Education, Leadership and Organization at Texas Woman's University, where she is in the interdisciplinary nonprofit track. Karns holds the Certified Association Executive credential and is a Notary Public.

ROOTS

My family moved to Mineral Wells shortly after my first birthday, and I've been a Texan ever since! I grew up primarily in South Texas, working in our family's businesses, which included small motels in the early years and convenience stores thereafter. From mowing lawns with my younger brother when we were 8 and 6 years old, to working for a title and abstract company at 16, to starting my own business at 18, I have gained a deep appreciation for small businesses and the entrepreneurs who ensure their success.

SHOOTS

The Austin area is home now, and it is where I raised my three adult children – a high school teacher, a former teacher who works in the IT industry and a licensed veterinary technician. I am blessed to also have two brilliant daughters-in-law, and we all enjoy spending time together whenever we can. Whether we are cooking, exploring nature with dogs in tow, trying a new restaurant, discussing a

variety of interests, playing board games or watching one of their favorite shows on television, spending time with family brings me a great deal of joy.

I am a lifelong learner and remain curious about the dynamics between people, organizations and systems, especially as change occurs. I'm fascinated by all kinds of businesses and emerging technologies. When I'm not learning something new, I enjoy stand-up paddleboarding or doing other types of exercise, listening to music and being creative – which could be almost anything that produces something tangible.

BLOOMS

My career spans business management, communications and marketing, and I have benefited from intersecting with a variety of industries, including health care, manufacturing and transportation. One similarity I've found across all businesses is the need to build strong relationships while providing high-quality products or

services that are valued by consumers. Success doesn't happen in a silo – it is supported by a strong community of individuals whose efforts coalesce around a shared vision and mutual goals.

That's one reason why I am so excited about joining the Texas State Florists' Association. With a rich history that spans more than a century, TSFA's mission – Cultivating Member Success and Strong Floral Community – reflects the unity and shared purpose of its diverse membership and industry partners. From floriculture students and educators to florists, wholesalers and growers, TSFA is a professional home for the artists, innovators and leaders who bring floral beauty to millions of Texans each year.

I am grateful to be the newest member of this vibrant community and look forward to working with each member, educator and industry partner in support of the floriculture industry and florists, wholesalers and growers throughout the state.

TEXAS FLORAL *Spotlight*

PRESENTED BY
NORMAN NORTHEN TMFA

Graduating from the University of Mary Hardin-Baylor in 1975, Norman Northen TMFA was named Distinguished UMHB Alumni in 2017. The year 2001 was one that met two floral career goals when he received his Texas Master Florist Advanced Certification and was named Texas Designer of the Year! He is approaching his 50th year in the floral industry. Having served as Design Manager for twenty eight of those years at Precious Memories in Temple, Northen knows holidays and understands the importance of every blossom. This was quite evident when Precious Memories was named Retail Florist of the Year in 2007. His leadership has been expressed on numerous occasions but none more important than when he served as President of the Texas State Florists' Association in 2016-2017.



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

SEASONAL *Transformations*

Wednesday, January 17, 2024

HILL'S WHOLESALE FLORIST
607 Roenia Circle • Longview, Texas

5:00 p.m. Shop Hill's Wholesale Florist
6:00 p.m. Enjoy a light Supper
6:30 p.m. TSFA Welcome
6:45 p.m. Seasonal Transformations

To register visit tsfa.org

**As a benefit to
TSFA members, your
registration in FREE,
but please register so we
know you are attending!
Non-members \$35**



DONALD YIM CELEBRATES FLORISTS AS FLORAL SUPER HEROES DURING THE TEXAS FLORAL EXPO



Written by Kim Miers

Donald Yim AIFD CFD PFCI, the self titled “Midnight King”, encouraged and reminded each audience member that florists are Super Heroes. Yim mixed humor and his passion for flowers and floral people in his main stage presentation.

Yim’s presentation demonstrated his out of the box thinking in regards to florals and containers as well as his love of bamboo skewers, water tubes and midnight foam. Whether it was a display where the containers were used vertically as a backdrop for the florals or the midnight foam was the floral container, Yim was true to his encouragement to the audience to find three ways to use new product.



SMITHERS-OASIS



Photography Credit | Cody Ash Photography



His different color palettes went from bold reds and purples, to whites, to vibrant reds and yellows, and then to soft pinks.

Yim concluded his presentation by reminding us to spread positive energy and that as florists, when we work together and help each other, we become stronger - a Super Power.

Donald Yim is truly a Super Hero in the world of floral design and we were thrilled to welcome him to Texas!



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



Written by
Clay Honeycutt AIFD CFD TMF

Before stepping onto the stage, Mandy Majerik AIFD CFD PFCI wowed the audience with some over the top botanicals. The third generation florist, from Alabama, started her presentation with her background in the event industry. Mandy spoke to us about her family florist and the emersion of the business to what it's known as today, Hot House Design Studio. In the emersion process of her business she stated that two things needed to happen when she took over, they needed to move and they needed to change the name! She laughed as she shared her philosophy on hoarding saying "Its not hoarding if you can rent it," which is another division of her company, event rentals and design.

ENTERTAINING EVENTS EXPECT THE UNEXPECTED WITH MANDY MAJERIK



ACCENT DECOR

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



In Mandy's first set of arrangements, she used a wide variety of new Accent Decor pieces filled with a monochromatic color scheme of pinks and whites. Mandy showed us the difference between a vase and a bud vase and how to utilize them in the wedding and event business. She also showed us the power of baby's breath and how to incorporate more inexpensive flowers into our designs.

In her next set, she talked about the importance of branding as she walked us through corporate events. She used Topo Chico bottles to illustrate what corporate branding can look like in an elegant way. As we moved through the designs she shared the importance of details in this type of work. She used the brand's colors to reinforce the branding through the botanicals. One of the highlights of this set was the creativity behind attaching an orchid to the bottles to create something fun! Reducing waste and social media moments are important details to clients. Mandy's solution? Create mini bouquets from the event florals for the guests to take home!



In Mandy's last set, she expressed the importance of floral styling and keeping up with today's trends. She touched on a few different trends that are going away but focused on what's coming back... Chinoiserie! Mandy made it clear that marketing your collections is what can make or break your event rental business. If you missed out on this presentation, I have two things for you to do. Follow Mandy on socials @ hothousedesignstudio and look out for all of the amazing products that Accent Decor is releasing!

A NEW CHAPTER OPENS FOR TSFA EXECUTIVE DIRECTOR DIANNA NORDMAN AAF

Some thirty two years ago, in 1991, a young woman, well versed in finance and serving as Manager of the TSFA Credit Union, accepted the promotion as Executive Director of the Texas State Florists' Association. Over three decades, she has celebrated the peaks and addressed the valleys that have contributed to an association that is known today as one of the strongest floral associations in the country with achievements on multiple platforms. At the dawn of her retirement, we highlight a few of the accomplishments that will define the legacy of TSFA Executive Director Dianna Nordman AAF.

Her thorough understanding that an association is centered around member representation underlies each advancement. She has long directed projects to completion while always giving the credit to others. She has long understood that her purpose was focused on the greater good, illustrated best by her work with the Texas Department of Agriculture at the onset of Covid. Her dedicated work, on behalf of TSFA, resulted in listing Texas florists and their suppliers as essential businesses, keeping doors open throughout the pandemic. While this work addressed a vital member need, it also provided an opportunity for the Texas floral industry to excel during this most challenging time.

In the early days, time was spent overseeing TSFA Conventions with more than a thousand attendees and more than one hundred industry vendors. You can only imagine the level of work that



went into the management of an event of this size. The TSFA Convention along with an Insurance Program, Credit Union and a newly formed Texas Floral Endowment were only a few of the ways that she spent those early days!

TSFA had built a headquarters building, just prior to Dianna becoming Executive Director. When our insurance program ceased to exist, due to changes directed by the insurance industry, the TSFA Board of Directors worked through the financial challenges with tremendous guidance from Dianna. Her frugal ways and attention to detail, along with dedicated member involvement, reviewed our needs and a look at the available real estate surrounding Austin. Investing in the building, where we office today, was the result of this extensive research.



Dianna Nordman AAF represented TSFA during numerous industry events to include the Society of American Florists Convention (SAF) and CalFlowers Fun 'N Sun. SAF recognized her achievements and presented the John H. Walker Award to her in 1997.

TSFA surprised Dianna during the 2023 Texas Floral Expo. During the celebratory dinner, BloomNet Vice President Renato Cruz Soguelco AAF PFCI and Director of Education Jackie Lacey AIFD CFD AAF PFCI presented the Perennial Award. The award identifies icons whose contributions have inspired others and left an enduring impression on the floral industry.



Continuing education for both member and non-member evolved over the years in a variety of ways with the best of the best secured to teach the business of flowers as well as the varying trends and techniques to ensure the importance of professional floral design. This education is offered today, in a variety of formats to include alternating the Texas Floral Expo and Forum annually with additional opportunities through Texas Floral Showcases and Spotlights.

Shared in the article announcing her as the 2022 Floriology Perennial Award Recipient, BloomNet celebrated her success. "Dianna will long be remembered for her integral role in managing the many aspects of TSFA and the Texas Floral Endowment and overseeing Certification for Texas High School Students. The Certification Program, that for over the course of nearly two decades, has helped to foster the next generation of floral designers and meet retail florists' ongoing need for talent. Working hand-in-hand with the TSFA Education Committee, Dianna helped develop the Texas High School Level 1 and Level 2 Certification program, which is among the Texas Education Agency's (TEA) approved list of high school certifications. What sets TSFA's program apart is that it is industry-based with a hands-on component. To accommodate thousands of test takers, a digital grading platform was developed to streamline scoring. This platform was truly the brainchild of Dianna and also opened the door to Knowledge based certification when the pandemic ceased in person testing. A quick pivot opened new opportunities. The revenue streams that this program offers, with the oversight of the TSFA Finance Committee and TSFA Board of Directors, has secured TSFA's future and significantly contributes to Dianna's legacy."

During the years of certification development, TSFA also wrote the Floral Design Curriculum that the Texas Education Agency (TEA) approved with the highest possible rating of 100% TEKS (Texas Essential Knowledge and Skills). This curriculum continues to be taught by Texas High School Floral Design Teachers and though it is not required for certification, teachers find it most helpful in preparation of coursework.

Highlighted in the Perennial Award recognition, "In both of these examples, Dianna has been the one behind the scenes,

dotting the i's and crossing the t's. She is able to take the visions of others and help them achieve those visions. Not everyone can set aside their own ego and work with others towards shared success. Dianna has done just that because she cares about the association and its mission. She has, for over 30 years, seen value and purpose in TSFA. She truly loves the association and the members."

It is easy to see why TSFA awarded her the Lifetime Achievement Award not once, but twice. It is easy to see why the National Alliance of Floral Associations looked to her for leadership. It is easy to see why the Board of Trustees of the AIFD Foundation appreciated her guidance.

...and now her retirement from TSFA opens a new chapter filled with the gift of time and the love of family. When Dianna began her role as TSFA Executive Director, she was a single mother of two young children. With Scott and Siobhan now having families of their own and her husband Karl, by her side, to share the love of five grandchildren who light up their life, we have no doubt that the best is yet to come!



Dianna and Karl Nordman look forward to travels and time with family and friends.

Children Siobhan Doss Ash and Scott Doss first experienced TSFA at a very early age! Thank you for sharing your mom with all of us!

Joining Dianna are her five little loves from left to right. Meet Gavin, Finley, Samantha, Hunter and Sidney!



TROPICAL NOUVEAU TRAVELING THROUGH FLOWERS

with Hitomi Gilliam

Written by Abel González Mencia
AIFD CFD PFCI TMF

What happens when you combine lush tropicals and temperate selections into one design? You create Tropical Nouveau allowing whomever views the delightful combination to travel the world through flowers.

An example that presenter, Hitomi Gilliam AIFD CFD EMC, mentioned during her main stage presentation at the Texas Floral Expo was to stop for a moment and envision Hawaiian Anthuriums and lush David Austin Roses, together, in the same design. This was something that design protocol forbid for decades. She joked “Who made that rule anyway? After all, we sometimes wear white after Labor Day?!”

She recalled her very first program, over 40 years ago, just one year after being inducted into AIFD. She shared that she was first and foremost an artist and loved creating pictures of a tropical paradise. Now, through flowers, she loves how fresh materials contrast and flatter one another. Similar to the blending of colors, through brushstrokes to create a beautiful painting, it is quite evident that her artistic love has not changed ... only her medium.

An exciting aspect of Tropical Nouveau is the ability to balance

contrast between products from two varying climates. Oftentimes, the use of one unique or unexpected bloom draws your attention with an invitation to explore. Hitomi added “If something wows you and me, just imagine what it does for our customers”!

During the pandemic, Hitomi recalled the difficulties of closures, lack of materials and cancellations of industry programs, forcing her to undergo and reinvent her brand and herself. The development of virtual classes bailed her out of her pandemic slump and she realized that sustainability was key in design and labor. She defined what was necessary and what was valuable to the reduction of product thus establishing solid mechanics with minimal waste. Hitomi developed a means of reusing products and recycling vessels. Basic armatures and organic structures could be refilled and repurposed for multiple uses thus saving time, money and product. When she polled her virtual classes, many of her students chose sustainability as the new norm.

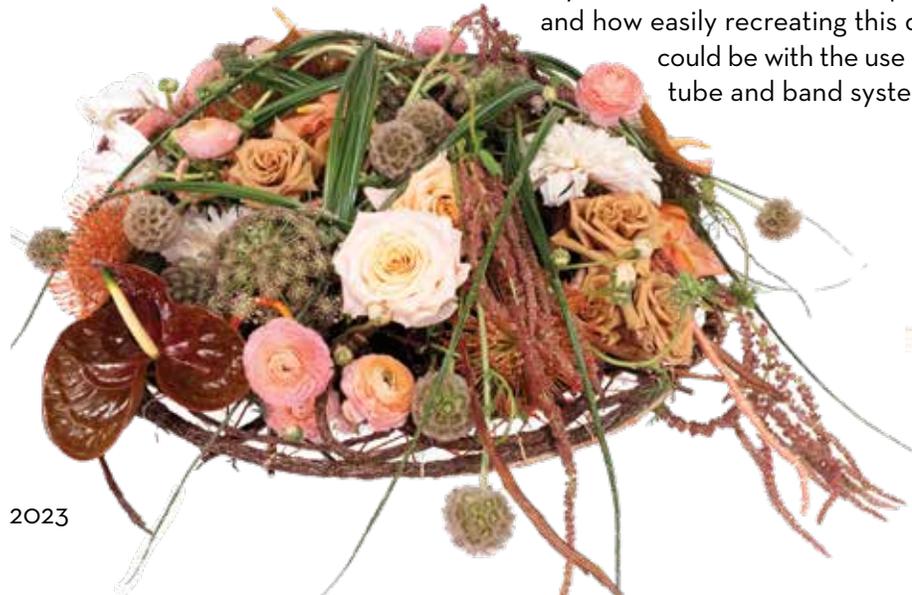


One such design was formed with tubes of poultry netting stuffed with Podocarpus and bound with Torca bands. Length is achieved by connecting



multiple tubes, and shape is contoured with a simple twist of the jewelry plier, then floral product both tropical and temperate florals, branches and an assortment of foliage is inserted directly into the tubed base with or without water containers creating a seamlessly transparent element.

The presentation also included a large black freestanding frame overflowing with lush tropical flowers interspersed with an array of Hawaiian orchid, protea, ginger, anthurium, heliconia and softened with the addition of delicate maidenhair fern and stunning Princess Hitomi Roses. When the design was rotated to show the mechanical construction, we were able to fully understand the insertion process and how easily recreating this design could be with the use of her tube and band system.



As Hitomi's program concluded, she stated something that many in the audience discussed as we exited the room,

"In today's world why can't florals be interchanged and combined? The elements and principals of design don't dictate any longer. Nature's law allows us to create our own elements and principles of design."

– Hitomi Gilliam AIFD CFD EMC

We all experienced a truly enlightening moment when we suddenly realized that we had



Photography Credit | Cody Ash Photography

just been whisked away from Central Texas to the Tropics and back again and that along our journey, our guide had just empowered us to be creative, conscious and think outside the proverbial box. Thank you Hitomi! We can hardly wait to see where our next destination will lead us.

TIPS TO IMPROVE OUR BUSINESS

- the importance of solid mechanics •
- define placements to not overuse materials •
- concept of repurposing and reusing •
- recharging for containers by selling a subscription to our business •
- offering customers a 10% discount on their next design if they return containers •

TIPS TO IMPROVE OUR DESIGNS

- incorporate the tropical nouveau blend to expand opportunities •
- unexpected long-lasting flowers become a trademark statement •
- think cleverly about your selected materials •
- utilize equisetum purposed as water tubes to help cut down on plastic usage •
- binding bear grass, bouillon or yarn creates multipurpose reusable mechanics •
- good mechanics on a small scale can become a big scale •
- be conscious about composting our fresh product and foam •
- the planet's responsibility lies within our floral shops and will transcend to our home •

teleflora®

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Founding Gold Level Texas Floral Education Underwriter

JACKIE LACEY DEFINES RETAIL DESIGN FOR TODAY'S GENERATIONAL MARKET



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Texas Floral Education Partner BloomNet
Founding Gold Level Texas Floral Education Underwriter



offer them a unique experience. Millennials seek value for their dollars and demand great customer service.

They tend to share this service socially or by word of mouth.

Written by Abel González Mencio AIFD CFD PFCI TMF

Five Generations with money to spend and how to appeal to each different market was the topic of Jackie Lacey's presentation. A filled room listened intently as Jackie explained each generation with careful detail. If we, as florists, are not appealing to each generation, we are missing sales. Knowing the age breakdown is important, as is understanding what they look for, what they purchase, where they purchase and how to best market to each generation. Each differ in age and buying appeal and understanding their ideals will allow us to cater to each generation profitability.

71.6 million Baby Boomers are aged 57-75 and prefer to buy in store. They seek quality and enjoy interacting with brands. Some baby boomers now shop online. This trend is increasing with this generation.

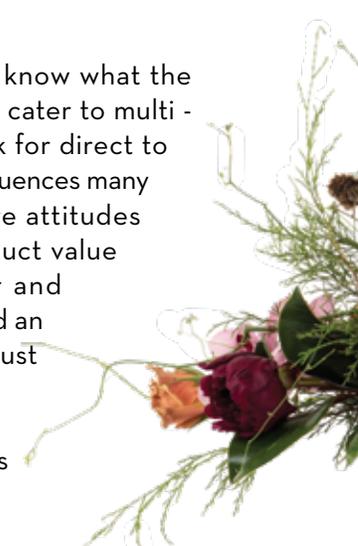
65.2 million Gen X ages 41-56 with buying habits to include seeking deals and store brands. They tend to research items before they purchase. They love to shop for bargains online and will splurge when possible.

72.1 million Gen Y, also known as Millennials, aged 27-41 demand convenience and tend to prefer brands that

And finally, 48 million Gen Z/Gen A are the youngest of the groups aged 12-26. Gen Z are digital natives, who were raised with technology (computers/internet/cellular phones) and are technology driven. They prefer to shop in-store only as a social experience, but in order for them to do so their store of choice must have an online presence.

The point was made that we must know what the consumer is looking for if we are to cater to multi-generations. Gen Y and Gen Z look for direct to mobile connections. Convenience influences many purchases, and many have negative attitudes towards flowers. A perceived product value drives purchases (after all taller and heavier must mean better, right?) and an established on-line presence is a must have.

Being technology driven all comes back to being able to connect across social media. One negative rating or



comment could have a lasting effect. The more exotic and long lasting products provide their money's worth.

Bonsai, Zen Gardens and even exposed orchid roots become an organic statement and provide long term enjoyment when used with the newest Geometric shaped containers. Distinctive forms help to bridge style, substance and décor.

The New Generations seek home décor trends and colors that offer peace and tranquility. Even wedding events offer color trends where we can expect the unexpected. During the pandemic, colors of white, blush, cream and ivory soothed us and offered a sense of calm during a time of unrest and uncertainty. Now, we are seeing the resurgence of brighter colors such as hot pinks, greens and magentas accented with splashes of gold.

Jackie's generational presentation varied from traditional, updated and full to garden styles to organic. The use of lily grass and Smithers-Oasis bind wire adds interest and perceived value. Water tubes attached to wooden skewers gave height and interest along with the illusion of floating florals. In multiple designs, Jackie simply incorporated live plant material giving the customer something to keep and care for after the florals faded. A business tip served as an important reminder that in today's market foliage costs just as much as flowers, so be careful as to how much we add to our designs.

DESIGN TIPS SHARED

- vertical is now interpreted as expensive
- weight is good
- use of foraged branches, as well as sticks, bamboo, preserved naturals and moss are becoming the new norm
- repurposing, reusing and recycling stems, foliage, and items we would normally discard
- the sky's the limit on our own design creativity if we know how to effectively create visual space

The conversation of new media trends continued with that of placing cameras in the coolers for customers to go to our websites and virtually "see" our current product availability as well as offering phone service and curbside pickup that started with the pandemic and has remained popular. The generations now seek the convenience of grab and go.

Sustainability is also a huge trend when we offer living plants, an array of containers and even offering a "plant hospital" where we care for their plants is a surging option that is sweeping across the nation.

Simply put, to maintain and grow our business in this era, we must be there for our customers and offer a one stop floral shop, allowing us to push the limits of creative design, marketing what we have available, educating our broad range of generational customers on the various products and services that we offer. Letting them know that we, as "a Broker of Emotions" through our unique style of upscale and trending floral design, can do anything that any generation may request.



Photography Credit | Cody Ash Photography



DEBORAH DE LA FLOR HIGHLIGHTS THE WORLD OF UPSCALE RETAIL FLORISTRY

Written by Gaby Ponsaerts TMFA

In keeping with tradition, TSFA held one of the “best for last” during the Texas Floral Expo. Deborah De La Flor AIFD CFD PFCI presented during the Sunday Luncheon. For the few that may not know Deborah or be familiar with her work, she is a pillar of the International Floral Community. She is a world renowned Floral Artist, Judge, Speaker, Trendsetter and along with her husband, Gus, owns De La Flor Florist and Garden Center in Cooper City, Florida. She is also a driving force behind the Gateway to the Americas International Floral Competition. In September, Deborah judged the 2023 Interflora World Cup Competition.

In spite her extensive achievements, Deborah claims to be no different than any other floral designer. She finds her inspiration in nature, architecture, fabrics, fashion ... and anything beautiful that speaks to her. She is relatable, beginning her program with a very sellable concept of color blocking. Making a small hand tied bouquet with pink roses, she then makes three more, each with one type of flower with each in a different single color. They are pretty in their own right but when she puts them together and collars them with aspidistra leaves, the design becomes a very appealing and unique bouquet that may be assembled quickly to definitely be an attention grabber in any floral display cooler.

She elaborates on this idea, adding lush foliage, vines and curly willow to the concept while creating designs that easily make a big impression in large venues and events.



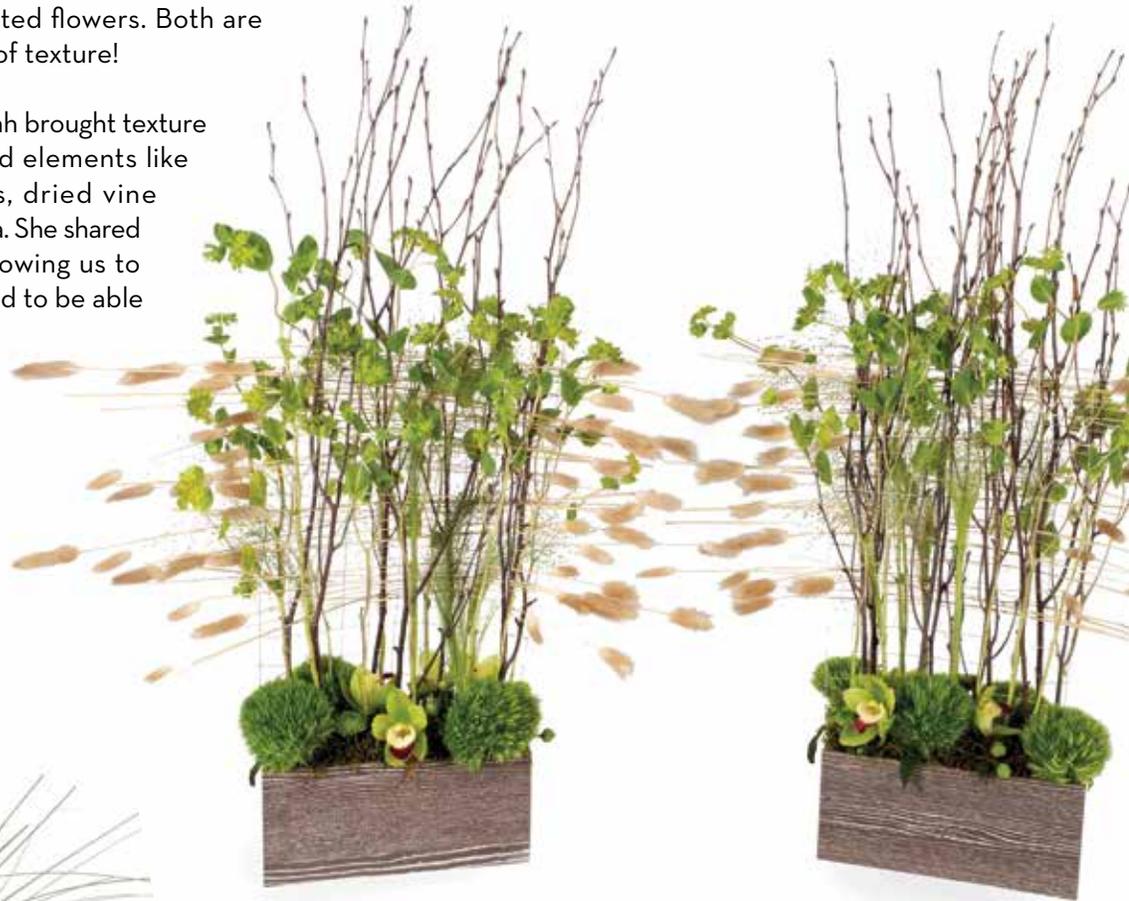
In the stunning centerpieces that she creates, she elevates the designs by incorporating armatures. These structures add texture and visual interest. They also aid in creating elongated shapes that give ample support to the delicate flowers.



As demonstrated, texture is another element of design that Deborah likes to explore and have fun with. She demonstrates using a weathered, concrete planter in the shape of a girl's head and adorns the container with delicate delphinium, astilbe, phlox and anchored by pale peach roses. She then continues with many of the same flowers and colors in a shiny silver compote. It is quite interesting to see that both vessels, with such different textures, work well with the selected flowers. Both are winning combinations and a study of texture!

Another innovative way that Deborah brought texture to her designs was by using dried elements like Bunny grass, Birch branches, dried vine materials and even dried banksia. She shared that customers love these, allowing us to expand our creativity to grow and to be able to have fun in doing so!

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



Thank you Deborah for sharing this wealth of creativity, enthusiasm and knowledge with TSFA. We will honor your generosity by living and designing by your words:

**“KEEP SPREADING JOY
THROUGH THE BEAUTY
OF FLOWERS.”**

– Deborah De La Flor AIFD CFD PFCI

Remembering Nancy and Don Wharton



Nancy Phillip Wharton peacefully passed away holding her daughter's hand on October 11, 2023. Nancy was born on November 22, 1940 and grew up in San Antonio. She earned her teaching degree and master's degree in Educational Psychology and became one of the first school counselors for the State of Texas.

Nancy married her best friend, Donald "Don" Wharton, in 1970 and they soon moved to Austin. There she discovered her love of plants and flowers, which she turned into a successful business for over thirty years. She and Don could

be found most days working side by side at Casa Verde Florist or "the shop" with the sounds of a Longhorn's game or country music in the background.

Nancy was also a fierce advocate for small businesses and lobbied at the State Capitol for many laws in support of Texas horticulture and small business rights. Nancy taught floral classes and served on several boards to promote the floral industry, women owned businesses and volunteered for the Alzheimer's Association.

Above all else though, Nancy loved her family and would do anything for them. She was always the positive outlook, the keeper of peace and the voice of reason.

Nancy's strong love of God and family sustained her during a lengthy battle with dementia. This disease took a lot from Nancy, but it never took her inner peace, gentle demeanor or her smile.

Donald Edwin Wharton passed away on June 17, 2022 at the age of 78, in his home in Pflugerville, Texas. Don lost a long and courageous battle with cancer but never his dry wit and wonderful sense of humor. He was surrounded by loved ones who will continue to honor his legacy.

Don was a proud native Texan from San Antonio and Vietnam veteran who served honorably in the United States Air Force. He held a master's degree in educational psychology and worked as a rehabilitation counselor for the Texas Commission for the Blind for nearly a decade. He later left to support the love of his life Nancy in her dream of owning a flower shop. Together, Don and Nancy built one of the most successful floral businesses in Austin at the time, Casa Verde Florist. They worked together for thirty years until retiring in 2011.

Don enjoyed the simple things. He loved fishing, country music, old westerns and watching football, a lot of football. He was an avid treasure hunter who scoured thrift shops for great deals on things he usually already had. Don was a history buff and surrounded himself with things he cherished. Every trinket and every gadget had a story he was anxious to tell. Don also loved to travel and was fortunate enough to visit many wonderful places. Above all else though, Don loved his family and never missed a celebration, holiday, or event that his family was a part of.

Nancy and Don are survived by their daughter, Stephanie Wharton Washburn, son in law, Jarrett Washburn and grandchildren, Avery and Evan Washburn. A joint celebration of life for Nancy and Don was held in November.

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DALLAS

TSFA Calendar of Events

Design Credit | Jackie Lacey AIFD CFD AAF PFCI
Photography Credit | Cody Ash Photography



DECEMBER

- 7 Hanukkah
- 22 First Day of Winter
- 25 Christmas Day
- 31 New Years Eve

JANUARY

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

FEBRUARY

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



TSFA presented a Texas Flag, flown over the Texas Capitol in celebration of McShan Florist's 75 years in business with wishes for continued success, to Bruce and Jodi McShan! Congratulations to each and everyone who contributed to this achievement!

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