

JULY 2021

TEXAS

in Bloom





JODY MCLEOD AIFD TRAVELS TO TEXAS
for the First Stop of the Texas Floral Showcase
Waco • August 11, 2021 • Register now!



Wednesday, August 11, 2021
The Baylor Club
Waco, Texas
Chair Tom Wolfe, Jr.

Variations

A TSFA Dinner Presentation

Each and every day we experience some type of transformation.
The process of change, while it may be new to us, is nothing new to Mother Nature!
Variations will showcase the numerous transformations seen in our botanical world. We must all be open to transform our design styles, selections of materials and perspectives in order to better emulate Mother Nature and be competitive in today's floral industry. This presentation will inspire as it transforms to show you how!

A Hands-on Workshop will be offered to a limited number
prior to the Product Gallery and Dinner Presentation.

Variations **IN DESIGN** A TSFA Hands-on Workshop

Transform every day designs into conversation pieces, ones that are quick to catch the eye, while increasing profitability and customer satisfaction. Variations in Design offers the opportunity to transform the usual into the unusual while making the most of selected botanicals.

To Register Online visit tsfa.org or Call the TSFA Office at (512) 528-0806

\$65.00 Registration includes Dinner • Design Presentation • Product Gallery

\$95.00 Registration includes Variations in Design Hands-on Workshop

1:30 p.m. - 3:30 p.m. Variations in Design Hands-on Workshop

6:00 p.m. Product Gallery

7:00 p.m. - 10:00 p.m. Dinner and Variations Presentation

STAYING THE NIGHT IN WACO?

TSFA has secured a special rate at Comfort Suites 810 I-35 North, Waco, TX 76705

King Rate \$104.00 • Double Rate \$109.00 • Includes Breakfast

Call Comfort Suites at 254.799.7272 to make reservations. Mention Texas State Florists' Association to receive the special rates.

Texas in Bloom

JULY 2021 | VOLUME XXXVII | NUMBER 6

FROM THE President



TSFA President
Cheryl Vaughan TMFA

Greetings TSFA Flower Family,

I want to take a quick minute and tell all of you that I am honored to serve as President of Texas State Florists' Association. I am looking forward to an exciting new year! I am thankful for our Board of Directors, TSFA Committee Members, TSFA Staff and each member of this great association for your numerous contributions! I can't continue without remembering and sharing how thankful I am for our Past President, Gina Waters AAF TMFA. Gina was a strong leader who cared about this industry, our association and all of our members. She will be remembered often as we see her contributions continue to live on in the programs that she helped develop. She will not be forgotten.

With all of that said, I'm confident this is going to be an exciting year and I can't wait to see where it takes us. Texas Floral Expo was a success, and I'm excited to see all the photos in the upcoming magazines! There are so many people to give thanks, and we will acknowledge those along the way. It was also a time of celebrating old friendships, meeting new people and networking with others in the floral industry!

This past year Gina led us into a year full of virtual learning with Lynn Lary McLean working with presenters and developing several series not only in design, but in business and ways to succeed in unprecedented times. All of these videos are on our website and can be viewed by TSFA members for free at your convenience. We have a new series going on right now that you don't want to miss. Tim Farrell AAF AIFD PFCI is about halfway into a series on Elements and Principles and nobody teaches Elements and Principles like Tim Farrell. TSFA members may view the series from the beginning for free on "TSFA on Demand." Your login is your email and your password is your first initial and your last name. These classes are not just for beginners. There is something for each of us to learn.

It is also with great anticipation that I look forward to the upcoming Texas Floral Showcases in the second half of 2021. The first one is in Waco on August 11th at the Baylor Club in Waco. The second one is October 6th at Louise Hopkins Underwood Center for the Arts in Lubbock. So, please put these events on your calendar! Jody McLeod AIFD NCCPF is a dynamic and engaging floral presenter. He will present *Variations*, which offers the opportunity to transform the usual into the unusual while making the most of selected botanicals! You do NOT want to miss this presentation! For a limited number, he will teach *Variations IN DESIGN*, a Hands-on Workshop. Jody is not only talented but entertaining as well! I hope to see you at one of these Showcases!

Another long awaited and exciting program is *Signature STATEMENTS* with Ian Prosser AAF AIFD PFCI NDSF. TSFA will launch this new series on August 17-19 at High Pointe Estate in Liberty Hill just outside of Austin. It will be a three day intense extensive workshop like no other! Ian Prosser will teach us all just how he achieved international success from both a design and business perspective. Limited in class size, I encourage you to review the details included in this issue and go to tsfa.org to register! Don't wait too long! Class size is limited!

Thank you for your continued support of TSFA! I hope to see you at one of our events soon!

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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PRICING FOR PROFIT

CONCEPT TO COMPLETION
PRODUCTION PINNACLES

CREATING THE CONCEPT

STRIKE IT!

CONCEPT TO COMPLETION

CONSULTING FOR SUCCESS

CLOSING THE SALE

BRAND YOUR
SIGNATURE STATEMENT

DESIGN TRENDS
CLOSING THE SALE

CONSULTING
FOR SUCCESS

MASTERING SKILL SETS

INSTALLATION



WITH IAN PROSSER AAF AIFD PFCI NDSF

August 17-19, 2021

High Pointe Estate
5555 County Road 258
Liberty Hill, Texas 78642

DESIGN TRENDS

PRODUCTION PINNACLES
CLOSING THE SALE

MASTERING SKILL SETS
INSTALLATION

CONCEPT TO
COMPLETION

STRIKE IT!

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THAT IS FULLY IMMERSED
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 - Product Overviews •
 - Three Lunches •
 - Two Dinners •
- Certificate of Completion •
 - Press Release •
- Social Media Presence •

\$1,495

**LIMITED
AVAILABILITY
TO REGISTER
VISIT TSFA.ORG**

DAY 1

9:00 a.m. - Noon

Noon - 1:30 p.m.

1:30 p.m. - 4:30 p.m.

Evening

Comprehensive Instruction

Onsite Lunch and Product Gallery

Comprehensive Instruction

Offsite Dinner on your Own

DAY 2

9:00 a.m. - Noon

Noon - 1:00 p.m.

1:00 p.m. - 5:00 p.m.

5:00 p.m. - 6:00 p.m.

Evening

Demonstrations and Design

Onsite Lunch

Design

Onsite Dinner

Design to Completion

DAY 3

9:00 a.m. - Noon

Noon - 1:00 p.m.

1:00 p.m. - 4:00 p.m.

4:00 p.m. - 5:30 p.m.

5:30 p.m. - 6:30 p.m.

7:00 p.m. - 9:00 p.m.

End of Evening

Installation • Onsite Design

Onsite Lunch

Installation • It's All about the Details!

Time to refresh for the Evening Events

Hosted Hors d'oeuvres and Beverages
Local businesses will step inside the
world of flowers

Private Signature Statements Onsite
Dinner Event with Ian Prosser

Strike It!

ACCOMMODATIONS

Hyatt Place • 1315 East New Hope Drive • Cedar Park, Texas 78641

RESERVATION INFORMATION

TSFA Rate \$99.00 to include Complimentary Breakfast
Call 512.337.3001 to receive TSFA Special Rate
Reference Number 28355573

FOR THOSE TRAVELING FROM AFAR

Austin-Bergstrom International Airport
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So much to see! So much to learn!

Ian Prosser

AAF AIFD PFCI NDSF

Queen Elizabeth. Grace Ormonde. Tom Cruise. Katie Holmes. John Lynch. Kirstie Alley. Ian Prosser's impressive list of achievements and accolades, as well as the list of celebrities he counts as clients, runs long. Ian approaches each event with the utmost creativity and care, making him one of the most sought-after floral designers in the world.



"Of all of the facets that make up the floral industry, designing weddings is my true love," shared Ian Prosser in a recent conversation. "There is simply something special about being an integral part of one of the happiest days in a family's life. To consult with a bride, taking notes of her ideas and then developing a complete concept to create the magic that memories are made of, well, simply stated, it is an unbelievably rewarding experience."

Ian began his career more than thirty years ago. He has owned successful floral shops in Scotland as well as in the United States, specifically Tampa, Florida. Botanica International Design and Decor Studio designs events on the international stage.



"My retail business was going really well and yet I discovered, as we booked more and more weddings of a significant size, that consultations became more about the overall design of the event and less focused on the floral components," shared Prosser. This opened the door to a new business, Ian Prosser Productions, expanding the design division to all encompassing events. Offering an array of linens, chairs, lounge furniture, distinctive decor elements and so on expanded the business to all aspects of visual decor. "This not only expanded our business but gave us complete control over the entire event, while providing a "one-stop-shop" experience for the clients," stated Prosser.



Ian's achievements include being named the recipient of the 2012 Paul Ecke Jr. Award by the Society of American Florists (SAF) and receiving the 2011 Wedding Innovator of the Year Award by Rockstar Wedding Planner. In 2010, Ian was awarded Designer of the Year at the Event Solutions Spotlight Awards and he won the prestigious Sylvia Cup at the 2007 SAF Convention. Also in 2007, Ian was inducted into the Professional Floral Communicators - International (PFCI). Ian's most prized successes include invitations by SAF to serve as the Floral Design Chairperson for the second inauguration of President George W. Bush and to design the inaugural decorations for President Bill Clinton.

"Throughout the years, I was fortunate to be invited to take part in numerous design shows. The late Tom Butler invited me to be a part of the AFS design team. This was a new experience for me. I quickly realized that I loved sharing what I had learned with others. If people could walk away with one little nugget of information, then it was worth-while attending. To be able to share ideas and experiences as well as the do's and don'ts of the business side of the industry is a joy for me. I'm now part of the FTD Team and feel very fortunate to have the opportunity to get out there and share what I've experienced over the years. I look forward to joining you in Texas when TSFA launches Signature Statements!"



MAKING TEXAS FLORAL
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Floral Education Underwriter
FTD provides additional
funding to launch the first
Signature Statement as an
Extensive Series of Study.



THE BUSINESS OF *Flowers*

Jodi McShan AAF AIFD PFCI TMF

SELLING TO YOUR CUSTOMER

One of the hardest things about planning your offerings is finding what will sell. This may or may not mean buying what you like. There are often selections that buyers would never purchase for themselves or their friends. So, what is the process? How do we even begin to decide what will sell to know what to buy?

Know Thy Customer. If it is not one of the commandments of retail, I am not sure what is. It is more than an awareness of style or where you want to take your business. You must know your current customer as well as your future customer, keeping in mind that this may not be the same person. Sometimes florists want to change their style or change their target market. No matter what the goal, know thy customer. Once you do, you more easily realize what will work for your

business. It may be that the \$500 vase is perfect for your customer base or it may be the \$2 basket. It may even be both! Understand your customer's needs, budget and style to know what to buy!

Showcase Your Talent. It is always a good idea to show your customers what you can do! This may be anything from an over-the-top design to a small, fun gift. Just remember that while it's exciting to showcase your talents, you must feature offerings that appeal to your clients!

Awareness is Key. When you sit back and evaluate what is currently selling, what you want to sell, and who is buying from you, you will soon have a better understanding. You will never meet the needs of everyone. You are always going to have that one customer where something is not quite right. You are always going to have that one customer that is asking for the impossible. Stay focused and market to those you can satisfy, to those you can serve and to those that you can grow with.

Go for It! There are many things you may want to try. Take that leap and go for it. However, when purchasing in large quantities, be aware of who you are buying for and what they want. Show them what is out there. Help grow their floral knowledge and personal taste, but do not try to force on them what they do not know, understand, nor want. Introduce and educate to make a difference!

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DALLAS

A romantic wedding photograph of a bride and groom kissing. The groom is in a dark suit with a light pink tie, and the bride is in a white lace wedding dress with a long veil. They are standing in front of a large, flowering tree with white blossoms. In the foreground, a large, lush bouquet of white and pink flowers is visible, slightly out of focus. The overall scene is bright and celebratory.

Magical Moments

As wedding designers, we have countless opportunities to create moments that will forever be remembered. It may be when the Bride catches the first glimpse of her bouquet. It may be when the music swells to welcome her entrance surrounded by the beauty of the flowers that we created. It may be the instant when the groom first sees the bride holding her bouquet. It may be when the ballroom doors open and entry leads the way for each in attendance to experience countless magical moments.

When an opportunity is presented to design for your child, one is reminded of the incredible importance of what we do and how each moment we enhance with flowers is magical and forever held close at heart.



Maria and Donny Barrows celebrate the moment with their son, Tim.

It was early fall of 2019 when my son Tim approached his dad and me. He had the ring and the plan and invited us to take part! So, off to El Matador Beach in Malibu, we went. Before popping the question, he wanted to ask permission from Angela's father. Her parents are of Chinese heritage so Tim spoke to her dad in Mandarin. Chengli gave his permission with two thumbs up ...and so the story begins!

Over the years, as I designed the florals for countless weddings, I dreamed of the day when I would have the opportunity to do for my children, what I do professionally.

From day one, I envisioned the style of the wedding to be elegant and romantic. I knew of Angela's love of lace, crystal and a soft romantic color palette and that a must was beautiful flowers, and so I put together the dream team of designers and friends to bring forth a reality.

Angela and I attended the Houston Bridal Extravaganza and received an overwhelming amount of information. I now understood how Bride's and their mom's feel and why sometimes they arrive at the flower shop with eyes glazed over! So much information! So many details! Where do we begin? We knew we needed to select a venue first. After touring several, Angela and Tim decided on Madera Estates on Lake Conroe. We fell in love with the stunning Spanish European architecture and crystal chandeliers. It was the perfect place to have the outdoor wedding of their dreams.

The color palette crosses over to so many selections that we addressed this next. Angela loved soft neutral selections but also wanted a pop of color. She shared her Pinterest board and then trusted me to come up with the perfect combination of florals. Angela selected bridesmaid



Florals stage the entry and the pathway to the rose arbor where the ceremony will take place.



A magical moment when floral designer Maria Barrows presents Angela with her bouquet.



dresses to compliment the bridesmaids' skin tones and hair colors. From there, I knew the direction I needed to go. Angela's favorite white Phalaenopsis Orchid took center stage. Juliet Garden Roses, white Hydrangea, Playa Blanca and Shimmer Roses and peach Stock, white Lisianthus, and Isle Spray roses combined was the perfect soft color palette. Free Spirit Roses would be the pop of color to complete the vision!

In wedding planning there are always limitations to some decisions needing to be made. One challenge was that Angela was not a fan of getting married in front of the outdoor fireplace so we had to come up with a solution that would create the ceremony setting. During my years of designing at Lary's, countless gazebos were covered in Southern Smilax with roses placed to appear as if the roses were growing on the vine. Tim had helped Lary's over the years and recalled this style. In conversation one evening, he expressed that he wished he could have a setting like the ones we often set. That is exactly what we did with a sixteen foot wide by twelve foot tall dimensional gazebo enhanced with Southern Smilax and hundreds of Playa Blanca roses. To enhance the elegance, a crystal chandelier was centered in the floral adorned structure.

Friends have asked as to what was our favorite part of the décor. It was absolutely the stunning gazebo and aisle décor. It was truly breathtaking as if you were in a magical garden. The attention to detail created the magical moment, the one you will always remember. At Lary's we had talked of this. Each wedding had that moment. This was ours.



With the ceremony setting designed, I could proceed! Lisa Schuessler and I toured Madera Estates to determine placements. It is so important to visit the venue to maximize the results and truly understand scale and proportion and what is best suited to the space. To achieve the overall style of the wedding we knew that Southern Smilax and roses needed to be suspended from the sconces in the Hacienda, on the credenzas, to soften the outdoor mantle and to unify the setting. When guests step away from the ceremony to the reception, they must feel they are at the same event!

There is often one detail that drives the decisions. Angela's love of lace was evident throughout. From her gorgeous gown to the lace overlays on the guest tables, to the ties on the backs of chairs, the soft touch provided the perfect accent for the decor. Bouquets of roses complete with lace sashes romanced a rose petaled aisle. Entry designs of hydrangea, roses, stock and Angela's favorite orchids welcomed our guests. Statement designs make quite the difference and unified the smaller placements providing visual balance.

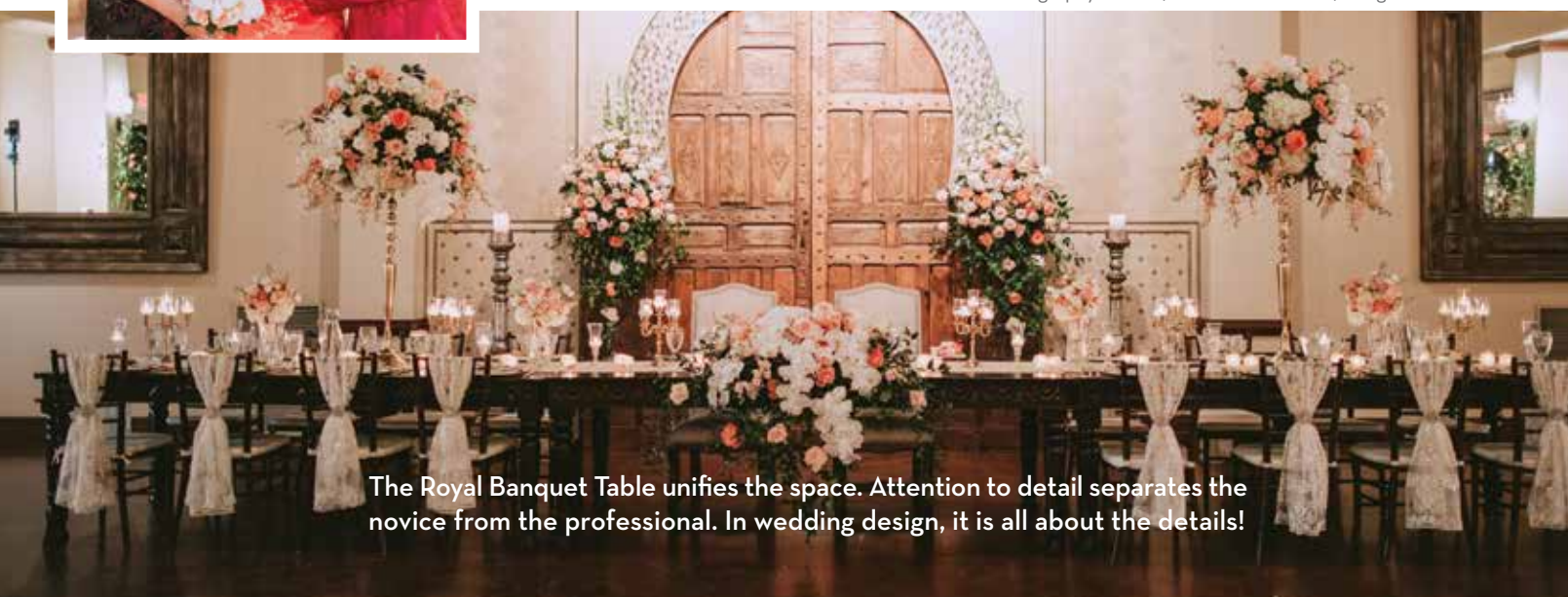


Sentimental expressions are often centered in an event as memorable as a wedding. The charm that I had custom made for Angela's bridal bouquet was ours. Angela lost her dad to cancer two months before the wedding. The charm will forever be treasured. He was also recognized at his place of honor with his jacket with boutonniere, his photograph and a heart filled with a few of his ashes.

Photography Credit | Ivan Garcia Studio | ivangarciastudio.com



Remembering Dad



The Royal Banquet Table unifies the space. Attention to detail separates the novice from the professional. In wedding design, it is all about the details!



Crystal candelabras surrounded with florals at the base create variance in presentation.



Low designs in crystal and candlelight feature a pop of color surrounded by a collar of white hydrangea.



The height and abundant florals in these candelabra placements complement the high ceilings and overall space.

The pandemic brought numerous challenges, from last minute cancellations to catering limitations and the concern to do all possible to make your guests feel safe. I was reminded of the lesson of patience and to not over stress on the details that are beyond your control. I found that there is most often a solution to every dilemma and though there will be changes, the wedding will be all that you imagined.

It has been said that "it takes a village" and this wedding was testament to that saying! We accomplished all there was to do with, as the song goes, "a lot of help from my friends." Luckily, mine are the most generous, out of this world creative and overly organized, all creating the necessary skill set to ease the day! Lisa Schuessler for the fairytale, Stacy Parsons for your generosity and all that Lary's Designs provided me, Jackie Preston for your attention to detail, Dawn Peterson, Ray Fritz, Katie Cooley, the Lary's Design Team and our dear friends Lori and Wes Guyton for setting and striking the components of the overall event!

I was honored to plan Angela and Tim's wedding. Nothing makes me happier than seeing my youngest son and my daughter-in-law happy. I will long cherish the memories.

— Maria Barrows

MEET SILSBEE HIGH SCHOOL STUDENT HEATHER MCMILLAN



A social media post featuring Silsbee High school student Heather McMillan led to a feature story about her and her awesome floral design talents for Texas FFA News and the Growing Our Future magazine. Reprinted with permission of The Texas FFA Association.

How and when did you become interested in floral design?

I grew up listening to my mom talk about how she and my grandmother loved helping the small flower

shops in our hometown during special holidays. For example: Valentine's Day, Mother's Day, Christmas, and Father's Day. As I was signing up for a fine arts class to take my freshman year of high school I really was not interested in Choir, Art, Band, or Drama but when I saw Floral Design all the memories and stories, I always heard my mom tell me about her and my grandmother convinced me to at least give it a try. If I liked it, I knew it would be an amazing environment to be in. I fell in love the first time I put my very first arrangement together. Since that day, my love for flowers has taken off and my creativity has gone with it.

Where do you gather your design inspiration from?

I gather my design inspiration mostly from my family. My Great Grandmother's father was from a Cherokee tribe in Alabama. My great grandmother has inspired my passion for making beautiful headdresses and most of my original designs tie back to my rich and vibrant Indian heritage. My hometown has also motivated my design in tremendous ways. As they see the arrangements, I create the towns people will congratulate me and remind me of how extremely talented I am at only the age of 16. The Silsbee community is always watching for new and more creative arrangements I create. Facebook has been the hotspot of gratitude. I receive messages from citizens in my community that just want to say how proud they are and how they cannot believe I'm only 16 creating all these beautiful arrangements. This is only my second year being in the floral design class. I wish I could have started earlier on in my life because I have found my passion. By starting earlier, I could be more advanced than I am now but at the rate I am learning and creating I will grow more with each arrangement. I have no doubt that my family and community will be right by my side to support and praise me every step I take.

Do you have a favorite aspect of floral design?

My favorite aspect of floral design is color. If you memorize the color wheel you can perfectly figure out what colors complement each other. Another one of my favorites is the boho design. I like the look of picking the flowers up off the side of the road and creating an arrangement. It is the most natural design especially when it comes to bouquets.

Do you plan to continue your floral design education and certifications? If so, how?

This year we have been studying and practicing for our floral certification test. I hope to receive my floral certification and later start my own business after high school. After I start my business with my own shop, I want to have open classes for kids and adults to come in and learn how to design and make arrangements. I know this is a huge goal for just a 16-year-old small town girl, but I feel like if I put my 110% heart into my dream, I can achieve it and many more within my career

Do you want to have an eventful career as a florist? If not, how will you continue with the medium?

Yes, I hope to continue to grow and expand my abilities in floral design. I would like to open my own shop one day and give kids the same opportunity I had but at a younger age. I want to show kids how fun it is to make an arrangement and how much it will impact others' lives. Also, seeing the looks on customers' faces when they receive a memorial piece and how happy/sad they look warms my heart because I know how much it impacted them and their family. I want my shop to help bring the community together and learn to help one another and make the strangers you see every day in Walmart, Brookshire Brothers, or sitting by them waiting on the long slow train that holds up the traffic every morning and afternoon just a little more pleasing.

Why do you think the floral industry is so important?

The floral industry is important because it consists of many separate major components. You must have a Grower to grow the flowers and have them shipped to Wholesalers who provide the flowers that Retailers need to make arrangements for local customers and businesses. The floral industry is not just about getting flowers and making pretty arrangements for people. There is so much more to it that many people do not see. It is also an important role in social interactions within a community and it brings so many people together. Although since COVID-19 our floral industry has been impacted tremendously. We can no longer get flowers out of certain areas because there are shortages in jobs because of the shutdown. This has impacted not only the monetary aspect of the industry but also the happy aspect. Our ability to create pieces to give to people to help ease the sadness of this monumental time was hindered from lack of availability of flowers. So, one of the most important aspect of the floral industry to me is to be able to put a smile on someone's face or a happy moment in their life with flowers.

TSFA Calendar of Events

Photography Credit | Ivan Garcia Studio | ivangarciastudio.com



Table seating is clearly noted



A flower to wear signified the guest's preference to social distance



An elegant way to remind all to unplug!

JULY

AUGUST

SEPTEMBER

- 9-11 Basic Floral Design Classes
TSFA School of Floral Design
Leander, Texas
Visit tsfa.org for registration details

- 11 Texas Floral Showcase
The Baylor Club | Waco, Texas
For registration information
Visit tsfa.org for registration details

- 6 Labor Day
- 10 TSFA On Demand Release Date
PROPORTION
Part 10 of a 15 Part Series
Tim Farrell AAF AIFD PFCI
tsfa.org
- 10-12 TSFA School of Floral Design
Basic Design | Wedding Design |
Sympathy Design
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- 13-15 TSFA Teacher Level 1 & Level 2
Certification Classes
TSFA School of Floral Design
Leander, Texas
Visit tsfa.org for registration details

- 17-19 Signature Statements with
Ian Prosser AIFD
High Pointe Estates
Liberty Hill, Texas
Visit tsfa.org for registration details
- 20 TSFA On Demand Release Date
BALANCE | Part 9 of a 15 Part Series
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will fill the
August and September
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