

APRIL 2024

TEXAS

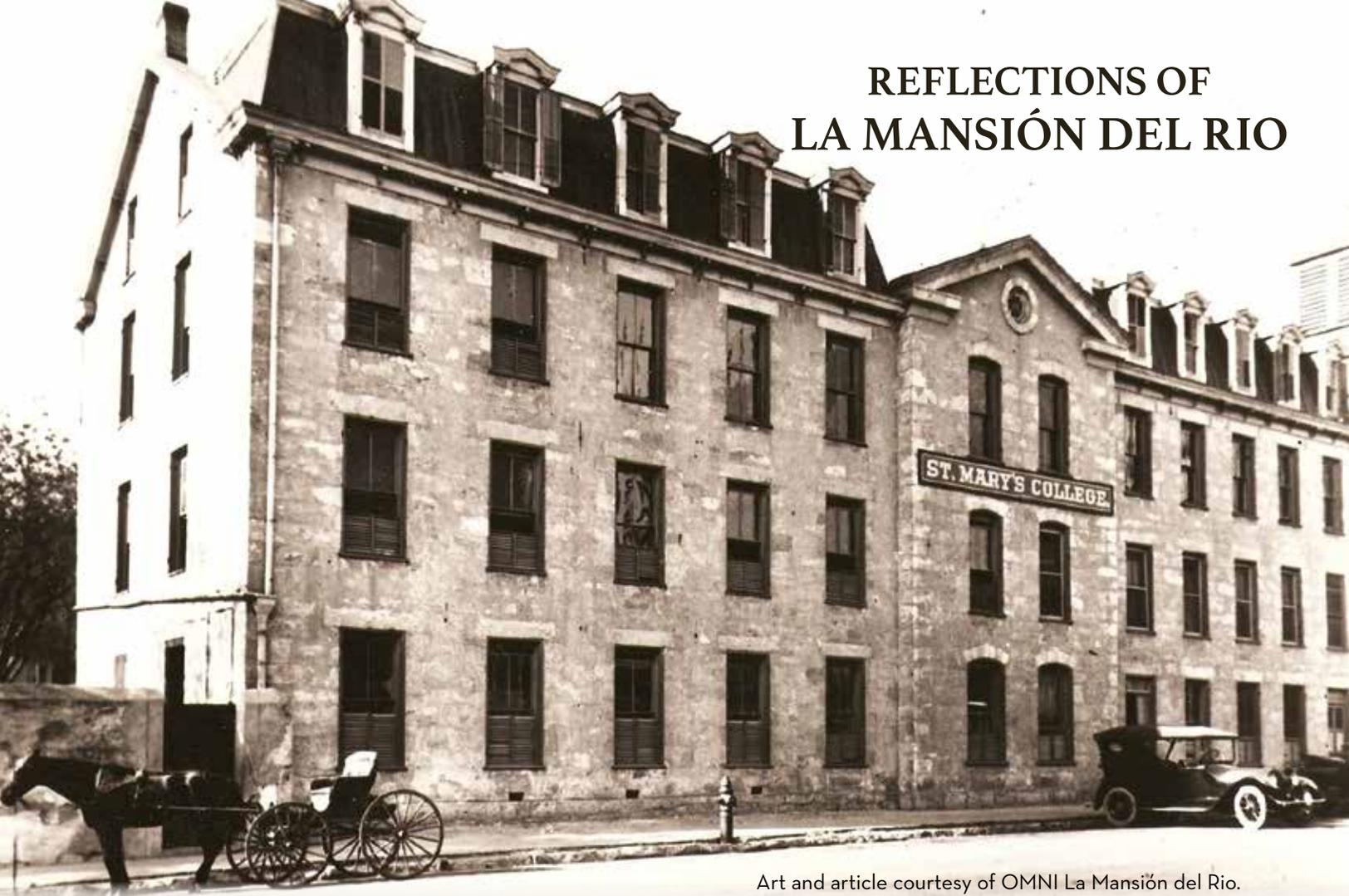
in Bloom



REFLECTIONS

2024 TEXAS DESIGNER OF THE YEAR COMPETITION

REFLECTIONS OF LA MANSIÓN DEL RIO



Art and article courtesy of OMNI La Mansión del Rio.

Sixteen years after the fall of the Alamo in 1852, four brothers of the Society of Mary arrived in San Antonio to establish a school. They occupied the second floor of a livery stable on the west side of Military Plaza.

Brothers, John Baptist Laignoux, Nicholas Koenig, Xavier Mauclerc and Andrew Edel immediately began construction of a limestone building, said to be 60' x 80' on College Street. The bells of the new school, originally known as St. Mary's Institute, tolled for the first time on March 1, 1853, summoning students.

In December 1854, two additional brothers of the Society of Mary joined the faculty, Brother Eligius Beyrer and Brother Charles Francis.

Winters were hard and sometimes provisions were scarce, but cornbread was always served three times a day, washed down by a delicious beverage, river water. Brother Francis, known as the Great Builder, during the next 54 years of his life in San Antonio, finished the construction at the site. By 1875, it was a well proportioned structure of rough limestone, typically European in style, and the largest building complex in San Antonio. Livestock was kept at Mission Concepción, then run by the brothers. This gave the school fresh milk, cheese and butter. In the summer, the boarding students spent their time at the mission in

somewhat of a camp atmosphere.

As the need for education grew, St. Mary's became a junior college, and finally grew into a senior college. In 1894, a new campus was acquired for boarding students and the original property was able to increase its enrollment of day students. The College Street campus grew and prospered as St. Mary's Academy until 1924 and, after that, as St. Mary's College. In 1931, the building became known as St. Mary's University Downtown College. In 1934, the law school was set up downtown and remained on College Street until December 1966 when it moved to the Woodlawn campus.

At this time, a former St. Mary's law student purchased the property and work began on a new hotel. The exterior was made Spanish in style and a six-story addition was added at the rear overlooking the river. The designs and furnishings were well planned, reflecting the city's cultural ties to Spain and Mexico, with graceful Spanish arches and columns, cloistered courtyards and romantic interiors accented with antiques from Colonial Mexico and Spain.

In April 1968, La Mansión del Rio opened its doors as a luxury hotel, just in time for Hemisfair, San Antonio's 1968 World Fair.

Texas in Bloom

APRIL 2024 | VOLUME L | NUMBER 4

FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

Hello TSFA Flower Family,
I hope this message finds you all enjoying the extra daylight that spring brings, extending time to spend outdoors with family and friends. My hope is that you celebrated Easter day with family and the season with an array of seasonal blossoms that we have the privilege of using solely during this time of year. From the elegance of blooming branches to the delicate allure of fillers, like sunset heather, wispy sterling range, hot pink boronia, and my personal favorite, genestra, with a scent reminiscent of gardenias.

As we embrace the freshness of spring, some of you may find yourselves diving into prom season. Your shop may have a more traditional clientele requesting corsages for the wrist. If so, you may want to think about introducing avant-garde wire work jewelry, adorned with blooms, to expand your offerings

for the more creative younger generation. Pocket squares and elongated boutonnieres are making waves on social media, while others opt for the timeless beauty of a hand-tied bouquet. Whatever the trend may be, remember to stay current and adaptable for the younger generation.

Reflecting on our recent Texas Floral Spotlight at Bronze Level Texas Floral Education Underwriter Hill's Wholesale Florist, I am overwhelmed with gratitude for the dedication and excellence exhibited by Susan and Jeff Floyd, Amy Littlejohn and the entire Hill's team. Former Texas Designer of the Year Norman Northen TMFA was so creative as he weaved stories of his career through his floral arrangements. The presentation was nothing short of awe-inspiring. Norman, thank you for sharing your wisdom and experiences gained over the last 50 years, enriching us all.



A heartfelt thank you also goes out to TSFA Membership Committee Chair Teia Bennett AIFD CFD TMF for her role in opening the evening's festivities – and let's not forget Texas Designer of the Year Abel González Mencio AIFD CFD PFCI TMF and express our appreciation to him for traveling from afar to encourage those in attendance to compete in this year's design competition *Reflections*.

Attention all high school floral design teachers – we want you to participate in our inaugural virtual competition for teachers, *Burst of Blooms*. Let your creativity flourish and submit your entries by May 1!

Looking ahead, mark your calendars for the much-anticipated Texas Floral Forum, *All for the Love of Flowers*, in San Antonio on June 21-23. Secure your spot in the hands-on classes early to ensure an unforgettable experience. We would love to see you there to be inspired and rejuvenated by our talented designers and speakers.

It's all for the love of flowers,
Susan

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REFLECTIONS OF
LA MANSIÓN DEL RIO

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THE TEXAS FLORAL SPOTLIGHT
SHINED ON HILL'S WHOLESALE
FLORIST

2024 TEXAS DESIGNER OF THE YEAR COMPETITION

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PHILADELPHIA FLOWER SHOW

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

P.O. Box 859 | Leander, Texas 78646 | 512.528.0806 | FAX 512.834.2150 | tsfa.org | mkarns@tsfa.org | caroles@tsfa.org | jconner@tsfa.org

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Publisher and Managing Editor | TSFA Executive Director Michelle Karns CAE
Editor | Lynn Lary McLean AAF AIFD PFCI TMF
Assistant Director | Carole Sayegh
Administrative Assistant | Jo Beth Conner
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Contributing Writers | Ed Fimbel CFD TMFA, Abel González Mencio AIFD CFD PFCI TMF, Ellie Grande AIFD CFD EMC, Debbie Lyon TMF, Mary McCarthy AIFD CFD TMFA, Norman Northen TMFA, Susan Piland AIFD CFD TMF, Fabian Salcedo, Bill Schaffer AIFD CFD PFCI, Donna Senter AIFD CFD, J. Keith White AIFD CFD, Tricia Won AIFD CFD EMC

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TEXAS FLORAL Spotlight SHINED ON HILL'S WHOLESALE FLORIST



Written by Ed Fimbel CFD TMFA

Wow! What a way to begin the year with an outstanding presentation by Norman Northern TMFA. He mesmerized over 80 in attendance with his designs and information for the upcoming holidays.

Stepping back in time to his year as TFSA President, he showcased a design in black and white with polka dots capturing his theme, "You're in the Right Spot with TSFA!" Then to the early years of his career, when an assortment of blooms in the softest of pastels was at the forefront.

It was at that time, he learned that everyone who enters your florist shop could be a customer for life – even a small child – which is why every child received a flower before they left his store. That gesture turned out to be a building block ensuring the future.

Other tips offered to smooth operations were color coding orders for morning, afternoon and timed deliveries; developing a menu of designs during holiday time that lists the flowers and container for each offering to ensure profitability; and offering additional price points to increase sales, with 50% of your display cooler stocked with mid-range designs, some designs priced \$50 higher and one or two priced at \$100 more. Remember to stock a few less expensive designs for variety and to meet every budget and need. The 2024 Pantone Color of the Year is Peach Fuzz and was the featured statement on stage. This gorgeous design featured roses, stock, mums, hypericum, all in the stated color with pampas grass and



TSFA President Susan Piland AIFD CFD TMF greets presenter Norman Northern TMFA. Long time friends, they met years ago when competing in the Texas Cup Competition.



assorted foliage to complete.

Design tips were shared to include tipping roses in glitter, securing with Design Master Tack 2000. This treatment may also be done at Christmas, using polyester snow.

Hopping up next was Easter with a bounty of spring flowers, bunnies, colored eggs, candy and more. Prepare early with designs that commemorate this religious holiday and others that reflect a more casual celebration of spring. Administrative Professionals' Day soon follows with multiple offerings delivered to the office. Be sure to have bud vases with roses or small designs of mixed blooms, as well as something as simple and elegant as a single cymbidium orchid in a glass vase. Then it's time for the month of May. Did you know that there are three days to celebrate Mom now? The TSFA Calendar of Events has these noted! Plus, let's not forget the teachers and the nurses as well as flowers for recitals and graduations.

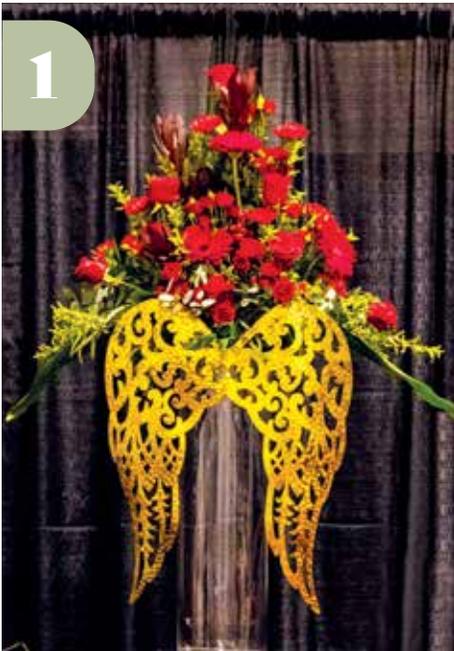
What a great time seeing old friends and making new ones, networking with good old-fashion East Texas fellowship. TSFA would like to thank Susan and Jeff Floyd and Amy Littlejohn, owners of Hill's Wholesale Florist a Bronze Level Texas Floral Education Underwriter, for hosting this event.

TSFA extends its appreciation to TSFA President Susan Piland AIFD CFD TMF and Brandy Ferrer AIFD CFD, who assisted Norman, as well as TSFA Membership Committee Chair Teia Bennett AIFD CFD TMF for her help with this Texas Floral Spotlight!

Meet the owners of Hill's Wholesale Florist.
From Left to Right Amy Littlejohn, Jeff Floyd and Susan Floyd.

Norman's TIPS AND TECHNIQUES

Sharing a lifetime of experience, Norman brings forward tips and techniques that have contributed to his success as a floral designer for over 50 years!



1 I first created the Angel Wing design for our grandson's funeral. We wanted to incorporate the wings so that each grandparent could have a keepsake. I designed two of these and placed to each side of the altar at the church. The wings are from Allstate and have a clip on the back that may be attached to a container. Using a clear cylinder, we created the floral design in an oblong dish that was then placed on top of each cylinder. I selected a variety of all red flowers. Following the service, the wings may go home with family members as a lasting memorial of the loved one.

2 This is designed in an Accent Decor container. The top arrangement was designed by Brandy Ferrer AIFD CFD, highlighting the 2024 Pantone Color of the Year with a BoHo feel. The arrangement at the base was designed in a Lomey tray. This design had a 70's vibe to tie into the theme of the program.

3 Appearing as one, we refer to these two designs as LADY BIRD. Made one-sided in the new Oasis flat tray that holds two blocks of foam, these designs may be placed in front of the casket for the viewing and then on the altar for the celebration of life service. The versatility also provides an opportunity for family or friends to take the design home or to a nursing home or hospital. In East Texas, this design is referred to as a funeral garden.

4 When I started designing in 1974, Lois' Floral signature was the glamellia. We made them in every size from boutonniere to full-size bridal bouquets. Back then, we had to hand wire the glamellia but, today, start with a bud and glue another gladiolus floret to the first bud. Keep adding florets with glue (either tube glue or glue gun). Both options work. A lovely corsage may be made from one stem of gladiolus – a 50 year old trick re-invented for today. In my competition days, I always included at least one in a design.



TSFA INVITES YOU ENTER THE 2024 TEXAS DESIGNER OF THE YEAR COMPETITION

REFLECTIONS

THERE ARE TWO WAYS TO ENTER



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

Visit tsfa.org/designeroftheyear



ABEL GONZÁLEZ MENCIO

2023 Texas Designer of the Year
2024 Competition Chair

“One way to improve your design skills is to challenge yourself! I found this to be true when competing in the Texas Designer of the Year Competition! I competed on three occasions – in Houston at the Azalea Trail, in Austin in the Texas State Capitol Rotunda and in Round Rock. Each time, I came away with respect and admiration for the competitors. Competing has afforded me the opportunity to grow, not only as a designer but also as a person. With all victories comes responsibility, and mine is to champion TSFA, to explain its merits to others and to truly be an ambassador, not only for the Texas State Florists' Association but also for our great state of Texas.”

FORMER TEXAS DESIGNERS OF THE YEAR REFLECT ON THEIR EXPERIENCES

We reached out to former Texas Designers of the Year and asked each to share what this accomplishment meant and how it perhaps added to their overall professional achievement. On the next page, they share their stories along with words of encouragement for the Texas floral designers who may compete in 2024.

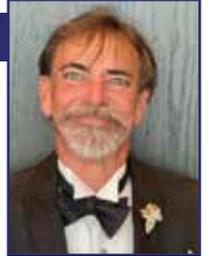


Kelly Marble AIFD – 1985 Texas Designer of the Year

"As a young floral designer, I was intrigued by the top-notch designers who were showcased on panels and competed and I was interested in becoming one of them. Working in my hometown flower shop at age 16, while in high school, led me to a great opportunity at College Flowers, working for Louis Pattillo AAF AIFD in Lubbock while attending Texas Tech University and receiving a degree in Ornamental Horticulture. In 1985, at age 23, I entered the Texas Cup Competition. I was fairly nervous, as a first time competitor, but also fairly competent in my skills and won the competition that year. Winning brought a sense of professionalism to my career. I went on to be a business owner and achieved my AIFD accreditation shortly after. I would certainly encourage those interested to enter!"

J. Keith White AIFD – 1993 Texas Designer of the Year

"In 1993, competing for the Texas Cup from the previous win of the Houston Cup Competition was the springboard for an educational platform that continues. Winning the design competition was truly a floral career highlight which gave me the opportunity to chair future design competitions along with providing state, regional and international educational programs. The leadership, teaching and mentorship to others seeking a "win" follows me each day. Obtaining a title is incredible, but what you do for others afterwards is the true trophy!"



Norman Northen TMFA – 2001 Texas Designer of the Year

"Winning the Texas Designer of the Year Competition was the most rewarding part of my floral journey. Back in the day, 30-40 designers competed at a preliminary competition. The top tier were selected to compete in the finals at TSFA Convention. You very seldom won your first time out. Lifelong friends were made. TSFA President Susan Piland and I became friends and later TSFA Presidents. I competed for 7 years, was in the finals five times and finally won in 2001. I have designed throughout our great state and thank TSFA for the opportunities. Every designer should compete at least once!"

Donna Senter AIFD – 2007 Texas Designer of the Year

"Competition is always exciting, and regardless of winning or losing, there is nothing like the learning you experience from competing. I remember my son, Dylan, was at the competition. He is very competitive and was adamant about me winning! Thank goodness I did because he would have never let me forget it! Lol! The 2007 Texas Cup Competition is a cherished memory and a reminder that anything is possible if you set your mind to it and focus on each step rather than the whole picture. When competing, I always practice techniques beforehand for some "go-to strategies" for the day of the competition. I go through flower types and come up with ideas of interest. Most important – enjoy each moment and remember you can make anything beautiful with flowers!"



Fabian Salcedo – 2008 Texas Designer of the Year

"Winning The Texas Cup gave me validation for my designs after many years of hard work in the industry. I still remember being nervous, looking around at my competitors, wondering what they would create and wondering to myself, "What the heck am I gonna create?!" Then I just put my head down and focused on my art and my design! One thing I learned during that first Texas Cup win was this; don't pay attention to what the designers around you are creating, focus on what you are creating. To this day, I still think about that. Winning the Texas Cup opened the door for me to work with some incredible people who not only taught me about floral design and business but also about life. I've been lucky enough to meet, create and become great friends with some of the best designers around."

Debbie Lyon TMF – 2017 Texas Designer of the Year

"Winning the Texas Cup and being the 2017 Texas Designer of the Year has been a highlight of my career. Being a part of the Texas State Florists' Association has brought me such joy and provided me with many lifelong friends. I would encourage every Texas designer to stretch your wings and enter the competition! You will never know what you are capable of unless you try!"



Mary McCarthy AIFD TMFA – 2022 Texas Designer of the Year

"Winning the Texas Designer of the Year has been one of the highlights of my career and a tremendous confidence booster. I had entered several competitions in the past, Houston Designer of the Year and Jim Johnson Cup Competition, and I always found myself growing with each competition. You have to think outside the box and create something that you wouldn't normally do on a daily basis in the flower shop and draw from all your creative juices! It is a lot of fun and new friendships are found with fellow competitors. If you haven't competed before, I would encourage you to dive in. You may surprise yourself at how much fun you have!!"

SCHEDULE

FRIDAY, JUNE 21, 2024

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

SATURDAY, JUNE 22, 2024

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

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

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

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

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

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



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

SUNDAY, JUNE 23, 2024

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

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

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

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

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

REGISTRATION MADE EASY AS 1 - 2 - 3

1

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

2

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

3

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

REGISTER FOR THE FORUM IN ONE OF TWO WAYS

QR CODE will take you directly to "Everything Forum"

Visit tsfa.org/forum



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

HAVE YOU REGISTERED TO SAVE YOUR SPOT?

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

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

PROVEN DESIGN TECHNIQUES

Hands-on Design Workshop | Chris Norwood AAF AIFD PFCI

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

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

BOUQUETS STYLED FOR SUCCESS

Hands-on Design Workshop | Andreia Muller AIFD FSMD

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

AN OPPORTUNITY TO ADVANCE YOUR DESIGN STRATEGIES

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

PROVEN DESIGN STRATEGIES

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

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

 **Texas State Florists' ASSOCIATION**

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

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

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

9 | TEXAS in Bloom | APRIL 2024

ALL
FOR
THE
LOVE
OF
FLOWERS

HANDS-ON DESIGN
WORKSHOPS
PRODUCT GALLERY



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

WEDDING FLORALS UNVEILED

Saturday Luncheon Design Presentation | Andreaia Muller AIFD FSMD

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

BOUQUETS STYLED FOR SUCCESS

Hands-on Design Workshop | Andreaia Muller AIFD FSMD



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

PROVEN DESIGN TECHNIQUES

Hands-on Design Workshop | Chris Norwood AAF AIFD PFCI

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

...AND TODAY'S HAPPY IS...

Sunday Luncheon Design Presentation | Chris Norwood AAF AIFD PFCI

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

PROVEN DESIGN STRATEGIES

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



SATURDAY, JUNE 22, 2024 • 4:15 P.M. - 6:00 P.M.

THE \$2,000 TULIP

Business of Flowers Presentation | Vonda LaFever AIFD PFCI and Lori Wilson PFCI

HAVE YOU MADE YOUR HOTEL RESERVATION?

OMNI LA MANSIÓN DEL RIO

112 College Street

San Antonio, Texas 78205

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

**MAKE YOUR HOTEL RESERVATION
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to online reservations**

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ALL For The LOVE of FLOWERS

PLAN YOUR STAY!

Meet Edwin Ray Fimbel CFD TMFA
...known to TSFA as Ed!

THE EARLY YEARS

Born May 18, 1951, in Victoria, Texas, to Ray (Chink) and Marion (Mary) Fimbel, yes, I am that young -72 going on 73. Second oldest of four siblings, I have one older sister, a younger brother and a deceased sister. My parents are deceased. Growing up in a pioneer ranching family in Victoria, Texas, our rodeoing family traveled around the south, central and coastal areas of Texas.

Graduating from high school in 1969, I attended two years of college. 1969 was a big year in that I also started to work in a retail florist and continued until retirement in 2013.

MY LOVE FOR FAMILY

Married, to Cheryl, in March 1977, we welcomed the birth of triplets on February 13, 1990...YES, you are correct...the babies were born the day before Valentine's Day! The triplets, Stephanie Ann, Stephen Edwin and Seth Owen, made their debut at TSFA Convention in 1991 in a little wagon. Today, they are 34 years old! In 2016, Aldric, our first grandchild, was born and in 2019 he became a big brother when our second grandchild, Talia,



Standing at the famous Chicago Hiton staircase, Ed arrives, in style, for an evening event during the 2023 AIFD Symposium in Chicago.



From left to right, let's meet the family. Introducing Seth, Stephanie, Ed, Cheryl, Mary-Ellen holding Aldric and Stephen.



Ed welcomes grandbabies Aldric (to the left) and Talia (to the right). Aldric, now age 7, and Talia, now age 4, live in Australia with parents Stephen and Mary Ellen.

arrived. Cheryl and I are avid ocean cruisers. We have sailed on multiple Caribbean cruises as well as cruised to Alaska and the Mediterranean. Our kids have gotten bitten by the cruise bug and have been on board with us a couple of times. Speaking of the kids' travels, their first big vacation came when they were 11 years old. It included their first airplane flight to Boston for a week, touring all the historical sites. Great memories were made that week. All three kids were in their high school marching band that won numerous local, state and national awards, allowing them other travel opportunities. Of course, mom and dad had to follow along to support and volunteer!

MY LOVE FOR THE FLORAL INDUSTRY

I became a member of TSFA in 1982, achieved the Texas Certified Florist (TCF) accreditation in 1986 and the Texas Master Florist Advanced accreditation in 2002. I received Certified Floral Designer (CFD) in 2022.

I owned and operated Victoria's House of Flowers from 1987 to 2003.

I was a member of several allied florists' associations as well as served on committees and as an elected officer of the boards of these associations. This was at a time when people got involved. They attended meetings and conventions. They sought out education. They understood the importance of certification.



Texas friends gather during the 2022 AIFD Symposium in Las Vegas!
From Left to Right Bruce Easley AIFD CFD TMFA, Jenny Thomasson
AIFD CFD PFCI EMC and Ed Fimbel CFD TMFA

MY LOVE FOR TSFA

Elected to serve as Retail Director on the TSFA Board of Directors in 1999, I moved to 2nd Vice President in 2000. My TSFA participation expanded to multiple committees as a member, as well as chair of several. Most of my time has been spent on the TSFA Education Committee as a member, instructor and co-chair.

I was elected to the office of Retail Director for the second



Cheryl and Ed in St. Thomas, Virgin Islands on a catamaran dinner cruise!

time in 2021 and 2nd Vice President in 2022. I currently serve as 1st Vice President.

THE IMPORTANCE OF EDUCATION

Numerous floral industry awards and certifications have been received on the local, state and national levels. The importance of education is crystal clear, and thus, I have attended numerous industry design programs as well as wire service national conventions. I am currently enrolled in the Professional Floral Design Evaluation (PFDE), which is the process to become an accredited member of the American Institute of Floral Designers (AIFD).

MY FAVORITES

My favorite design style is one that reflects nature, called by several different names—natural, outdoorsy, woody, rustic, natural elements and so on. Anything from the mountains to the shore is fantastic. Speaking of the shore, tropical flowers and foliage of all sizes and shapes are great!

Any kind of orchid would be my favorite flower, even though I can't grow them. I have tried!

To me, the art of floral design means taking Mother Nature's product and being able to create beauty that is pleasing to the eye, after all, floral design has been around for hundreds of years.

...AND IT IS ALL ABOUT FLOWERS...

Flowers are great for any occasion. From cradle to grave, flowers really do say it all! They are probably the easiest gift of all to give. Who can say no to flowers?

The floral industry has been great to me and I hope I can give back just a little by helping to educate people from all walks of life. That is why I've served on the TSFA Education Committee for so many years and continue to do so today.

TSFA members share their incredible talent during the Philadelphia Flower Show



ABEL GONZÁLEZ MENCIO
AIFD CFD PFCI TMF

"Amazing could not even begin to describe the experience of working alongside 29 floral design engineers from all over the world. The camaraderie, creativity and shared knowledge contributed to the success of the project and to a most memorable trip. From the moment we arrived, we each had a job to do in order to complete the setup in a timely manner. Being selected as the winner of the Oasis Ambassador drawing for a spot on the 2024 Schaffer Design Team and the opportunity to attend the Philadelphia Flower Show was absolutely incredible. Some of us arrived in Philadelphia unacquainted and left as a family connected by flowers."



ELLIE GRANDE
AIFD CFD EMC

"Working on this exhibit was a privilege and gave me the opportunity to display my talent on a national stage. Designing beside the most talented artists and communicating with global floral leaders was inspiring. Focusing on a floral masterpiece for the thousands attending the Philadelphia Flower Show was rewarding. I considered this experience an opportunity of a lifetime. For 10 years, I have been invited to participate in the Philadelphia Flower Show with the Schaffer Design Team under the direction of Bill Schaffer AIFD AAF PFCI and Kristine Kratt AIFD PFCI. It's exciting to be challenged, to my fullest potential, to create something beyond the imagination."



TRICIA WON
AIFD CFD EMC IMF

"I felt so honored to be part of the Schaffer Design Team. It was an amazing experience to work together with so many wonderful designers from all over the world. We all worked so well together and were there to make sure that Bill and Kris' vision came to life. It was such a joy. We faced a design challenge with the canopy section. A dried portion was on the top and we needed to create architectural structured designs below and, of course, they all needed to be cohesive in look and feel. So, we used natural bark wire and pink midollino, as the armature structures, and created three different styles to complete the overall design."

ABOUT SCHAFFER DESIGNS Schaffer Designs, under the visionary leadership of Bill Schaffer and Kristine Kratt, represents a dynamic collective of U.S. and international floral designers. With a profound influence in the floral industry, their diverse portfolio spans weddings, floral installations, destination events, global education, showroom design and product development. Bill and Kris, celebrated authors of "Taking the Flower Show Home," have achieved recognition for their award-winning exhibits at the Philadelphia Flower Show and commissioned floral art displays. Their pioneering "floral-sharing" concept challenges traditional flower stereotypes, infusing the public's perspective with fresh energy through remarkable creations. In a historic milestone, 2024 marks Schaffer Designs as the first-ever Legacy Exhibitor at the Philadelphia Flower Show, a testament to their continued dedication and innovation.

CONNECTED 2024 FLORAL ENTRYWAY BY SCHAFFER DESIGNS

Three sections composed the overall exhibit.
Floating Desert • The Canopy • Bamboo Gardens



TEAM SCHAFFER 2024

Surrounded by “The Canopy” Team Schaffer created not only this explosion of color but also the two sections that flanked each side to create the overall exhibit. The Floating Desert and the Bamboo Gardens completed the Floral Entryway for the Philadelphia Flower Show.

Celebrating 18 years as exhibitors, Bill Schaffer AIFD AAF PFCI and Kristine Kratt AIFD PFCI shared their legacy by leaving competition to embrace collaboration. Inspired by design friends from around the globe, thousands visiting the Philadelphia Flower Show were invited to walk beneath the immersive floral entryway as it joined dry-arid and wet-tropical environments that reflected nature’s diversity through floral art.

Bill Schaffer of Schaffer Designs recently shared with TSFA member Ellie Grande just how the design concept came to be. “The overall theme of the 2024 show was not Italy or Holland”, Schaffer said. “It wasn’t centered around National Parks or Disney. The selected theme was ‘United by Flowers’, and thus, not an easy one. It took a couple of months until the design concept literally popped in our heads. ‘United by Flowers’ is exactly how all of us are CONNECTED! Just think about it! Kris and I through AIFD, you and I through HEB, our European friends through Floral Fundamentals...everyone is CONNECTED!”

Bill went on to share, “When we discussed moving out of competition and into a collaborative role with the Main Entryway of the Philadelphia Flower Show, the show organizers outlined their ideas, provided renderings of their vision and asked that we develop our artistic floral version of the concept. Simply stated, the entrance would center around three areas CONNECTED with flowers!”

CONNECTED by Schaffer Designs stands as a powerful testament to the world of floral design. It embodied the spirit of floral artists who draw inspiration from our ever-changing planet Earth, an intricate tapestry of flowers, foliage, branches and a rich array of dried and preserved materials. In an era when global warming is reshaping our planet and creating new microclimates, the exhibit encapsulated the evolving beauty of nature. While the wettest environments transition to drier climates and the most arid regions seek moisture, envisioned were two mirrored worlds of design – one flourishing in a world of water, and the other thriving in a land of sand.

These two distinct worlds were ingeniously united overhead, forming an enchanting underpass. Above, a mesmerizing circular array of woven branches and textile rings suspended in mid-air, intertwining with each other and gracefully dripping down. The overhead display, like a magnificent chandelier of nature, seamlessly blended the entire exhibit into one harmonious masterpiece.

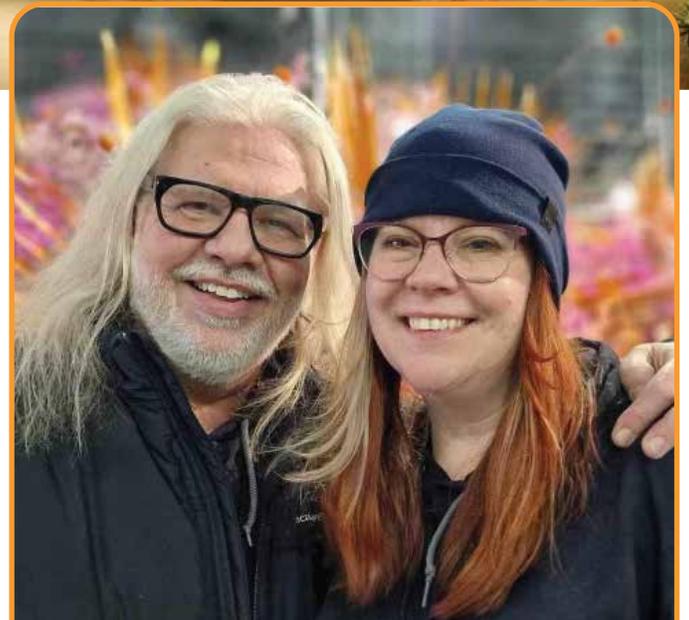
The CANOPY

Design comments from Ellie Grande AIFD CFD EMC

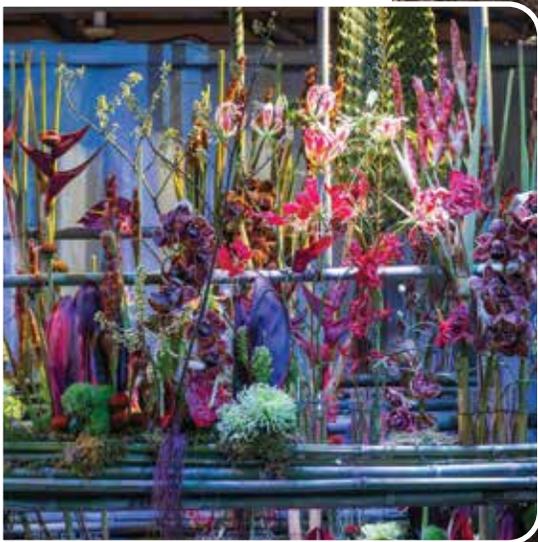
Creating a multidimensional masterpiece requires a combination of creativity, skill and knowledge. In the Canopy section, I focused on elements and principles of design basics such as form, balance and overall unity. I incorporated different textures by using the layering technique, adding depth, dimension and visual interest to the design. The last and most important design tip is to create with confidence while having fun.



Flowers and fate led to Bill Schaffer and Kristine Kratt's first meeting in 2005 and they have been taking the flower world by storm ever since. A third generation floral designer, Bill literally grew up in the floral industry. From sweeping floors to delivering and designing flowers after school, being a part of the family business instilled in him a lifelong passion for flowers and floral design. Kris cultivated her floral career as a teenager, managing a retail flower shop in the San Francisco Bay area and graduated from the floriculture program at the College of San Mateo. Bill and Kris are the owners of Schaffer Designs and creators of multiple award-winning exhibits at the Philadelphia Flower Show. They are authors of their book: *Taking The Flower Show Home*. When not traveling, they reside in Philadelphia with their pug, Betty Pancake.



The FLOATING DESERT offered a creative opportunity to move past the theme and add our own twist. With the floating desert being on the reverse side of the entryway, we decided to play with the idea of contrast and create a neutral, arid styled environment.



The BAMBOO GARDENS was a nod to reflective, water inspired designs. The bamboo led to the idea of water through a rainforest and tropical design. By hanging the bamboo structure horizontally, it gave an unexpected view that elongated our 90' long exhibit.

Kristine Kratt won the Texas Cup Competition in 2002. Kris lived in Texas for several years. Bill joined her in Flower Mound for about a year before returning to Philadelphia. Perhaps this experience CONNECTED Schaffer Designs to their Texas floral friends. Over the years, Texas has been represented in Schaffer Designs exhibits by 12 designers who call Texas their home!



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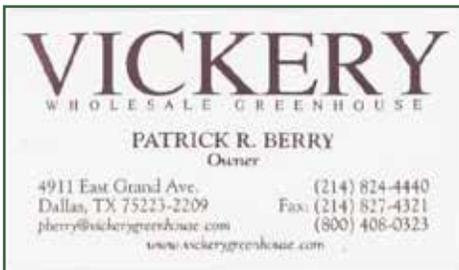
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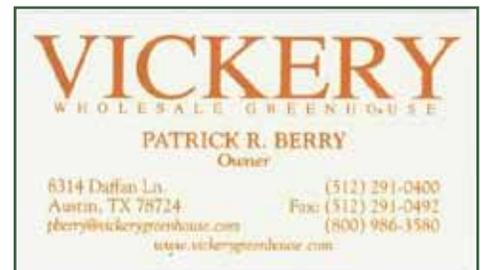
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with Chris Norwood AAF AIFD PFCI

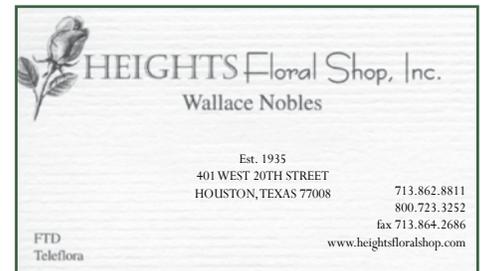
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DALLAS

TSFA *Calendar of Events*

CONNECTED
Schaffer Designs 2024 Floral Entryway
Philadelphia Flower Show



APRIL

- 1 April Fool's Day
- 12-15 Texas Master Florist Certification Classes
- 16 National Orchids Day
- 24 Administrative Professionals Day
- 30 Finalize Burst of Blooms Designs for a May 1 Deadline

MAY

- 1 May Day
- Burst of Blooms Entry Deadline
- 5 Cinco de Mayo
- 5 Hispanic Mother's Day
- 6 National Nurses Day
- 7 National Teacher Appreciation Day
- 10 Mexican Mother's Day
- 12 Mother's Day
- 15 Bring Flowers to Someone Day
- 18 Armed Forces Day
- 27 Memorial Day

JUNE

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

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