

JULY 2024

# TEXAS

*in Bloom*



# REGISTRATION NOW OPEN!

## *Fun 'N Sun 2024*

Omni La Costa Resort & Spa, Carlsbad, CA  
September 4 - 7, 2024



## Blooming for Success

**Exciting news!** Join our Fun 'N Sun Grower Tour with two incredible farms! **Kendall Farms** and **Mellano & Company** welcome you to explore cutting-edge growing facilities, providing an unparalleled insider's view.

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# Texas in Bloom

JULY 2024 | VOLUME L | NUMBER 6

## FROM THE *President*



TSFA President  
Susan Piland  
AIFD CFD TMF

Hello TSFA Floral Family,  
What an exciting time we had in San Antonio at the Texas Floral Forum! It truly was "All for the Love of Flowers". It was wonderful visiting with everyone and catching up. The incredible programs we experienced are just the beginning—just wait until we all see these experiences come alive in the pages of TEXAS in Bloom over the coming months.

A heartfelt thank you to Texas Floral Forum Chair Jack Cross AAF TMFA and Design Chair Cheryl Vaughan CFD TMFA for the remarkable job they did making this Forum perfect. Your many long hours of preparation showed and made this event extraordinary! To every single person who generously shared their talents this weekend, you are the foundation of TSFA's strength and success. Words cannot fully express our gratitude—thank you from the bottom of our hearts!

Abel González Mencio AIFD CFD PFCI TMF has not only been a wonderful ambassador for TSFA, but has brought unparalleled creativity and passion into the Texas Designer of the Year Competition. Congratulations to all who competed and brought your best. I look forward to seeing it all bloom in our August issue!

One of the best parts of the Texas Floral Forum is our continuing education hands-on classes. Each of you who invested in the hands-on classes with Chris Norwood AAF AIFD PFCI and Andreia Muller AIFD FSMD are now even more equipped with new skills and innovative techniques.

Thank you to our Texas Floral Education Underwriters for giving back to the floral industry and helping to bring such talent as Norwood, Muller, Vonda LaFever AIFD PFCI and Lori Wilson PFCI to our great state! Your support continues to make TSFA strong.

A big shout-out to our Education Co-Chairs as they prepare for a very busy July, bringing so much support to our Texas high school teachers and students. Two big events are the FFA Convention in Houston and the ATAT Conference in Dallas. Let's all thank them for inspiring the next generation of floristry.

There's never been a more thrilling time to be part of the floral industry and TSFA! If you haven't yet jumped in, now's your chance. Reach out to the TSFA office for more information and see where you can be a part of this wonderful association. You are the heartbeat of TSFA and we can hardly wait to see where your involvement will take us next.

It's All for the Love of Flowers,  
Susan

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A TEXAS SIZE THANK YOU  
TO EACH COMPANY THAT  
CONTRIBUTED TO THE SUCCESS  
OF THE TEXAS FLORAL FORUM

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DEREK WOODRUFF AAF AIFD PFCI CF  
TO PRESENT AT TSFA EVENT  
DURING ATAT CONFERENCE

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*TSFA on Demand*

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MEMBER SPOTLIGHT  
JIMMY BURRAGE CFD TMFA



PORCH VIEW HOME

Thank you to Charlie Groppetti AIFD of  
Porch View Home for presenting

*TSFA on Demand*

Two episodes have launched  
within the series, *Seasonal Learning*.  
His study of the botanical is well presented.  
Take time to open new possibilities.

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION  
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# A TEXAS SIZE THANK YOU TO EACH COMPANY THAT CONTRIBUTED TO THE SUCCESS OF THE TEXAS FLORAL FORUM

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!

## ALL for the LOVE of FLOWERS

### TEXAS FLORAL EDUCATION PARTNERS

The Texas Floral Education Underwriters have collectively provided the educational programming for this Texas Floral Forum. Muller and Norwood brought inspired learning during luncheon presentations and hands-on workshops. Flower Clique expanded their partnership to include a Business of Flowers session presented by LaFever and Wilson. Texas thanks each of you for making this weekend of inspired education a success!

### TEXAS FLORAL PRODUCT PARTNERS

Texas Floral Education Underwriters

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Green Valley Growers  
Joseph & Sons  
Mellano and Company  
Monte Carlo Gardens

Resendiz Brothers  
Rosaprima  
SoléFarms  
Trilogy Farms

### A TEXAS THANK YOU TO THESE SAN ANTONIO WHOLESALERS FOR RECEIVING THE PRODUCTS FOR THE TEXAS FLORAL FORUM

Bill Doran Company  
Choice Flower Exchange

# What's Next in Education from

*Texas State Florists'* ASSOCIATION

The Texas Floral Education Underwriters support regional education, in Texas, and are providing two opportunities in 2024!

## Sympathy Tributes

featuring Chris Norwood AAF AIFD PFCI

Hands-on Workshop • Dinner Presentation • Product Gallery

**THURSDAY, OCTOBER 17, 2024**

Petroleum Club of Midland

501 West Wall Street

Midland, Texas

Co-chairs

Chris Collum-Williams AIFD TMF

Tom Collum-Williams TMF



## Holiday HAPPENINGS

with Chris Collum-Williams AIFD TMF

Hands-on Workshop • Dinner Presentation • Product Gallery

**SATURDAY, NOVEMBER 2, 2024**

Shady Villa Hotel and Event Center

416 South Main Street

Salado, Texas

Chair Jimmy Burrage CFD TMF

**Derek Woodruff AAF AIFD PFCI CF**  
**to present *Today's Floral Design: Modern Mechanics***  
**and *Design Styles* to high school teachers during**  
**the TSFA event at AT&T Stadium**

The landscape of floral design has gone through a drastic evolution in the last number of years. Design styles and mechanics are a focus of budding designers and consumers alike making our choices, as professionals, more important than ever. Buzzwords such as "sustainability" have brought the ecological impact of our industry to the forefront of the selection process when it comes to this consumable product. In this program, Derek will share new ways to adapt to the changing world of floral design for a new age, using modern mechanics, as well as how to use the principles and elements of design to create the ever-popular design styles of today.

In thinking of what subject matter might be most important to teachers, Derek shared that "With a strong background in mechanics and hard goods combined with experiences with 'today's consumer' and with younger/fresher designers, I think it is important to branch out from what we know about classic floral design training to appeal to a broader new audience of students and evolve with what floral design is today."

While Derek was a student in floral design at the Jackson Area Career Center, their curriculum was based on the Michigan Certified Florist Program and we were encouraged to attend the Great Lakes Floral Expo. With this excellent guidance from his teachers, he participated in his first floral design competition, as a student, and won! He got the bug and continued his floral education. Upon graduation from high school with a full time job at a flower shop, he became a Certified Floral Designer. This accomplishment led to many more accomplishments, such as winning numerous floral design competitions, becoming AIFD, and even being selected to compete on a floral design reality television show!

When asked about his first experience with flowers Derek shared, "Thinking back to my first flower experience, I recall that when I was a kid, my dad would take me to the garden center in the spring and let me choose the annuals we would plant in our beds and boxes at our house. This was my first experience with designing with flowers. Fast forward to high school, I was interested in plant sciences, which brought me to our local career center. Their plant science program specialized in both floral design and landscape architecture. Floral design definitely sounded more fun, and I would learn more about plants."

Derek is looking forward to being with Texas high school teachers who make an incredible difference in floral design education. TSFA is equally excited about bringing him to Texas to present during a TSFA sponsored event at AT&T Stadium in conjunction with the Agriculture Teachers Association of Texas Conference.

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# TSFA *On Demand*

LAUNCHES THE SECOND EPISODE  
OF SEASONAL LEARNING

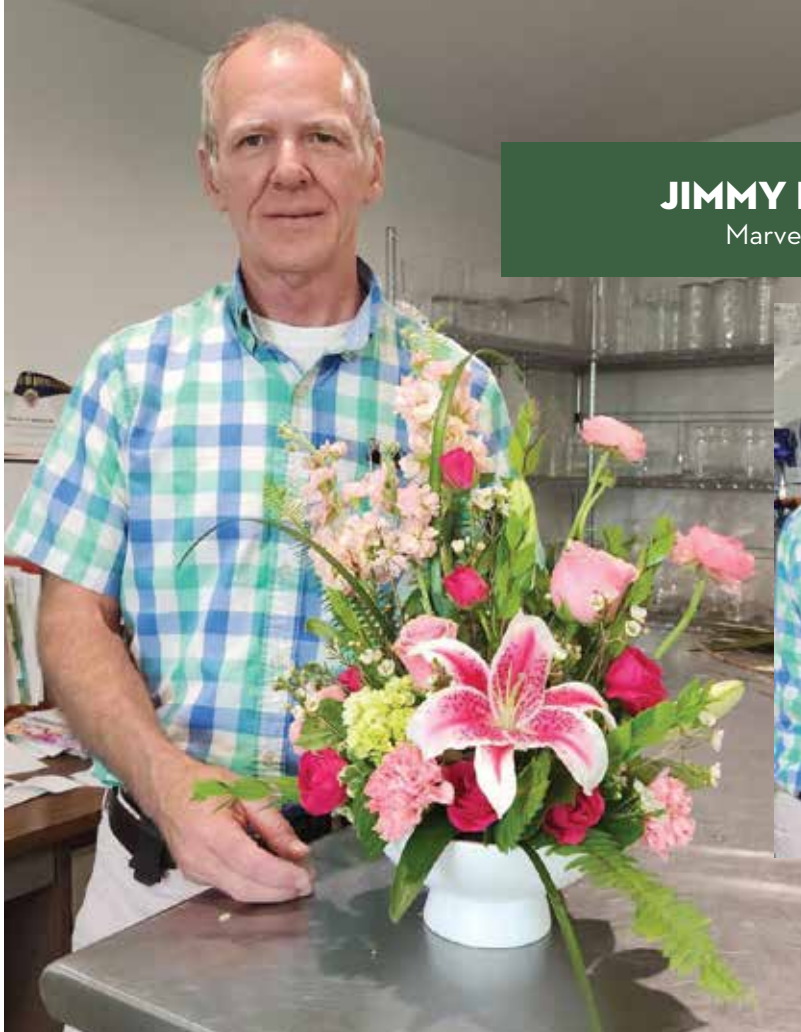


*TSFA on Demand* offers virtual learning 24/7. To have the opportunity to learn from Charlie Groppetti AIFD opens the mind to unlimited possibilities! Summer weddings, lawn parties, gatherings inside and out for an intimate gathering or a gala for many, his insight opens countless wonders through *Seasonal Learning*.

## *Texas State Florists'* ASSOCIATION ALL for the LOVE of FLOWERS

Inspired by the phrase TSFA President Susan Piland AIFD CFD TMF coined, the Texas Floral Forum theme – All for the Love of Flowers – was brought to life by countless talented designers, dedicated volunteers and generous Texas Floral Education Underwriters. As the floral community came together, friendships were made and strengthened, ideas were generated and fun was had by all. TSFA can't wait to share Forum insights with you! The next several issues of *TEXAS in Bloom* will be graced with incredible designs and educational tips –all for the love of flowers.

# Member Spotlight



**JIMMY BURRAGE CFD TMFA**  
Marvel's Flowers • Killeen, Texas



Jimmy Burrage CFD TMF, of Marvel's Flowers, brings joy and comfort to the community of Killeen.

I grew up in a very small North West Georgia town in a blue collar family with four sisters. With a large extended family, summer camping on the lake made for lifelong memories. I met my husband, Brad, in 2004 and relocated to Texas in 2009. Being with people who I love and share common interests with brings me the most joy of anything I could possibly do.

People ask me what I do to relax and I always have the same response. I really don't have to ever make a conscious decision to relax. I always try to remain calm and trust that things will always work out for the good.

When asked about my favorite food, I don't really have a favorite and the choice between dining out or eating in is easy. I would prefer to eat in because having a husband who absolutely loves to cook, I assure you that there is always something great for dinner.

If I could design for anyone in the world, at this time, I would have to say Former First Lady Melania

Trump. I would be very excited to bring her vision to life with flowers. My first memory of flowers was when I was around 11 years old. I took a small rose and a piece of foliage from a bush and taped them with electrical tape and pinned it on my T-shirt with a safety pin. My first boutonniere for sure!

**If you can  
ENVISION it  
you have the  
POWER to  
make it part of  
your REALITY.**

– Jimmy Burrage CFD TMF



I actually kind of fell into the floral industry. A friend and I thought we could run a flower shop just because we had talent and boy, were we ever wrong. That's when I saw an ad for the South Florida School of Floral Design in a floral magazine and enrolled in the class. After graduating, I went to work in other shops to gain hands-on experience. These experiences added to my expertise each and every day. It became clear to me just how important education was!

My favorite job would have to be the first shop I worked at in Atlanta, Georgia. It was exciting to be in a busy shop absorbing all the little tricks of the industry first hand. I learned so much and am grateful for each stem I processed and each design I was encouraged to make!

Today, we own Marvel's Flowers in Killeen, Texas. The thing I like most about being here is knowing that I can provide a fun and encouraging place for people who love floral design and want to learn and grow. I have been a member of TSFA since 2012. I was certified a Texas Master Florist in 2014 and was designated a Certified Floral Designer in 2021. One of the highlights of my time in the floral industry was achieving my Texas Master Florist certification. To be recognized by Texas State Florists' Association, one of the leading floral associations in the country, was a huge boost.

Flowers affect peoples lives in so many ways, whether it's comfort for sympathy or celebration of a birthday. When I stop and think about it, I really can't say that I've ever heard anyone say that flowers didn't make them feel better! The only other thought that I would like to share is...If you can envision it you have the power to make it part of your reality.

Serving as a Retail Director on the TSFA Board of Directors has broadened my appreciation for the decisions made by this Board to lead the association forward. As a group, we try to maintain the objective of furthering and promoting the floral industry, with TSFA leading the way. I think it is important to experience new opportunities. I will chair the Texas Floral Showcase in Salado in November. Chris Collum AIFD CFD TMF will present Holiday Happenings. To be in Salado and kick off the holiday season should be lots of fun! Hope to see you there!



Jimmy and Brad enjoying life at Deadfish Grill on Lake Belton.



*Remembering James Robert Hobbs*

James Robert Hobbs, resident of Burleson, Texas, formerly of Colleyville, Texas, passed away on May 22, 2024 at Heritage Place, Burleson, Texas, at the age of 103 years.

Born November 17, 1920, in Eudora, Mississippi, he attended high school and joined the United States Army Air Corps in January 1942. He was a veteran of WWII, where he received numerous medals. Jim met and married the love of his life, Ann Todd. They met on a Mississippi dancing boat and both became ballroom dance instructors for Arthur Murray Dance Company.

He had a larger-than-life personality and loved people. He loved to sing, especially songs like "Mr. Hobbs is in Town" and "The Monkey and the Buzzard". He was an amazing storyteller, and most were true from life experiences.

He was a southern Baptist, pheasant and quail bird hunter, water skier, snow skier, loved to train his bird dogs, was an expert marksman, and loved to fish.

He is survived by his close companion Colleen Hall; his children Barbara Ray, Sandra Macy, and Brenda Onstott; his grandchildren Shelly Wright and spouse Greg, Brent Gill, Brandy Rector and spouse Chuck, Shae Hudson and spouse Bryan, and Josh Onstott; his great-grandchildren Jessie Wright and spouse Lindsey, Lindsey Rector, Ty Gill, Katy Hruby and spouse Nick, Bailey Rector, Lily Gill, Henley Sears, and Clementine Onstott; and his great-great-grandchildren Annie Jo Wright, and Charlie Wright.

He was preceded in death by his wife Ann T. Hobbs, parents Audie Hobbs and Omie B. Rochelle Hobbs, sister Dorothy Black and Bobby Black.

The visitation service will be held on Saturday, August 3, 2024, at 1 p.m. at Lucas Funeral Home, located at 518 S.W. Johnson Avenue in Burleson, Texas.

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AUSTIN

# TSFA Calendar of Events

Design Credit | Charlie Gropetti AIFD



## 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
- 29-31  
Fundamental Elements and Principles of Floral Design
- 30 International Day of Friendship

## AUGUST


- 2 Designing in Glass Class
- 20 Virtual Worlds Day
- 27 National Just Because Day
- TBD  
Intense Crash Course in Floral Design
- TBD  
Level 1 and Level 2 Certification for Teachers

## SEPTEMBER

- 2 Labor Day
- 8 Grandparents' Day
- 10 Suicide Prevention Day
- 11 Patriot Day
- 20-23  
TMF Certification Classes

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DALLAS



# Making Texas Floral Education Possible

## PLATINUM



## SILVER



please visit [tsfa.org](http://tsfa.org) for the most up-to-date list of underwriters and their links