

JANUARY 2025

# TEXAS

*in Bloom*





## Texas State Florists' Association *Highlights of the Year*

The dedication and collaborative efforts of many, with the support of the Texas Floral Education Underwriters, continues to add to the education platforms in Texas. The Texas State Florists' Association is pleased to share some of the 2024 highlights!

### ONE TEXAS FLORAL SPOTLIGHT HIGHLIGHTED THE SPRING OF 2024

Former Texas Designer of the Year Norman Northen TMFA presented a comprehensive floral design show in March at Bronze Level Texas Floral Education Underwriter Hill's Wholesale Florist in Longview. The show highlighted ideas to make a difference in design and the business of flowers throughout the spring season. The Texas Floral Spotlight was created to provide FREE education to TSFA members and involve Texas area wholesalers who are not only underwriters but also offer the products of other Texas Floral Education Underwriters!

### THE TEXAS FLORAL FORUM WAS HELD IN SAN ANTONIO

Record attendance gathered at La Mansión del Rio "All for the Love of Flowers" and to learn from two of the absolute best! Three hands-on workshops, a breakfast prior to the TSFA Annual Meeting and two luncheon presentations provided a wealth of information. The Texas Floral Education Underwriters not only supported the programs but also a Product Gallery for all to experience and enjoy!

### TEACHING THE TEACHERS

TSFA leadership rocked the Agriculture Teachers Association of Texas Professional Conference with a presentation by Derek Woodruff AAF AIFD CFD PFCI CF, underwritten by Silver Level Texas Floral Education Underwriter Syndicate Sales. TSFA's expert instructors continue to provide training to Texas high school floral design teachers through floral design certifications, the Texas Master Florist Program and the Texas School of Floral Design.

### TWO TEXAS FLORAL SHOWCASES WERE HELD, IN MIDLAND AND SALADO

Two Texas Floral Showcases were held in 2024. Both were centered around topics of great importance in that each provides significant revenue for today's florist. *Sympathy Tributes*, presented by Chris Norwood AAF AIFD CFD PFCI, featured a series of collections displaying not only designs of tradition but also those most requested today. Chris Collum-Williams AIFD CFD TMF and Tom Collum-Williams TMF chaired this showcase at the Petroleum Club in Midland. The second showcase of the year was held in Salado where *Holiday Happenings* took center stage. Presented by Chris Collum-Williams, four holiday vignettes inspired all in attendance. Jimmy Burrage CFD TMF chaired the festive event! TSFA Past Presidents gathered for a holiday breakfast in Salado. A hands-on class was well attended at each location. The Texas Floral Showcases were made possible by the Texas Floral Education Underwriters.

### TEXAS DESIGNER OF THE YEAR COMPETITION

#### "REFLECTIONS", CENTERED IN THE PRODUCT GALLERY, OPENED THE TEXAS FLORAL FORUM

Nine floral design professionals expressed their creative "REFLECTIONS" during the 2024 Texas Designer of the Year Competition chaired by the 2023 Texas Designer of the Year Abel González Mencia AAF AIFD CFD PFCI TMF.

### THOUSANDS OF STUDENTS EARNED TSFA FLORAL DESIGN CERTIFICATION WITH THE SUPPORT OF COUNTLESS FLORAL DESIGN TEACHERS AND VOLUNTEERS

Thanks to the TSFA Education Committee, more than 25 dedicated volunteers, and floral design teachers throughout the state, thousands of students in Texas gained a greater appreciation for floral design – and obtained their TSFA floral design certification – during the 2023-2024 school year! More than 20,000 knowledge-based certifications were earned online in English and Spanish. Seven on-site testing events were held for Level 1 and Level 2 hands-on design certification, and Level 1 certifications were obtained virtually throughout the year. This tremendous success would not be possible without the expertise of TSFA's virtual and onsite graders. Special thanks are also in order for members of the TSFA Ad Hoc Committee who dedicated their time and talent to an advanced curriculum for high school students, which will be published this year.

"The achievements of an organization are the results of the combined effort of each individual." ~ Vince Lombardi

# Texas in Bloom

JANUARY 2025 | VOLUME LI | NUMBER 1

## FROM THE *President*



TSFA President  
Ed Fimbel  
CFD TMFA

Ho, Ho, Ho! 'Tis the season has come and gone for 2024. Hoping it was enjoyed by all!!!

### HAPPY NEW YEAR, EVERYONE!

Here's hoping you have a prosperous and joyous 2025!

The year has started off with a **BANG** for TSFA! Classes are scheduled at the Texas School of Floral Design, committee meetings have begun and high school testings, both virtual and on-site, have started as well. TSFA officers, staff and committee members have worked together to put in place a schedule of events for 2025. Please check the website for dates, locations and program topics. These activities are being held across the state. Most importantly, be sure to schedule and place on your calendar **TEXAS FLORAL EXPO 2025 ... Secrets ... June 27-29, 2025.**

This will be an outstanding weekend of education and hands-on classes with time to renew our friendships and time to reach out to make one or more new ones! Join us at the South Shore Harbour Resort and Conference Center in League City, Texas. Trust me, you will not want to miss this!

In addition to the Texas Floral Expo, there are a number of activities in our 2025 plan, to include:

- A Texas Floral Spotlight planned at Platinum Level Texas Floral Education Underwriter Bill Doran Company in San Antonio.
- Two Texas Floral Showcases, providing regional education for the floral professional.
- Eight educational classes at the Texas School of Floral Design.
- Seven on-site high school testings, and numerous virtual high school testings.
- Several industry related conferences.
- Numerous committee meetings, attended by TSFA volunteers, are happening behind the scenes to make it all come to be. 2025 promises to be a very busy year for TSFA!!!

Looking forward, we have asked this question of several, "What does TSFA mean to you and how has it made a difference in your professional life?"

It is a pleasure to share my response. Having been a member since the early 1980's, I have seen many changes, too numerous to list, that have occurred in the floral industry. TSFA keeps up with these changes and goes beyond to be a leader in the industry. This has led to a sound financial base, a strong member base, support from an outstanding group of underwriters, the best foundation for education in the floral industry and friendships made for a lifetime. I am proud to be a member of TSFA and serve you, as president of the best floral association in the nation.

I encourage all members to become actively involved in whatever way you can and in whatever way interests you! You will not regret it. "Let's band together" to remain the BEST state association in the USA. Thank you for your continued support of TSFA, so we can continue to flourish in the years to come. Hope to see you at at least one of the upcoming events.

"You are not defined by your past, but by the actions you take today. Each new day is a chance to rewrite your story. Live boldly and with intention." - Anonymous

Wishing you a very Happy 2025!!!

Ed Fimbel CFD TMFA

PS: Here is a New Year's resolution to consider - **"BECOME MORE ACTIVE IN TSFA."**



2	TSFA HIGHLIGHTS
4	MAKING A DIFFERENCE
5	TSFA 2024-2025 LEADERSHIP
6	2025 TEXAS FLORAL EXPO
7	PROFESSIONAL DEVELOPMENT
8	TSFA SCHOOL OF FLORAL DESIGN
9	EDUCATION FREE TO TSFA MEMBERS
10	EDUCATIONAL DEVELOPMENT
11	HIGH SCHOOL CERTIFICATION
12	PROFESSIONAL DEVELOPMENT
13	TEXAS MASTER FLORIST
14	TSFA RECOGNITION
15	NATIONAL RECOGNITION
16	SCHOLARSHIPS
17	COMPETITION
18	BLOOMING WITH BRANDY
20	NEW MEMBERS
22	TSFA ADVERTISERS
24	LOOKING TO 2025

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

### TSFA BOARD

President Ed Fimbel CFD TMFA  
Immediate Past President Susan Piland AIFD CFD TMF  
First Vice President Marisa Guerrero AIFD CFD TMF  
Second Vice President Amy Neugebauer AIFD CFD PFCI TMFA  
Retail Director Yolanda Amos TMFA  
Retail Director Brandy Ferrer AIFD CFD TMF  
Retail Director Iuliia Prokhorova CFD TMF  
Wholesale Director John Priest  
Grower Director Jimmy Klepac

### STAFF

Publisher and Managing Editor | TSFA Executive Director Michelle Karns CAE  
Editor | Lynn Lary McLean AAF AIFD PFCI TMF  
Director of Education and Certification | Carole Sayegh  
Education and Certification Coordinator | Alyssa Russell  
Cover Design | Brandy Ferrer AIFD CFD TMF  
Production | Pixels and Ink  
Contributing Writers | Ashlyn Childress CFD TMF, Ilissa Collins, Betsi Doherty TMF,  
Brandy Ferrer AIFD CFD TMF, Ed Fimbel CFD TMFA, Elida Grande AIFD CFD EMC,  
Johnny Hackett TMFA, Alan Masters AIFD CFD PFCI, Cassie Sanders AIFD, CFD TMF

## TSFA Members Speak-out About How TSFA Makes a Difference!



**Ilissa Collins • Spring, Texas**

"Through TSFA classes, I have learned how to create unique designs that provide job opportunities as a freelance designer with event companies and larger florists. When creating designs, I have learned to be intentional through an increased understanding of the principles and elements of design. This understanding has positioned me to charge accordingly, as I am now seen as a luxury florist in my community. I am now able to network with other florists. Building relationships with other designers has helped me to develop more confidence in myself as well as my business."



**Betsi Doherty TMF • Fredricksburg, Texas**

"TSFA has been an immensely valuable discovery for me and has significantly contributed to my professional growth. Firstly, the Texas Master Florist Program addressed my questions about the business aspects of running a flower shop. The instructors were fantastic, and studying various designs was a true delight. Secondly, I had the opportunity to attend a workshop in Midland, hosted by TSFA and Chris Norwood AAF AIFD PFCI. I was overwhelmed by the beauty of the arrangements and left feeling inspired and truly blessed. Networking with other florists allowed me to treasure the memories of this event. TSFA provides guidance, inspiration and friendship, and I am grateful to be a member."



**Brandy Ferrer AIFD CFD TMF • Gilmer, Texas**

"TSFA has been instrumental in shaping my professional journey. Through its educational programs, networking opportunities, and unwavering support for the floral community, I've been able to grow as a designer, mentor and business owner. TSFA has provided me with the tools, connections and inspiration to elevate my craft and give back to the industry I love."



**Elida Grande AIFD CFD EMC • Tomball, Texas**

"TSFA has enabled me to develop stronger connections with colleagues and gain more confidence in the way I interact with people. TSFA achieves success because of a community based on happy, engaged and motivated members. The positive culture helps members achieve their fullest potential. There is a distinct pathway for economic empowerment through showcases, demonstrations and workshops across Texas. I experienced this in a multitude of ways. The continuing education courses provide networking opportunities that have enriched my life. TSFA's contribution to my successful career helped increase my personal growth and broaden my perspective."



**Alan Masters AIFD CFD PFCI • La Porte, Texas**

"I've been a member of TSFA for almost 20 years now. Every year, when it comes time to attend an expo or forum, I get so excited. The level of education provided is unequalled at the state level. It is great to walk away inspired and ready to create again, fresh and renewed. In addition to the education, the camaraderie and networking opportunities are amazing. I am beyond grateful for the lessons taught, inspiration imparted and friendships gained. If you are looking for a place to belong, I would recommend joining. You won't find a better group of people to become family with."

# The Value of TSFA Membership

Cultivating Member Success and a Strong Floral Community for 110 Years!  
Volunteer Leadership • Professional Development • Educational Development  
High School Certification • Professional Certification • TSFA Recognition • National Recognition  
Scholarships • Competition • Volunteer Participation

## 2024 - 2025 TSFA BOARD AND COMMITTEES

### TSFA BOARD OF DIRECTORS

President  
Ed Fimbel CFD TMFA

First Vice President  
Marisa Guerrero AIFD CFD TMF

Second Vice President  
Amy Neugebauer AIFD CFD PFCI TMFA

Treasurer and Wholesdale Director  
John Priest

Immediate Past President  
Susan Piland AIFD CFD TMF

Retail Director  
Yolanda Amos TMFA

Retail Director  
Brandy Ferrer AIFD CFD TMF

Retail Director  
Iuliia Prokhorova CFD TMF

Grower Director  
Jimmy Klepac

### BYLAWS COMMITTEE

Chair Jack Cross AAF TMFA  
San Antonio

Patrick Houck  
Sugar Land

Jimmy Klepac  
Blanco

Tom Wolfe, Sr.  
Waco

### EDUCATION COMMITTEE

Please refer to Committee List  
on Page 10.

### FINANCE COMMITTEE

Chair John Priest  
Plano

Ken Freytag  
Austin

Marisa Guerrero AIFD CFD TMF  
El Paso

Melanie Huegele CFD  
Cypress

Keith Taylor  
Houston

Tom Wolfe, Jr.  
Waco

### LEGISLATIVE COMMITTEE

Chair Chad Freytag  
Austin

Jimmy Klepac  
Blanco

### MEMBERSHIP COMMITTEE

Chair Teia Bennett AIFD CFD TMF  
New Braunfels

Yolanda Amos TMFA  
Houston

Jimmy Burrage CFD TMF  
Killeen

Dawson Clark TMF  
Liberty Hill

Marisa Guerrero AIFD CFD TMF  
El Paso

Johnny Hackett TMFA  
Pattison

Alan Masters AIFD CFD PFCI  
La Porte

Gaby Ponsaerts TMF  
New Braunfels

Iuliia Prokhorova CFD TMF  
Corpus Christi

### NOMINATING COMMITTEE

Chair Debbie Woltmann  
Brenham

Jimmy Klepac  
Blanco

Amy Neugebauer AIFD CFD PFCI TMFA  
Conroe

Norman Northen TMFA  
Temple



TSFA MAKES  
IT EASY TO  
*Get Involved!*

TSFA 2024-2025 Leadership



*Texas State Florists'* ASSOCIATION PRESENTS

SECRETS

TEXAS FLORAL EXPO 2025

JUNE 27-29, 2025

SOUTH SHORE HARBOUR HOTEL  
LEAGUE CITY

CHAIR MARISA GUERRERO AIFD TME

SECRETS WILL BE REVEALED IN THE FEBRUARY ISSUE OF TEXAS IN BLOOM



# Bringing the Best IN FLORAL DESIGN EDUCATION AND THE BUSINESS OF FLOWERS THROUGH TEXAS FLORAL EVENTS

## IN PERSON EDUCATION

Texas Floral Expo • Texas Floral Showcases • Texas Floral Spotlight

## VIRTUAL EDUCATION

TSFA on Demand Virtual Learning



## Save the Dates for Extraordinary Education!

Hands-on Workshop • Product Gallery • Dinner Presentation

### THURSDAY, MARCH 27, 2025

Chair Cassie Sanders AIFD CFD TMF

#### ***A Study of the Elements and Principles of Floral Design***

featuring

Joyce Mason-Monheim AAF AIFD CFD PFCI AZMF

Agri-Stem Complex | Lubbock ISD  
102 Quaker Avenue  
Lubbock, Texas

As an award-winning floral artist, floral industry educator and influencer, Joyce has never faltered in her love of flowers and the enjoyment of teaching. Spanning her floral career of several decades, she has spent the



greater part of her career experiencing floral retail shop operation, floral design theory, traveling the globe creating with flowers and becoming one of the floral industry's sought-after educators and presenters. TSFA is thrilled to have her share her vast knowledge on the subject of elements and principles of floral design in Lubbock this spring!

### WEDNESDAY, SEPTEMBER 24, 2025

Chair Brandy Ferrer AIFD CFD TMF

#### ***Everything's Coming Up Roses!***

featuring

Deborah De La Flor AIFD CFD PFCI

Tyler Rose Garden Center  
420 South Rose Park Drive  
Tyler, Texas



Deborah's talent, innovative style and passion for flowers have made her a world-renowned floral designer. For more than thirty years, she has traveled the world, sharing her love for the floral industry through design presentations, seminars, competitions and commentary. Deborah's ability to anticipate and influence the latest floral trends has led to her consulting for some of the biggest names in the floral industry. Her vast knowledge, down-to-earth demeanor and infectious enthusiasm make her a sought-after presenter for floral industry events. TSFA is thrilled to welcome her in the fall to Tyler where everything's coming up roses!

Professional Development

# TSFA School of FLORAL DESIGN

Providing the Best in Education

**January 10-12, 2025**  
Fundamental Elements and  
Principles of Floral Design

**February 23, 2025**  
Designing With Wire

**February 24-25, 2025**  
Flowers to Wear

**May 16-19, 2025**  
Texas Master Florist Class

**August 8-10, 2025**  
Fundamental Elements and  
Principles of Floral Design

**August 22-25, 2025**  
Texas Master Florist  
Certification Class

**October 25, 2025**  
Holiday Design Class

## MEET THE INSTRUCTORS



Bruce Easley  
AAF AIFD CFD TMFA



Ed Fimbel  
CFD TMFA



Amy Neugebauer  
AIFD CFD PFCI TMFA



Susan Piland  
AIFD CFD TMF



Cassie Sanders  
AIFD CFD MS TMF



Cheryl Vaughan  
CFD PFCI TMFA



Debbie Woltman  
AIFD CFD TMFA

## TO READ ABOUT EACH INSTRUCTOR

Scan the QR code  
or visit [tsfa.org/instructors](https://tsfa.org/instructors)



**TO REGISTER**  
Scan the QR code  
or visit [tsfa.org/school](https://tsfa.org/school)

TSFA SCHOOL OF FLORAL DESIGN  
413 S. WEST DRIVE LEANDER, TX 78641



# *In-Person Education* TEXAS FLORAL SPOTLIGHT

Texas Floral Spotlight shines bright in San Antonio!

**THURSDAY, APRIL 3, 2025**

Chair Cheryl Vaughan CFD PFCI TMFA

Featuring  
Beth O'Reilly AIFD CFD TMF

Bill Doran Company  
710 Nogalitos Street  
San Antonio, Texas



With 25 years of experience, Beth has gained extensive knowledge in almost every aspect of the industry. From traveling abroad handling product development and design trends for a permanent botanical manufacturer in China,

to working and owning a retail shop of her own for many years. Most recently, she honed her skills in the growing, procurement and supply chain side while developing educational programs within the wholesale sector. Now more than ever, she believes that new growth and success in the industry lies in connections – Connecting the consumer to flowers, the grower and wholesaler to the florist and the joy of each flower for everyone to experience. Whether you're seasoned in the industry and want to expand your knowledge, starting a new floral business and need help, or if you just love flowers and want to learn more – there is something here for you!

## **SCHEDULE**

- 4:00 p.m.** Shop Bill Doran Company
- 5:00 p.m.** Enjoy a Light Supper  
Time to Network and Shop
- 6:15 p.m.** TSFA Welcome
- 6:30 p.m.** Design Presentation
- 7:30 p.m.** Time to Network and Shop
- 8:00 p.m.** Farewell

*Save the Date*

**Registration Is Coming Soon!**

## TSFA *on Demand* VIRTUAL LEARNING

All sessions are FREE to TSFA members!

An added BONUS! TSFA members may share with members of their staff!

TSFA's innovative approach to virtual learning opened with a variety of subjects hosted by a wealth of talent! The selected subjects addressed the most relevant of topics and highlighted the most creative of techniques.

**Each is catalogued for you to learn at your leisure 24-7!**

**Visit [tsfa.org](https://tsfa.org) for the complete TSFA Virtual Learning Catalogue.**

Charlie Gropetti AIFD was the featured presenter in 2024 with four episodes centered around Seasonal Learning. These timeless thoughts will long be of considerable interest.

Brandy Ferrer AIFD CFD TMF will present two sessions on artificial intelligence to prepare you for the class to be offered during the Texas Floral Expo!

Take a look at Pantone 2025 Color of the Year Mocha Mousse featured in an AI-generated image created by Brandy Ferrer. Discover additional AI images in

*Blooming with Brandy* on pages 18 and 19.

Experts in their field will offer master class learning!

Be sure and watch for these releases! They will add to the content currently offered.

*Education Free to TSFA Members*

# Educational Development

*The TSFA Education Committee*, led by several amazing co-chairs and TSFA leadership, work together to provide opportunities for the Texas State Florists' Association to provide the absolute best in industry education and professional development.

## Co-Chairs

Bruce Easley AAF AIFD CFD TMFA  
Spicewood

Susan Piland AIFD CFD TMF  
Mesquite

Cheryl Vaughan CFD PFCI TMFA  
Lytle

Debbie Woltmann AIFD CFD TMFA  
Brenham

## Vice Chairs

Yolanda Amos TMFA  
Houston

Teia Bennett AIFD CFD PFCI TMF  
New Braunfels

Jimmy Burrage CFD TMF  
Killeen

Amy Neugebauer AIFD CFD PFCI TMF  
Spring

## Members

Ashley Bishop TMF  
Moulton

Ashlyn Childress TMF  
Lufkin

Tom Collum-Williams TMF  
Odessa

Heather Cox TMF  
Cypress

Shawn Coyle TMF  
Dallas

Mary Ann DeBerry CFD TMFA  
Denton

Brandy Ferrer AIFD CFD TMF  
Gilmer

Johnny Hackett TMFA  
Pattison

Victoria Howle CFD TMF  
Las Vegas

Jessica Goodwin TMF  
Houston

Robin Martinez AAF TMFA  
Humble

Kim O'Brien Jones AIFD CFD TMFA  
Spring

Lisa Pieper TMF  
Caldwell

Gaby Ponsaerts TMF  
New Braunfels

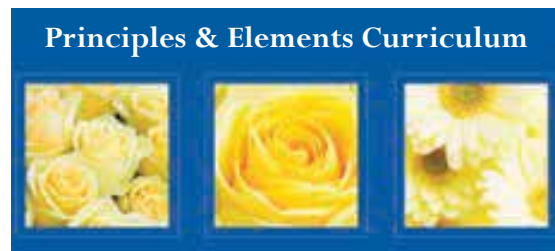
Cassie Sanders AIFD CFD TMF  
Lubbock

Jessica Smith TMF  
Conroe

Kristen Stockard TMF  
Decatur

Jack Winterrowd TMF  
Caldwell

The committee oversees professional floral certification, the Texas Master Florist designation, knowledge-based floral design certification for high school students, Level 1 and Level 2 Floral Design Certification and the TSFA School of Floral Design.



TSFA MEMBERS  
ARE INVITED TO  
**VOLUNTEER**  
AT A HIGH SCHOOL  
TESTING

*Take a look*  
**AT THE NUMEROUS  
OPPORTUNITIES**

**2025 TSFA LEVEL 1 AND  
LEVEL 2 HIGH SCHOOL  
TESTING DATES**

**JANUARY 28-29, 2025  
GEORGETOWN, TEXAS**

**FEBRUARY 22, 2025  
DECATUR, TEXAS**

**MARCH 4, 2025  
LONGVIEW, TEXAS**

**MARCH 26, 2025  
LUBBOCK, TEXAS**

**APRIL 10, 2025  
AUSTIN, TEXAS**

**APRIL 24, 2025  
KLEIN, TEXAS**

**APRIL 29, 2025  
SAN ANTONIO, TEXAS**

**TSFA MAKES IT EASY TO**

*Volunteer!*



TSFA.ORG/VOLUNTEER  
OR SCAN THIS QR CODE

## Texas High School Floral Design Teachers

*Speak Out!*



**Ashlyn Childress CFD TMF  
Hudson ISD**

"TSFA has significantly impacted my professional journey through workshops, certifications, and events. Beyond skill development, TSFA has introduced me to a vibrant network of fellow designers, mentors and educators who inspire and challenge me to elevate my craft and has sparked a passion for floristry that has grown over the last 10 years. As a floral design teacher, it's incredibly fulfilling to know that there are others who not only share the same passion for the art of floral design but also for the transformative power of education. It's inspiring to connect with fellow educators who are equally committed to nurturing creativity and cultivating a love for this craft in their students. Together, we form a community that encourages one another through shared experiences and collaborative efforts."



**Johnny Hackett TMFA  
Alief ISD**

"I am proud to say that I am a member of TSFA because it has allowed me to become a better floral teacher. TSFA provided guidance to me as an AgScience teacher since the day I was asked to teach floral classes 18 years ago. The association has provided great opportunities for me to improve where I needed to be effective as a floral teacher. I have met extraordinary and gifted people who have taught classes and demonstrated skills within the profession. I would love to become as effective a floral teacher as Renee Tucci. She is phenomenal. I invite AgScience teachers to become members of TSFA, to not only utilize the numerous resources that they have developed, but to also support TSFA financially and as a member volunteer."



**Cassie Sanders AIFD CFD TMF  
Lubbock ISD**

"The education provided by TSFA has truly changed my life! As a new Ag teacher, I was also new to floral design. Obtaining my AIFD designation is an achievement I could not have accomplished without TSFA. All of my professional floral training has stemmed from TSFA educational events. My floral family members are indispensable resources who have a passion for sharing their love of education and their knowledge of the floral industry. I would not be the designer I am today without TSFA! TSFA always brings incredible designers with unique perspectives to each event. The opportunity to be involved in the Education Committee has provided so many opportunities. If you are not a member of TSFA, don't walk, RUN to join! You will not regret it!"

*High School Certification*

# Professional Certification



## Become a Texas Master Florist! The Study of an All Encompassing Curriculum

The Texas Master Florist Program provides a standard of professional excellence that has been recognized as one of the most complete educational curriculums in the floral industry. The series includes: design production, design management and professional florist certification. From the sales floor to the design room, from the delivery personnel to the office staff, from entry level employee to shop manager to owner, the content addresses the variety of skill sets required for a successful floral environment. Texas Master Florist recertification is required every three years.

**TSFA is an approved AIFD Education Partner and Provider. Upon achieving TMF certification, you may apply to become a Certified Floral Designer (CFD) through AIFD.**

### FIVE STEPS TO BECOMING A TEXAS MASTER FLORIST

1. Complete the Texas Master Florist application available at [tsfa.org](http://tsfa.org).
2. Upon approval of the application, you will be eligible to register online for seven of the 10 courses in the Texas Master Florist Program. Proceed with the seven online courses, successfully completing the online exam for each class.
3. Register online for the three hands-on courses that are offered in person.
4. Once you have successfully completed all 10 courses, you may register for the Texas Master Florist Program Final Exam.
5. Upon successful completion of the Texas Master Florist Program, you are eligible to test for CFD through the American Institute of Floral Designers. An additional preparatory course, to support the creative process, is occasionally offered through TSFA.

AIFD Certified and Wish to Pursue  
the Texas Master Florist Certification?

## FAST TRACK

to Texas Master Florist® Certification

### BECOME A TEXAS MASTER FLORIST® IN 5 STEPS

#### STEP ONE

Hold AIFD certification and be an accredited member of AIFD.

#### STEP TWO

Be a TSFA member.

#### STEP THREE

Complete and submit the Texas Master Florist certification application.

#### STEP FOUR

Take the seven online TMF classes and pass the exam for each class.

#### STEP FIVE

Pay the TMF certification fee of \$125.

**TMF certification is achieved once  
all requirements are met.**

Apply today at [tsfa.org](http://tsfa.org).



# Tsfa Members Who Have Achieved the Texas Master Florist and Texas Master Florists Advanced Designations



The TMF and TFMA designations are a recognition of floral professionalism. The following TSFA members currently hold those distinctions.

**ABERNATHY**  
Carley Abell TMF

**ABILENE**  
Kimberly Norman-Prater TMFA

**ARLINGTON**  
Ben Bowen TMF

**AUSTIN**  
Pat Becker AIFD CFD TMFA  
Vikki Li TMF  
Dee McKenzie TMFA  
Cliff Martinez TMF

**BAYTOWN**  
Robyn Howell TMF  
Shari Sandlin TMFA

**BRENHAM**  
Debbie Woltmann AIFD CFD TMFA

**BRIDGEPORT**  
Kassie Montford TMF

**CALDWELL**  
Lisa Pieper TMF  
Jack Winterrowd TMF

**COLLEGE STATION**  
Patricia Barksdale TMFA  
Deborah Brooks TMFA

**CORPUS CHRISTI**  
Iuliia Prokhorova CFD TMF

**CONROE**  
Amy Neugebauer AIFD CFD PFCI TMFA  
Jessica Smith TMF

**COTTON CENTER**  
Kristie Keys TMF

**CYPRESS**  
Heather Cox TMF  
Lana King TMFA

**DALLAS**  
Debby Baker AAF TMF  
Shawn Coyle TMF  
Cecilia Manouel AIFD CFD TMF

**DECATUR**  
Kristen Stockard TMF

**DENTON**  
Mary Ann DeBerry CFD TMFA

**DETROIT**  
Tracy Denny TMF

**EL CAMPO**  
Lisa Bubela TMF

**EL PASO**  
Marisa Guerrero AIFD CFD TMF

**FLATONIA**  
Kaywin Kubesch AIFD TMFA

**FORT WORTH**  
CyLynn Braswell TMF  
Kelly Norvell AIFD CFD TMF

**FREDRICKSBURG**  
Betsi Doherty TMF

**FRISCO**  
Lynn Lary McLean AAF AIFD PFCI TMF  
Narin Perkins TMF

**FULSHEAR**  
Richard "Ace" Berry AIFD CFD TMF

**GARLAND**  
Dorothy Anthes TMF

**GAUSE**  
Megan Teel TMF

**GEORGETOWN**  
Susie Ramos AAF TMF

**GILMER**  
Brandy Ferrer AIFD CFD TMF  
Tina Rosenbalm TMF

**HARLINGEN**  
Lisa Human TMF

**HOUSTON**  
Yolanda Amos TMFA  
Jessica Goodwin TMF  
Pat Hermes TMF

**HUMBLE**  
Robin Martinez AAF TMFA  
Tamara Seely TMF

**KERMIT**  
Rodney Hayes AAF TMF

**KILLEEN**  
Jimmy Burrage CFD TMF

**LA FERIA**  
Abel González Mención AAF AIFD CFD PFCI TMF

**LIBERTY HILL**  
Dawson Clark TMF

**LUBBOCK**  
Cassie Sanders AIFD CFD TMF

**LUFKIN**  
Ashlyn Childress CFD TMF

**LYTLE**  
Cheryl Vaughan CFD PFCI TMFA

**MCKINNEY**  
Peggy Franklin TMF  
Elaine Henry TMFA

**MESQUITE**  
Susan Piland AIFD CFD TMF

**NEEDVILLE**  
Tatiana Weakley TMF

**NEW BRAUNFELS**  
Teia Bennett AIFD CFD PFCI TMF  
Courtney Burkhardt TMF  
Gaby Ponsaerts TMF

**NORTHLAKE**  
Ed Fimbel CFD TMFA

**ODESSA**  
Chris Collum-Williams AIFD CFD TMF  
Tom Collum-Williams TMF  
Mark Knox TMF

**ORANGE**  
Scott Hasty AIFD CFD TMF

**PASADENA**  
Debbie Gordy AAF AIFD CFD TMFA

**PATTISON**  
Johnny Hackett TMFA

**PLANO**  
Sarah Demartino TMF

**RICHMOND**  
Susan Harrison TMF  
Cindy Millis TMF

**ROBSTOWN**  
Rebecca Sullivan CFD TMF

**ROUND TOP**  
Robin Schill CFD TMF

**SAN ANTONIO**  
Jack Cross AAF TMFA  
Oralia Espinoza AIFD CFD TMF

**SPRING**  
Kim O'Brien Jones AIFD CFD TMFA  
Nicola Parker AIFD CFD TMFA  
Stacy Rozell TMF

**SPICEWOOD**  
Bruce Easley AAF AIFD CFD TMFA

**SUGAR LAND**  
Tiffany Houck-Albrecht TMF

**TEMPLE**  
Norman Northen TMFA

**THE WOODLANDS**  
Mary McCarthy AIFD CFD TMFA

**VICTORIA**  
Karen Elkins TMF

**WAELEDER**  
Ashley Bishop TMF

**WALLIS**  
Baylee Adams TMF

**WEATHERFORD**  
Sue Wooldridge TMF

**WEST COLUMBIA**  
Sylvia Gibson TMFA

**WICHITA FALLS**  
Ann Payne TMF

**WIMBERLEY**  
Sandy Alford TMFA

**WINDCREST**  
Mary Berman TMF

TSFA members residing outside Texas who have achieved the TMF designation

**MAGNOLIA, ARKANSAS**  
Bridget Joslin AAF AIFD CFD AMF TMF

**LAS VEGAS, NEVADA**  
Victoria Howle CFD TMF

# TSFA HONORS OUTSTANDING INDIVIDUALS FOR *Service to Texas State Florists' Association*

Please refer to the August 2024 issue of  
*TEXAS in Bloom* for the complete presentations.



## **Norman Northen TMFA is awarded the TSFA Lifetime Achievement Award**

Having recently retired with “Fifty Fabulous Years of Floristry” complete, there simply could not have been a better time to present former TSFA President and former Texas Designer of the Year Norman Northen TMFA with the TSFA Lifetime Achievement Award. He is joined by TSFA Immediate Past President Susan Piland AIFD CFD TMF, who presented this prestigious award during her term as president.

Photography Credit | Shy Laurel Photography

## **Lynn Lary McLean AAF AIFD PFCI TMF is inducted into the TSFA Hall of Fame**

Piland inducted former TSFA President Lynn Lary McLean AAF AIFD PFCI TMF into the TSFA Hall of Fame during the Texas Floral Forum this summer. McLean has served TSFA in a variety of ways for more than four decades, including her current roles as Events Coordinator and *TEXAS in Bloom* Editor.



## **Tom Wolfe, Jr., is awarded the Jim Orr Volunteer Spirit Award**

The Jim Orr Volunteer Spirit Award recognizes an outstanding volunteer who gives generously of time, expertise and talent to TSFA. With this selection, TSFA captured the very essence of the award and highlighted the volunteer spirit that most deserves this recognition. The 2024 Award was presented to Tom Wolfe, Jr., by two-time former recipient and current TSFA President Ed Fimbel CFD TMF.



Photography Credit | Shy Laurel Photography

**TSFA Recognition**

# TSFA MEMBER ACHIEVEMENTS LEAD TO

## *National Recognition*

# *National Recognition*

The American Academy of Floriculture bestows the designation of AAF.



Bridget B. Joslin  
AAF AIFD CFD AMF TMF



Abel González Mencio  
AAF AIFD CFD PFCI TMF

The American Academy of Floriculture (AAF) recognizes Society of American Florists members who have committed their time and energy to both the floral industry and their local communities. The AAF designation distinguishes life-long industry leaders for these commitments. TSFA members Bridget B. Joslin and Abel González Mencio were inducted in 2024.

Congratulations Bridget and Abel!

Professional Floral Communicators International (PFCI) inducted three TSFA members and designated each PFCI this summer during the SAF Convention in Miami.



Teia Bennett  
AIFD CFD PFCI TMF



Amy Neugebauer  
AIFD CFD PFCI TMFA



Cheryl Vaughan  
CFD PFCI TMFA

PFCI is the service mark of the floral industry's finest floral educators. Each member of the organization has proven, through their education and experience, their ability to speak authoritatively about topics pertinent to the floral industry, such as the principles and elements of floral design, the proper care and handling of flowers and effective business management techniques.

TSFA congratulates TSFA Membership Committee Chair Teia Bennett, TSFA 2nd Vice President Amy Neugebauer and former TSFA President Cheryl Vaughan on this achievement!



**SCHOLARSHIPS  
PROVIDE**

**\$7,100**  
**IN FUNDING FOR  
FLORAL EDUCATION.**

The Texas Floral Endowment was established in 1991 to encourage, support and promote career opportunities in the floral industry through the advancement of public and high school education and by providing financial resources through charitable contributions.

**TEXAS FLORAL ENDOWMENT BOARD**

President Gayle Johnson AAF TMFA  
Treasurer Jimmy Klepac, Jr.

**Members**

Ken Freytag  
Dianna Nordman AAF  
John Priest  
Susan Weatherford  
Lynn Lary McLean AAF AIFD PFCI TMF – Emeritus

**2024 Texas Floral Endowment Scholarship Recipients**

**Tubby Adkisson Educational Scholarship, \$800**  
Kailey Dixon

**Kassie Baker Memorial Scholarship, \$300**  
Tyler McCoy

**Society for the Advancement of Floral Design Career Change Scholarship, \$500**  
Wenceslao Jimenez-Torres

**Freytag Family Educational Scholarship, in Memory of Ann Hobbs, \$1,200**  
G. Alan Masters

**Floral Teacher Educational Scholarship in Memory of Becky Burt, \$500**  
Ashley Bishop TMF

**Cross Family Educational Scholarship, in Memory of Jane and Mark Knox, \$500**  
Rebecca Sullivan

**TSFA Past Presidents Scholarship, \$500**  
Ashley Bishop TMF

**Judy Rutledge Memorial Scholarship, \$500**  
Wenceslao Jimenez-Torres

**TSFA Floral Event Registration Scholarship, \$300**  
Keely Villa

**Gina Waters Memorial Scholarship, \$500**  
Kailey Dixon

**Don and Nancy Wharton Memorial Scholarship, \$500**  
Becki Koepke

**Sheri White Memorial Scholarship, \$500 each**  
Miriam Carmona and Stacy Peek

*Scholarships*

**2025 SCHOLARSHIP OPPORTUNITIES**

A tentative list of scholarships is provided below with more information coming soon.  
**Applications Open Soon at [tsfa.org](https://tsfa.org).**

Freytag Family Education Scholarship  
In memory of Ann Hobbs TMF • \$1,200

The Gina Waters AAF TMFA Scholarship • \$500

Cross Family Education Scholarship  
Honoring Jane and Mark Knox TMF • \$500

Kassie Baker TMFA Memorial Scholarship • \$500

2024 New Attendee Opportunity  
to attend Texas Floral Events • Up to \$300

Sheri Renee Montgomery White AAF TMFA  
Memorial Scholarship • \$500

Society for the Advancement of  
Floral Design TMF/Career Change Scholarship • \$500

Texas State Florists' Association Past Presidents'  
Scholarship • \$500

TSFA Education Committee Scholarship  
Honoring Judy Rutledge TMFA • \$500

TSFA Floral Event Registration Scholarship • \$300

Tubby Adkisson AAF TMFA  
Educational Scholarship • \$800

Central Texas High School Floral Teacher Education  
Scholarship in memory of Becky Ray Burt • \$500



# 2024 TEXAS DESIGNER OF THE YEAR COMPETITION

# REFLECTIONS

The 2024 Texas Designer of the Year Competition was a great success! Nine designers from throughout the state of Texas competed for the title of Texas Designer of the Year.

The 2023 Texas Designer of the Year, Abel González Mencio AAF AIFD CFD PFCI TMF chaired the competition with “Reflections” as the 2024 theme.

Photography Credit | Shy Laurel Photography



**BRANDY FERRER AIFD CFD TMF**

Attendees were thrilled when Brandy Ferrer AIFD CFD TMF from Gilmer, Texas, won first place and was named the 2024 Texas Designer of the Year. She received the official silver Texas Cup, First Place Ribbon, \$1,000 cash prize, \$1,000 scholarship to represent TSFA in the Sylvia Cup during the Society of American Florists Convention and was named a Star of Texas. Ferrer owns Simply Beautiful Floral Company in Gilmer and is currently a Retail Director on the TSFA Board of Directors.



**TEIA BENNET AIFD CFD PFCI TMF**

Teia Bennet AIFD CFD PFCI TMF, from New Braunfels, placed second. She owns Blumen Meisters in New Braunfels. Bennett received the second place ribbon and \$300 cash prize. Congratulations, Teia!



**KARI GAUDET AIFD CFD**

Kari Gaudet AIFD CFD, from Beaumont, placed third. She owns The Flower Place in Beaumont. Gaudet received the third place ribbon and a \$200 cash prize. Congratulations, Kari!

Competition

# Blooming with Brandy



## Roses, Revenue and Reinvention: VALENTINE'S DAY 2025 FOR FLORISTS

As Valentine's Day 2025 approaches, florists are gearing up for what promises to be an unconventional yet exciting season. With Valentine's Day landing on a Friday and President's Day following on Monday, the unique timing shakes up the usual rhythm of sales. But don't worry – this isn't just a challenge; it's an opportunity. With a little creativity and some strategic planning, we can turn this into a season to remember. Let's take a closer look at the forecast and get ready to make Valentine's 2025 a blooming success – because we've got this!

### Fridays and Holidays: Navigating Valentine's Day Sales

Fridays have a reputation for being a little tricky when it comes to Valentine's Day sales. Families take off for long weekends, schools close and businesses often shut down early – leaving florists with quieter shop traffic. Adding to the mix, readily, low-cost options create an additional challenge, making it harder for traditional florists to stand out. And let's not forget, Monday is a federal holiday, which means fewer workplace deliveries – typically a florist's golden goose during this romantic season.

But don't worry, Valentine's Day 2025 isn't all gloom and doom – it's actually full of potential if we play it smart. Some

florists are already flipping the script, using the extended weekend to promote "Valentine's Week" instead of cramming all the love into one day. By spreading sales over several days and offering early delivery perks, you can stay ahead of the Friday slump. Plus, let's face it, Valentine's Day is still a "show-off holiday." Customers want to make a grand gesture, and with some clever marketing, you can tap into that and keep the orders rolling in all week long. After all, love doesn't stop just because it's a long weekend!

### How to Creatively Approach Valentine's Day 2025

Even with predictions of a slower Valentine's Day in 2025, florists have an incredible opportunity to turn challenges into success. By thinking outside the box – extending the celebration, diversifying your offerings, and creating unforgettable experiences – you can transform this season into a bloom-filled triumph. With the right strategies and a little creativity, there's no doubt we can make Valentine's Day 2025 one to remember. Here's how we'll do it:

### Transform Valentine's Day into Valentine's Week

Why settle for just one day when you can stretch the celebration across an entire week? By encouraging early orders and catering to last-minute shoppers, you can turn Valentine's Day into a stress-free (and profitable) marathon instead of a last-minute sprint.



AI generated images are created by Brandy. She will be sharing just how to do this and more in two virtual learning classes leading to a hands-on workshop during the Texas Floral Expo. Shhhh...that's a SECRET!

- **Early Deliveries and Promotions:** Sweeten the deal for early birds with free or discounted delivery on Wednesday or Thursday. Remind customers that earlier delivery means longer enjoyment – and who doesn't love being the first one in the office to "casually" display their bouquet?
- **Extended Hours:** Stay open late on Friday for those frantic shoppers who realized after work that the gas station roses won't cut it this year. You're their floral superhero.

- **Themed Marketing Campaigns:** Highlight the fun of celebrating all week with campaigns like “Love All Week Long” or “Flowers First – Wednesday Delivery Specials.” Give people a reason to start early and keep the love flowing.

### Elevate Your Offerings With Customization and Creativity

This year is all about standing out, so get ready to wow your customers with unique products and personalized experiences.

- **Unique Arrangements:** Minimalist designs, high-end arrangements, or something bold and artsy – this is your chance to shine. Make your shop the go-to place for customers who want more than a dozen red roses wrapped in cellophane.
- **Wellness-Focused Gifts:** Bundle flowers with items like calming teas, candles, or essential oils for a thoughtful “treat yourself” vibe. Bonus points if you can market it as “stress relief in a bouquet.”
- **Bolder Palettes:** Vibrant purples, fiery oranges, and rich reds are stealing the show this year. Pair them with Pantone’s 2025 Color of the Year – Mocha Mousse – for a look that says “classy and bold.”
- **Sustainability Matters:** Eco-conscious shoppers are on the rise. Locally sourced blooms and sustainable packaging aren’t just good for the planet – they’re good for your brand.

### Collaborate to Expand Your Reach

Valentine’s Day doesn’t have to be a solo act. Partnering with local businesses is a win-win for everyone (and honestly, who doesn’t want an excuse to work with a chocolatier?).

- **Cross-Promotional Partnerships:** Create irresistible bundles like “Spa & Blooms” with nearby spas. Customers love convenience, and you love boosted sales – everybody wins.
- **Spotlight Local Talent:** Partner with local artisans for handcrafted vases, personalized tags, or even gourmet chocolates. These little extras can turn a bouquet into a full-blown experience.
- **Pop-Up Shops:** Bring the flowers to the people! Set up temporary booths in malls, corporate centers, or other high-traffic spots to reach last-minute shoppers on the go.

### Focus on Inclusivity and Relationships

Valentine’s Day isn’t just for couples anymore. This year, let’s celebrate all kinds of love – romantic, platonic and self-love.

- **Celebrate Beyond Romance:** Market “Galentine’s Day” bundles for friends or “Self-Love Kits” for customers treating themselves. Think flowers paired with chocolate, candles, or a spa kit.

- **Corporate Gifting:** Help businesses spread love too. Offer ready-to-go floral packages for client or employee gifting, and encourage bulk orders with early-bird discounts.

- **Subscription Services:** Promote the gift that keeps on giving – a year-round flower subscription. Who wouldn’t love fresh blooms delivered monthly as a reminder of Valentine’s Day love?

### Optimize Marketing and Operations

A little preparation and some smart marketing can make all the difference in turning Valentine’s Day 2025 into a success.

- **Social Media and Digital Engagement:** Take your followers behind the scenes of bouquet-making magic, share glowing customer reviews and run targeted ads with can’t-miss promotions.
- **Mobile Marketing:** Use geotargeting to send flash sale alerts to nearby shoppers. Imagine the power of a quick “20% off if you stop by now!” notification on someone’s lunch break.
- **Seamless Pre-Orders:** Encourage early orders with perks like free upgrades or premium packaging. Make pre-ordering feel like the VIP treatment it is.
- **Last-Minute Ready-to-Go Options:** Keep pre-made bouquets on hand for those last-minute shoppers. Market them as “grab-and-go gifts that still look like you planned ahead.”

By embracing these strategies, you’ll be ready to tackle Valentine’s Day 2025 with confidence, creativity, and maybe even a little fun along the way. Let’s show the world that no matter the timing, florists know how to make love bloom!



## TSFA welcomes new members! Thank you for recognizing the value of TSFA.

**ANDREWS**  
Mira Vera  
432-257-8731

**ANGLETON**  
Amanda Barnhill  
979-248-4831  
mandigardner10@gmail.com

**ANSON**  
Tammy Marugg  
325-280-4204  
tmarugg14@gmail.com

**ARGYLE**  
Amanda Gassaway  
940-351-4004  
lulusfloraldesigns@gmail.com

Katey Harbison  
757-754-8339  
klharbison1@gmail.com

**AUSTIN**  
Nancy Shields  
512-297-5810  
nshields2@gmail.com

**BEDFORD**  
Alexandra Taylor  
214-460-5956  
alexandrakaylor@gmail.com

**BELTON**  
Kacee Green  
254-780-7277  
kaceegreen75@gmail.com

**BOERNE**  
Jimiese Crawford  
781-740-6691  
jimieselcrawford@outlook.com

**BUDA**  
Klara Andreasen  
512-855-1176

**BURR RIDGE**  
Shobha Basti  
847-644-2875  
prabhpetals@gmail.com

**CARROLLTON**  
Dawn Katterson  
614-623-2217  
d.katterson@gmail.com

Donna Selby  
330-749-7520  
selby\_donna@yahoo.com

**CAYON LAKE**  
Kathy Gilpin  
281-381-9361  
katgilpin@hotmail.com

**CHIRENO**  
Tiffany Lozoya  
936-275-8433  
tiffany.lozoya@chirenoisd.org

**CUERO**  
Abigail Flint  
abbyflint323@gmail.com

**DAINGERFIELD**  
Lisa Strickland  
903-799-8395  
princessstrick9@gmail.com

**DALLAS**  
Austen Garmon  
903-931-2550  
austengarmon@gmail.com

Kim Ortega

Kimberly Critcher  
kimberlyc@me.com

Marion Arcscott  
214-207-0142

**DENHAM SPRINGS**  
Anje Williams  
225-931-6080  
anjegw@gmail.com

**DIMMITT**  
Mandy Gfeller  
806-647-3554  
sealesbywalkinggg@gmail.com

**EL CAMPO**  
Taylor Watz  
979-616-0819  
taylorwatz@yahoo.com

**FARMERSVILLE**  
Angela Nolan  
mijo3992020@yahoo.com

**FLORESVILLE**  
Kari Schroeder  
kari@txstems.com

**GAINESVILLE**  
Keely Villa  
info@vineandbranchesgainesville.com

**GALVESTON**  
Daniel Hinson  
409-795-4097  
dhinson7701@yahoo.com

Jodie Burnett  
409-765-6696  
765rose@gmail.com

**GILMER**  
Calie Waller  
903-843-4646  
caliescountryflorist@gmail.com

**GRAND PRAIRIE**  
Cody Teague  
817-819-2320  
coherzog22@gmail.com

**HAWKINS**  
Lauren Nichols  
903-570-3687  
hawkinspetalshack@gmail.com

**HENDERSON**  
Brooke Hale  
903-646-7816  
hbhaley06@gmail.com

Charla Nicholas  
903-812-7124  
nicholasc@carlisleisd.org

**HOUSTON**  
Myra Buhay  
832-547-3733  
mvpocon@gmail.com

Stephanie Randall  
832-643-5675  
stephanierandall2013@gmail.com

Victoria Moreno  
832-965-4085  
victoriaveronicamoreno05

Vu Thanh Ha Truong  
346-744-2749  
tvthanh83@gmail.com

**HUMBLE**  
Kennisha Charles  
832-818-5964  
kneisha2004@hotmail.com

**HUTCHINS**  
Miriam Carmona  
903-467-9228  
miriamcarmona6@yahoo.com

**INDIANAPOLIS**  
Roberta Staggs  
317-488-9925  
hiawathia81@gmail.com

**IOWA**  
Irene Thomas  
337-661-1114  
irenethomas665@yahoo.com

**KATY**  
Ellen Thompson  
281-796-9599  
ethompson@cnchs.net

**KELLER**  
Beatriz Cano  
817-881-5442  
bcanokbj@yahoo.com

**LAKE ARTHUR**  
Joy Hendrix  
575-635-8702  
joy.t.hendrix@gmail.com

**LEANDER**  
Donna Cannon  
512-567-4478  
dcannon500@gmail.com

Rachel Padro  
512-993-0805  
padrorachel@gmail.com

Rebecca Korf  
320-267-6262  
bittersweetarrangers@gmail.com

**LIVINGSTON**  
McKenna Sheedy  
936-328-2100  
msheedy@livingstonisd.com

**LONGVIEW**  
Mary Cisneros  
903-402-9094  
bellacandelafloreal@gmail.com

Samantha Landers  
903-431-5850  
samanthalanders87@gmail.com

**LUFKIN**  
Samantha McCoy  
936-632-8400  
sam\_mccoy@hotmail.com

**MAGNOLIA**  
Alexandra Gomez  
281-825-1055

**MANVEL**  
Sarah Hinson  
832-331-1816

**MIDLAND**  
Desiree Farmer  
432-889-2951  
desiree.farmer@midlandisd.net

Elizabeth Preece  
lizwpreece@gmail.com

Arturo Manzanarez  
956-279-0838  
idealflores@yahoo.com

Jair Manzanarez  
956-890-7005  
befierce104@gmail.com

**MT PLEASANT**  
Kelly Redfearn  
903-572-3951  
kellyr@millsflowershop.com

**NACOGDOCHES**  
Erin Griffin  
832-236-7555  
winkel.erin@gmail.com

**NEW BRAUNFELS**  
Jackson Bennett  
design@blumen-meisters.com

Nicole Dietert  
accounting@blumen-meisters.com

**NEWARK**  
Jazmine Tompkins  
817-718-9640  
kid831cross@gmail.com

**NORTH RICHLAND HILLS**  
Lindsey Cruz  
817-718-4406  
lindseycruzfloral@gmail.com

**OAK POINT**  
Donna Southard  
414-732-7894

**ODESSA**  
JoAnn Carrasco  
432-559-1922  
joannson5th@gmail.com

**OMAHA**  
Amber Pipes  
903-748-7877  
apipes@pewittcisid.net

**PEARLAND**  
Amanda Wilson  
281-753-7080  
amandarene9@yahoo.com

Gabriella Lowe  
281-485-3229  
glowe4206@gmail.com

**PFLUGERVILLE**  
Karen Hinckson  
631-707-5499  
klech91@gmail.com

**PRINCETON**  
Ariel Hinds  
214-733-2089  
ariel.a.hinds@gmail.com

**ROCKDALE**  
Destinie Malish  
512-923-9971  
destinie.malish@rockdaleisd.net

**ROUND ROCK**  
Renaee Bowie  
512-704-5494  
renaebowie@gmail.com

Shanna Rotzler  
512-699-8562  
ethanbunnysmom@sbcglobal.net

**SAN ANTONIO**  
Brittany Harry  
334-303-6474  
bgreen1221@yahoo.com

Chris Alderete  
210-733-5161  
theroseboutiquesa@gmail.com

# New Members

Joshua Compton-Weaser  
615-979-2632  
josh.compton.tn@gmail.com

Rachel Flores  
210-279-3569  
rachel.flores116@gmail.com

Rene Contreras  
830-663-9974  
andysflowerstx@gmail.com

SANTA ROSA  
Carol Prezel  
707-486-7335  
carolinaandco@gmail.com

SEGUIN  
Ginger Herrod  
432-935-8560  
fabledblossom@gmail.com

SILSBEE  
Courtney Champagne  
409-554-1503  
courtney.champagne@silsbeesid.org

ST FRANCISVILLE  
David Parker II  
225-245-1892  
davidaparkerii@cs.com

TEXARKANA  
Jessica Ragland  
903-573-3601  
jragland@redwaterisid.org

THE VILLAGES  
Andrea Muller  
321-436-7746  
andreamuller@hotmail.com

VENUS  
Autumn Rompf  
817-881-3795  
autumnrompf@gmail.com

WACO  
Amber Hodges  
254-904-5812  
sales@wolfeflorist.com

Gil Collins-Heflin  
254-339-0744  
ggsflowerhut72@gmail.com

WEATHERFORD  
Caroline Haydon  
817-458-1207  
cardine03@icloud.com

Rachel Keith  
817-944-3469  
lonestarpets@gmail.com

Tara Smesny  
817-598-1250

*Thank you for your continued support!*

We invite you to join these companies and advertise in *TEXAS in Bloom*.  
For information, contact 512.528.0806 or email [tsfaadmin@tsfa.org](mailto:tsfaadmin@tsfa.org).



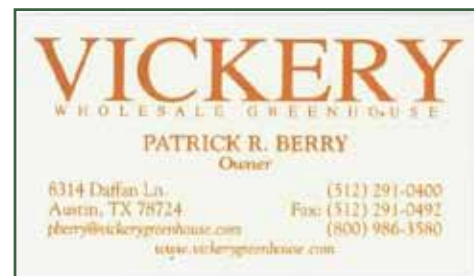
MIAMI



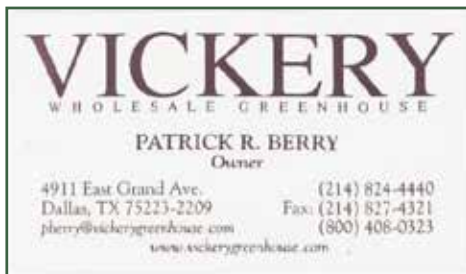
DENTON



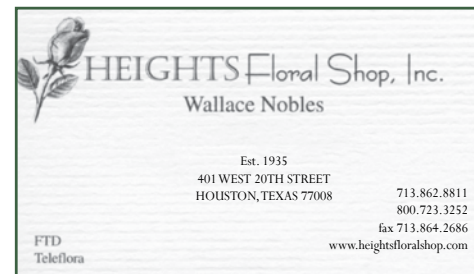
AUSTIN



AUSTIN



DALLAS



HOUSTON



RICHARDSON



DALLAS

TEXAS in Bloom ADVERTISERS MAKE THIS MAGAZINE POSSIBLE

# Coming Soon! NEW TSFA WEBSITE

Includes an Info Hub for members to easily manage their account and access member-only content.

The screenshot displays a user interface for a member resource center. On the left is a dark green sidebar with a 'Menu >>' label and several white icons: a home icon, a person icon, a calendar icon, a mail icon, a gift icon, a gear icon, a group of people icon, a cloud icon, and a share icon. Below the icons, it says 'Powered by GrowthZone'. The main content area is white and divided into sections. At the top left, a box shows 'CURRENT BALANCE' as '\$0.00'. To the right, a box titled 'UPCOMING EVENTS' says 'None to display'. Below these, a large section titled 'Welcome to your member resource center!' contains a welcome message, a paragraph about membership benefits, a paragraph about volunteer opportunities, a paragraph about staff assistance with the email 'tsfaadmin@tsfa.org', and a paragraph about an upcoming event. To the right of this section is a 'REFER OTHERS' box with a 'Refer them today!' button. At the bottom, a video player shows a man in a blue shirt, Charlie Groppetti, in a floral shop setting. The video title is 'Seasonal Learning Part 4 With Charlie ...'. The player includes 'Watch later' and 'Share' buttons and a 'Watch on YouTube' button at the bottom.

Menu >>

Home

Person

Calendar

Mail

Gift

Gear

Group of people

Cloud

Share

Powered by GrowthZone

**CURRENT BALANCE**

\$0.00

**UPCOMING EVENTS**

None to display

**REFER OTHERS**

Do you know someone who would benefit from being a part of Texas State Florists' Association?

Refer them today!

**Welcome to your member resource center!**

As a valued member of the Texas State Florists' Association, you can use this platform to renew your membership, register for events, connect with other TSFA members, access exclusive member-only resources and much more!

Would you like to be more involved? Take a few minutes to share your areas of interest and explore the variety of volunteer opportunities available to help further TSFA's mission of cultivating member success and strengthening floral community.

Should you have questions or need assistance at any time, TSFA staff will be happy to assist you at [tsfaadmin@tsfa.org](mailto:tsfaadmin@tsfa.org). Thank you for your continued commitment to TSFA. We look forward to seeing you soon at the TSFA School of Floral Design, the Texas Floral Expo in League City on June 27-29 or at a future TSFA event near you!

View the latest TSFA On-Demand Video below, featuring Charlie Groppetti, and access the full library of videos on the TSFA website.

Seasonal Learning Part 4 With Charlie ...

Watch later Share

Watch on YouTube

# TSFA *Calendar of Events*

Revisiting the Texas Floral Forum  
Photography Credit | Shy Laurel Photography



## JANUARY

- 1 New Year's Day
- 2 Last Day of Chanukah/Hanukkah
- 10-12  
Fundamental Elements and Principles  
of Floral Design in Leander
- 20 Martin Luther King Jr. Day  
Inauguration Day
- 28 2025-2026 In-Person High School  
Certification Testing Cycle Begins -  
See [tsfa.org/events](https://tsfa.org/events).
- 29 Lunar New Year

## FEBRUARY

- 14 Valentine's Day
- 17 President's Day
- 22 High School Certification Testing
- 23 Designing With Wire for Competition  
Class in Leander
- 24-25  
Flowers to Wear Class in Leander

## MARCH

- 2 Texas Independence Day
- 3 Caregiver Appreciation Day
- 4 National Son's Day
- 4 High School Certification Testing
- 8 International Women's Day
- 9 Daylight Savings Time Begins
- 17 St. Patrick's Day
- 26 High School Certification Testing
- 27 Texas Floral Showcase in Lubbock

## *Advertisers*

- 21 Best Biz to Buy, LLC | 972.489.4993 | [bestbiztobuy.com](https://bestbiztobuy.com)
  - 21 Freytag's Florist | 800.252.9145 | [freytagsflorist.com](https://freytagsflorist.com)
  - 21 Heights Floral Shop | 713.862.8811 | 800.723.3252 | [heightsfloralshop.com](https://heightsfloralshop.com)
  - 21 McShan Florist | 800.331.3349 | [mcshanflorist.com](https://mcshanflorist.com)
  - 21 Rio Roses | 866.746.7673 | [rioroses.com](https://rioroses.com)
  - 21 The Florist, LTD | 940.483.1800 | [thefloristltd.net](https://thefloristltd.net)
  - 21 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | [vickerygreenhouse.com](https://vickerygreenhouse.com)
  - 21 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | [vickerygreenhouse.com](https://vickerygreenhouse.com)
- Back Cover Texas Floral Education Underwriters



# Making Texas Floral Education Possible

## PLATINUM



## GOLD



## SILVER



## BRONZE



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