

MARCH 2024

TEXAS

in Bloom

JOIN US IN SAN ANTONIO
TEXAS FLORAL FORUM 2024

TEXAS FLORAL *Spotlight*

Texas State Florists' ASSOCIATION

DINNER • GIFT BAGS • DOOR PRIZES

EXCLUSIVE SAVINGS WITH SUPER SHOW SPECIALS

All provided by Hill's Wholesale to add to the enjoyment

Comprehensive **FLORAL DESIGN SHOW**

Presented by Former Texas Designer of the Year

NORMAN NORTHEN TMFA

Enjoy

- Design Program highlighting spring holidays!
- Dinner and time to connect with colleagues.
- An opportunity to earn educational credit.

Wednesday, March 6, 2024

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

5:00 p.m.
6:00 p.m.
6:30 p.m.
6:45 p.m.

Shop Hill's Wholesale Florist
Enjoy Dinner
TSFA Welcome
Comprehensive Design Show

To register visit
tsfa.org/texasfloralspotlight

**TSFA Member registration
is always free for the
Texas Floral Spotlight Event!
Non-members \$35**

Texas in Bloom

FEBRUARY 2024 | VOLUME L | NUMBER 3

FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

Hello TSFA Family,
Spring has sprung! I adore this time of year – it's like a fresh start, brimming with excitement and new adventure. As the dullness of winter ends, nature begins blanketing a kaleidoscope of color across meadows and landscapes. This will be evident as we travel to East Texas and join together on March 6 for our Texas Floral Spotlight at Bronze Level Texas Floral Education Underwriter Hill's Wholesale Florist, featuring the talented Norman Northen TMFA. Please join us for an evening of inspiration and floral fellowship.

TSFA Level 1 and Level 2 High School Certification program is well underway, and we owe a debt of gratitude to our volunteers who make this endeavor a success year after year. Your commitment to nurturing the next generation of floral enthusiasts is truly commendable.

A friendly reminder: deadline for Texas Floral Endowment Scholarships is quickly approaching on March 15. Don't miss out on this incredible opportunity to invest in your floral education and expand your skills.

But wait, there's more! We have not one, but two thrilling opportunities for those seeking to challenge their creative boundaries through floral competition. Our first-ever digital floral design contest for high school teachers, "BURST of BLOOMS," is sponsored by TSFA and TFE. The prestigious Texas Designer of the Year Competition, "REFLECTIONS", promises to be an exciting showcase of talent during the Texas Floral Forum.

Looking ahead, mark your calendars for an unforgettable event: The Texas Floral Forum "All for the Love of Flowers" on June 21-23 at the historic Omni La Mansión Del Rio on the iconic San Antonio River Walk. Register early and secure your spot for hands-on workshops led by the incredibly talented Chris Norwood AAF AIFD PFCI and amazingly gifted Andreia Muller AIFD FSM. As we welcome the refreshing breeze of spring, let us remember the profound impact we spread through the love, beauty and the joy that flowers bring to others.

All for the Love of Flowers,
Susan

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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MARCH 6 • FREE FOR TSFA MEMBERS



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Texas State Florists' Association
MEMBER SPOTLIGHT

Your 2024 Summer Destination: *San Antonio*



Plan to come early or stay late and experience all the city has to offer!

1 Take time out and visit the Spa at the Mokara Hotel, sister hotel of Omni La Mansión Del Rio.

2 Stroll and shop the Riverwalk! Enjoy a selection of dining experiences and entertainment!

3 Located in the heart of San Antonio, the Alamo stands as a shrine to Texas liberty and tells the story of the state's independence.

4 Texas Travel Awards named the San Antonio Zoo the top zoo in Texas just months after the zoo was named number two in the U.S. for its animal welfare, education and conservation.

OMNI LA MANSIÓN DEL RIO

112 College Street
San Antonio, Texas 78205

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

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

QR CODE will take you directly
to online reservations

Visit tsfa.org/forum



ALL for the LOVE of FLOWERS

PLAN YOUR STAY!

SCHEDULE

FRIDAY, JUNE 21, 2024

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

SATURDAY, JUNE 22, 2024

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

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

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

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

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

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



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

SUNDAY, JUNE 23, 2024

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

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

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

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

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

REGISTRATION MADE EASY AS 1 - 2 - 3

1

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

2

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

3

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

REGISTER FOR THE FORUM IN ONE OF TWO WAYS

QR CODE will take you directly to "Everything Forum"

Visit <https://tsfa.org/forum>



2024 TEXAS DESIGNER OF THE YEAR COMPETITION

REFLECTIONS

June 10
Entry Deadline

June 21
Reception

June 22
Categories I - III

June 23
Recognitions

THERE ARE TWO WAYS TO ENTER



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

Visit <https://tsfa.org/designeroftheyear>

2024 AWARDS MADE POSSIBLE BY

 **Texas State Florists' ASSOCIATION**



THE FIRST PLACE WINNER RECEIVES

- Recognition as Texas Designer of the Year.
- \$1,000 Cash Prize.
- Official Silver Texas Cup and First Place Ribbon.
- Up to \$1,000 to represent Texas at the SAF 2024 Sylvia Cup Competition.
- Celebrated as a Star of Texas and presented a Crystal Star.

THE SECOND PLACE WINNER RECEIVES

- \$300 Cash Prize.
- Second Place Ribbon.

THE THIRD PLACE WINNER RECEIVES

- \$200 Cash Prize.
- Third Place Ribbon.

ALL for the LOVE of FLOWERS

TEXAS DESIGNER
OF THE YEAR
COMPETITION



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

Andreia Muller AIFD FSMD

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

WEDDING FLORALS UNVEILED

Saturday Luncheon Design Presentation | Andreia Muller AIFD FSMD

Wedding Florals Unveiled is a collaborative experience that celebrates the art of floristry, within our community. Master upselling with grace while elevating your floral artistry. Dive deep into the world of design, while Andie shares her secrets, innovative techniques and invaluable insights garnered from years of experience. Prepare to be captivated as she guides you through the intricacies of creating stunning bridal bouquets, mesmerizing centerpieces and awe-inspiring floral installations. Connect with like-minded professionals to exchange ideas and gain a fresh perspective on the evolving trends in the wedding industry. Celebrate a weekend of inspiration, education and a shared passion for turning beautiful blooms into masterpieces.



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

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

At the onset of Covid-19, an act of kindness turned into a global sensation. Everyday, Chris brought a little happy into the homes of professional floral designers and floral enthusiasts, using Facebook LIVE to do so. This design platform grew to be one that was awaited each day, not only because of an interest in floral design, but also because of the vast knowledge and entertaining wit of the presenter. The designs were those that are most often delivered with reminders of the beauty found within each. Join Chris for an inside look into the process with a demonstration of inspired designs to elevate daily deliveries and to simply experience the phenomenon called HAPPY!

CHRIS NORWOOD IS ALL ABOUT MAKING PEOPLE HAPPY!

....and here's how he brought a little "HAPPY" to thousands worldwide

Have you ever wondered as to just how a split second thought leads to an inspired idea? Have you ever had an idea and then looked back to your very first recollection of it and then to all that led you forward to perfect it? We often find that there are situations in our lives that lead to memorable moments and, in our world, these moments are often tied to the beauty of flowers.

Chris Norwood has been on a local TV segment, KATV Good Morning Arkansas, for over 20 years. Once COVID hit, he was not able to go into the studio. "People were calling to ask what was going on, were we okay, why wasn't the segment on flowers being shown? It was those moments that led me to do my first Facebook Live video on March 16, 2020," noted Chris.

On that first day, he shared with the few who joined him, "Let's just make something happy in this sad world right now." He must have done just that because "HAPPY" will celebrate four years next month!

It took a few weeks for "HAPPY" to grow. During the first two weeks, Chris would boost it once a week to the local community so his customers could see pretty flowers. Posting on some flower related Facebook groups was also helpful in the beginning...and then it just took off! Boosting stopped and sharing was minimized. The following was grass roots at its finest, simply turning to word of mouth to pass it on.

When asked as to the inspiration of each episode, Chris commented that "sometimes we preplan what we are doing if we have received new containers, flowers, a thought of a new technique to feature and so on, but quite often, we create the arrangements that are for orders. It may be a design to be delivered or wedding preparations on a Friday – and always a glimpse into the life of an everyday florist. I always say time is money, so if we have an order and it's "happy" time, we can kill two birds with one stone!"

Today, over 88,000 followers tune in from over 50 countries! When asked about the worldwide sensation, Chris happily shares "We stopped counting countries at 50!" Nearly 10,759 followers were viewing when the "HAPPY" videos began. On any ordinary "HAPPY", Chris will visit with 400-700 in LIVE views, and after 24 hours, views are around 15,000-20,000!

Chris and his Tipton & Hurst family are amazed at the number of people who travel from all over the country to visit the store and to view a "HAPPY" video LIVE! "So many of the viewers have become family to us. If we do not see them watching after a few days, we reach out and check on them and vice versa. If we are not on, they call and check on us."

To have started during an unprecedented time and to still be going strong says a great deal about this inspired idea! To be deeply involved in an industry that celebrates life, causing those that are loved to smile and making countless souls happy, speaks volumes about the man behind "HAPPY"! Chris Norwood will be with us, during the Texas Floral Forum, to present "...and Today's Happy Is" during the luncheon on Sunday and two Hands-On Design Workshops sharing design techniques and design strategies that have contributed to decades of tremendous success! Plan now to join us for these spectacular events and be a part of the phenomenon called "HAPPY"!



tipton & hurst

Chris Norwood AAF AIFD PFCI is Vice President of Floral Operations at Tipton & Hurst, Inc., Arkansas' largest and oldest florist. He is featured weekly, on KATV Good Morning Arkansas, where he shares his talent with the community. He was recently recognized as the "Best Event Planner" by Soiree and Inviting Arkansas magazines. Since the onset of COVID-19, he has brought a little "HAPPY" to those around the globe who are interested in flowers! He will do the same when he travels Texas in 2024.

BRINGING THE BEST IN FLORAL DESIGN EDUCATION TO THE TEXAS FLORAL FORUM

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

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

PROVEN DESIGN TECHNIQUES

Hands-on Design Workshop | Chris Norwood AAF AIFD PFCI

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

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

BOUQUETS STYLED FOR SUCCESS

Hands-on Design Workshop | Andreia Muller AIFD FSM D

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

AN OPPORTUNITY TO ADVANCE YOUR DESIGN STRATEGIES

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

PROVEN DESIGN STRATEGIES

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

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

 **Texas State Florists' ASSOCIATION**

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

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

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

Sunday, June 23, 2024 • 8:00 a.m. - 10:30 a.m.

Vonda La Fever and Lori Wilson bring the story of the \$2,000 Tulip to the Texas Floral Forum adding to your study of the Business of Flowers!

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

THE \$2,000 TULIP

Business of Flowers Presentation | Vonda La Fever AIFD PFCI and Lori Wilson PFCI

ATTENDEES WILL WALK AWAY WITH:

A bit of **HISTORY**: What, why and when was a tulip \$2,000?

A lot of **INSPIRATION**: Desirable designs for your store and website.

Amazing **CUSTOMER SERVICE** knowhow: What to say, why to say it and when it's most important.

An **ACTION PLAN**: Easy steps for you to execute once you return to your business.



Vonda La Fever AIFD PFCI

Vonda LaFever AIFD PFCI is widely respected in the floral industry for both her design skills and business savvy. Uncertain as to where the time has gone, her industry experience expands over 4 decades filled with excitement!

Among her many achievements she has:

- Owned & managed a retail shop in Illinois for 20 years
- Floral instructor at Kishwaukee College
- Assisted with the SAIFD program at Kishwaukee College
- Teleflora Unit President and Regional Unit Director
- Teleflora Education Specialist Team Educator 2007-2023
- 2010 Academy Awards Design Team
- 2015 White House Special Events Design Team

American Institute of Floral Designers® (AIFD®)

Leadership includes:

- AIFD® Membership Committee for 11 years
- AIFD® National Board of Directors for 2 years
- 2015 AIFD® Symposium Program Coordinator for Journey celebrating the 50th Anniversary of AIFD®
- 2018 AIFD® National Symposium Main Stage Presenter "Flower Shop of the Future"
- 2026 AIFD® Symposium Coordinator in 2026

Vonda is passionate about the industry and enjoys teaching retailers throughout the United States. She is co-host of the podcast, *The Business and Pleasure of Flowers*. She is the founder of Flower Clique, which provides tools and services for floral professionals looking to simplify and elevate their business the way they have always envisioned.

Her floral designs have been featured numerous times in national floral publication *Flowers* and she has contributed, as a featured author, in the book *Flowers Are Forever*.

She enjoys spending time with her family and dog, Bella, in mostly sunny Florida.

Flower Clique
FOR THE MODERN FLORIST

Business Session underwritten by
Flower Clique



Lori Wilson PFCI

As the Director of Education and Community for Flower Clique, Lori brings her background of 20+ years in education and her passion for connection to our ever-changing industry. She focuses on helping business owners lead their teams with excellence, emphasizing sales and leadership effectiveness, employee motivation and transformative mentoring.

Lori's undeniable passion for ongoing education has led to

her roles as a presenter at the Society of American Florists Convention, NextGen, and the Great Lakes Floral Expo.

She is the co-host of a top floral podcast, *The Business & Pleasure of Flowers*, and has over 12 years of experience in the floral industry. She is the mother to three wonderful children and one needy dog named Bo. Lori and her husband, Mark, reside in Houston, Texas.

ALL for the LOVE of FLOWERS

BUSINESS OF
FLOWERS



MARISA CHANEL GUERRERO AIFD CFD TMF

Debbie's Bloomers • El Paso

TSFA spotlights TSFA Second Vice President and designer extraordinaire Marisa Chanel Guerrero AIFD. Marisa has represented TSFA in leadership and in sharing her passion for the art of flowers. She was a welcomed presenter at CalFlowers in 2023 and a featured designer, presenting "Can't Stop Our Love for Flowers" Wedding Show, during a Texas Floral Spotlight. Her presentations reflected an abundance of knowledge and an understanding of today's customer. Meet Marisa Chanel Guerrero AIFD!

GROWING UP

I grew up in El Paso and then lived in a few other places during my teens and early twenties when I was dancing in stage productions and at Disneyland. I finally settled down in El Paso in my mid-twenties when my mom wanted to open a second location, which we have since closed because we work better together than apart. When I was about 8 years old, my mom, Sandy Blanco, bought Debbie's Bloomers. The shop was in bankruptcy when she bought it, but with a strong background as a banker, and after going to classes to earn her Texas Master Florist certification, she was able to turn the business around and grow a strong and successful floral business. She encouraged me to earn AIFD certification when I joined the business and hasn't stopped sending me to classes and events. I am excited to have most recently earned my TMF! She is also a big proponent of serving the industry, which rubbed off on me. As a little girl, I always knew that when I was a grown-up, I would go on airplanes to meetings, just like my mommy did, and after a year of traveling at least once a month to attend meetings and events for our industry, I definitely feel "grown up".



Meet the Guerrero family having family fun at WTNM Convention! From left to right Marisa with sons Addison and Andrew and husband Adan.

FAMILY

Adan and I were married in 2009. We went to school together off and on throughout the years but finally connected, as people did, on Facebook in the early 2000s. A year and a half later, we welcomed our wonderful son Addison. A few years after that, his brother Andrew was born. They bring us such joy! Our boys are wonderful students, each excelling in math. Addison is currently obsessed with Rubik's cubes, and Andrew loves Lego. We have a fun and large extended family. My sister and I have seven step-brothers and sisters, all of their spouses and children. Plus, I gained a wonderful group of in-laws when I married Adan. Our boys, Addison and Andrew, are joyous blessings in our lives. Adan is a huge supporter of me and my career, and I truly could not do all that I am able to do without him.

EDUCATION

I graduated from Eastwood High School and then went on to earn a bachelor's degree in Multidisciplinary Studies from University of Texas El Paso. I was on the kick line in high school and the dance team in college.

LEADERSHIP

Currently, I'm the Second Vice President of TSFA. It has been a pleasure to serve the association in many capacities, from the board to different committees, to the stage. TSFA has an amazing group of members. Additionally, I am on the AIFD Foundation Board of Trustees, which provides financial support to facilitate the advancement of the industry. Currently, I am the Immediate Past President of the South Central Regional Chapter of AIFD.

HISTORY OF YOUR INVOLVEMENT IN THE INDUSTRY

On a regional level, I served as Teleflora Unit President and on the West Texas New Mexico Florist Association Board of Directors. My involvement in AIFD has been in several areas, which include serving as the editor of AIFD Focal Points for a number of years and as the Inaugural Chair of the AIFD Ambassadors Program along with a familiar name to our TSFA family, Renee Tucci AIFD PFCI.

HISTORY OF YOUR INVOLVEMENT WITH FLOWERS

Flowers have been a part of my life since my mom bought the shop when I was a little girl. I have fond memories of sitting at the backdoor of the shop stripping and wiring roses for Valentine's Day while giggling with my friends. After a career as a dancer, I enjoyed the new creative challenge of floristry. I took every class I could and met so many amazing people along the way to where I am today. It has led me to the stage, to the Philadelphia Flower Show, to competitions, and so much more.

DESIGN THOUGHTS

Try everything you can. You can pull from each experience to create your personal design style, but just like anything else, you have to continue to learn so that you don't stagnate.



To the left Joyce Mason-Monheim AAF AIFD CFD PFCI AMF and to the right Ann Jordan AAF AIFD MMFD join Marisa at her induction into AIFD in 2013.



It's me and my wonderful flower friends Renee J. Tucci AAF AIFD CFD PFCI and Darcie Garcia AIFD CFD enjoying good times during AIFD Symposium.

YOUR FAVORITE FLOWER

The vibrant, dancing blooms of an oncidium orchid top the list of my favorite flowers. Perfectly peach amaryllis are a close second.

WHAT DO YOU LOVE ABOUT THE ART OF FLORAL DESIGN?

I love that flowers help people express their emotions. We create to show joy, to share love, to extend sorrow, to flirt, to celebrate, and to mourn. Flowers are the perfect conduit for so many emotions.

WHAT ELSE DO YOU WANT THE WORLD TO KNOW?!

I love getting to meet people in the floral industry. We have such diverse interests, talents, and skills. It's fascinating to hear about someone else's favorite new product, or the trick they just learned, or what they think is the most important issue facing the industry. There isn't often time for this type of in-depth conversation, but when it happens, it fills my heart.

LOOKING FORWARD

Meeting new people and developing deeper connections with industry peers is always on my to-do list. In the next year and a half though, my focus will be planning for the 2025 TSFA Expo. I can hardly wait to share all about it but, for now, it's a secret!



On the left TSFA member Patricia Viviana Valverde takes a break with Marisa during the Texas Floral Expo surrounded by the beauty of flowers, of course!

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Thank you for your continued support!

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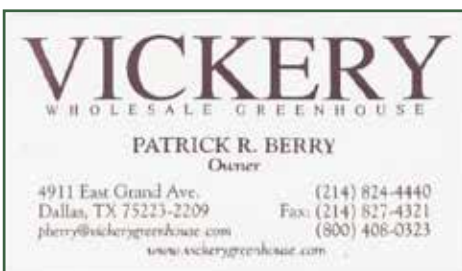
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2023 • SHOWCASE • 2024

SAVE THE DATES FOR
THE TWO TEXAS
FLORAL SHOWCASES IN 2024



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HOUSTON

THURSDAY, OCTOBER 17, 2024

Sympathy Tributes

with Chris Norwood AAF AIFD PFCI

Hands-on Workshop • Dinner Presentation • Product Gallery

SATURDAY, NOVEMBER 2, 2024

Holiday HAPPENINGS

with Chris Collum-Williams AIFD TMF

Hands-on Workshop • Dinner Presentation • Product Gallery

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DALLAS

TSFA *Calendar of Events*

Experience the amenities of the Omni La Mansión Del Rio when you attend the Texas Floral Forum this summer!

Photographs Courtesy of Omni La Mansión Del Rio



MARCH

- 2 Texas Independence Day
- 6 Texas Floral Spotlight
Hill's Wholesale Florist | Longview
- 8 National Women's Day
- 10 Daylight Savings Time Begins
- 12 National Plant a Flower Day
- 15 Texas Floral Endowment Scholarship
Application Deadline
- 17 St. Patrick's Day
- 20 First Day of Spring
- 24 Palm Sunday
- 29 Good Friday
- 30 National Doctors' Day
- 31 Easter

APRIL

- 1 April Fool's Day
- 12-15 Texas Master Florist Certification
Classes
- 16 National Orchids Day
- 26 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
- 6 National Nurses Day
- 7 National Teacher Appreciation Day
- 12 Mother's Day
- 15 Bring Flowers to Someone Day
- 18 Armed Forces Day
- 27 Memorial Day

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 - 14 Heights Floral Shop | 713.862.8811 | 800.723.3252 | heightsfloralshop.com
 - 14 McShan Florist | 800.331.3349 | mcshanflorist.com
 - 14 Rio Roses | 866.746.7673 | rioroses.com | riocorazon.com
 - 14 The Florist, LTD | 940.483.1800 | thefloristltd.net
 - 14 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | vickerygreenhouse.com
 - 14 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | vickerygreenhouse.com



THERE'S NO BETTER TIME TO BECOME TMF!

TSFA School of Floral Design offers
Texas Master Florist Certification Classes
April 12-15

The Texas Master Florist Program provides a standard of professional excellence which has been recognized as one of the most complete educational curriculums in the floral industry. The series offers classes in Design Production and Floral Management with Texas Master 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.



Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



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