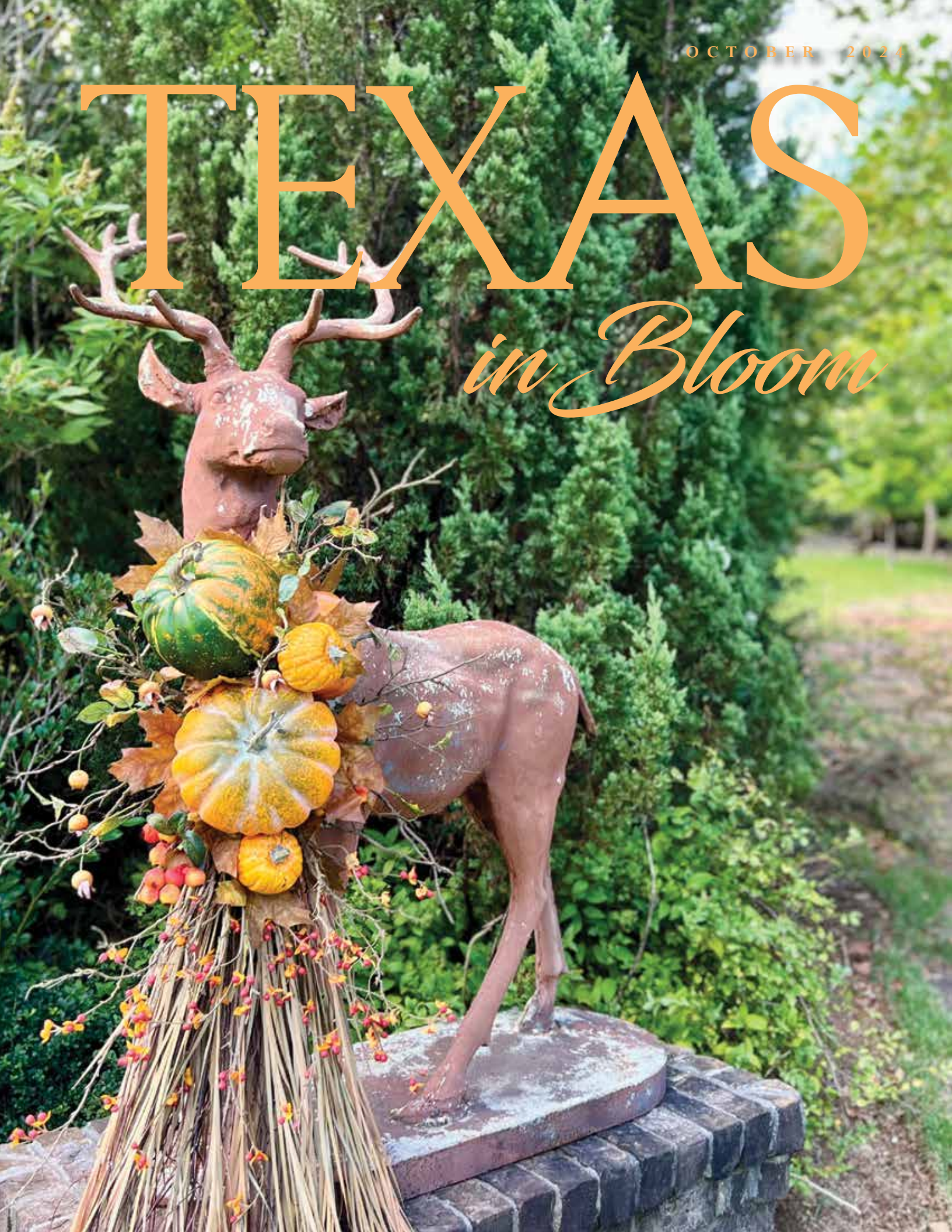


OCTOBER 2024

TEXAS

in Bloom





CHRIS NORWOOD AAF AIFD CFD PFCI

Sympathy Tributes



OCTOBER 17, 2024
Petroleum Club of Midland
501 West Wall Street
Midland, Texas 79701

Co-Chairs
Chris Collum-Williams AIFD CFD TMF
Tom Collum-Williams TMF

SCHEDULE

- 2:30 p.m. - 4:30 p.m.** Hands-on Workshop
- 6:00 p.m. - 7:00 p.m.** Product Gallery • Time to Network!
- 7:00 p.m. - 9:30 p.m.** Dinner and Design Presentation
- 9:30 p.m. - 10:00 p.m.** Product Gallery and Flower Sale

**VISIT [TSFA.ORG/MIDLAND](https://tsfa.org/midland)
OR SCAN THIS QR CODE**



HANDS-ON WORKSHOP

Today's Approach to Sympathy Stylings

During this workshop, you will step outside the traditional world of casket pieces and standing easels and explore new ways to meet the expanding needs of your clients. Designing florals to enhance a cremation service is requested more and more often. Experience numerous ways this opportunity may be addressed, and then create your interpretation of the unlimited possibilities.

Member \$95.00 • Non-Member \$125.00

DINNER PRESENTATION

Sympathy Tributes will highlight designs to elevate and expand the very heart of your business. Offering new stylings will help transition your business from the tradition of casket sprays and standing easels to an inclusive approach for adorning the variety of services offered today. Featuring designs to perfectly complement cremation services as well as presentations styled appropriately for the home will expand and elevate your offerings so you may remain current in today's market.

Member \$50.00 • Non-Member \$75.00

Texas in Bloom

OCTOBER 2024 | VOLUME L | NUMBER 9

FROM THE *President*



TSFA President
Ed Fimbel
CFD TMFA

Is it fall yet? It's been a very hot and dry summer in most areas of the state. I cannot help but ask when the cool temperatures will arrive and be here to stay?!

Welcome to the 2024-2025 TSFA year! We are excited about the opportunities and growth that the year will bring. It started with a wealth of information obtained at CalFlowers Fun-N-Sun Conference during the first week of September. Michelle and I attended the conference, representing TSFA, where we met numerous growers, wholesalers and industry representatives. Outstanding programs, numerous events and an all-day tour of two area farms created the overall programming.

We were welcomed by the owners and staff of Mellano & Company and Kendall Farms, each having more than 500 acres of flowers and foliage in production. If you are ever in the San Diego, California, area, visit some farms to see how our product is grown, harvested and shipped. It was eye-opening! Over this summer, I saw how our product arrived from South America, Mexico, Europe and other countries at the Port of Miami and how our product is grown and harvested at farms in southern California. These are memories that will never be forgotten, and for that I am most grateful to TSFA.

Now, it's back to reality ... and a reality that I look forward to being a part of!

The Education Committee Co-Chairs and instructors have already been hard at work evaluating high school students' designs for certification, and holding classes for teacher training and certification, Texas Master Florist (TMF) certification and courses on wedding bouquets and wearable flowers.

Remember the two upcoming showcases: October 17 in Midland and November 2 in Salado. Information and registration may be found respectively at tsfa.org/midland and tsfa.org/salado. Register soon! Don't wait! I am planning to see you there!

The TSFA Board of Directors will have their first of two meetings this fall, in early October, with the second to take place in mid-November. The Finance Committee will meet prior to the November board meeting to provide financial recommendations that are in the best interest of TSFA. Committee meetings are scheduled in early January to develop all needed to carry out the board's decisions centered around the strategic plan.

We highly value your comments and suggestions and have an easy way for you to provide valuable feedback through an online form at tsfa.org/suggest-edu. Please know that your feedback is not only welcomed, it is integral to the success of TSFA. If you have anything to share, please let the TSFA office or me know. We are eager to hear from you!

The holiday season is approaching very quickly. Be sure all your pre-orders and decorating bookings are in place. That fat bird and jolly old fellow come around every year at this time, so be ready!

Remember, volunteering at an event is rewarding while providing opportunities to make new friends, learn from world-class designers and have lots of fun! Check the complete schedule of events at tsfa.org/events to see where and when you can help. Don't forget this date: June 27-29, 2025, in League City, Texas, for "SECRETS" to join us for the Texas Floral EXPO!

We are all working TOGETHER to bring out the best in TSFA. Your contributions, whether big or small, are what make our association the very best it can be! I hope you will plan now to participate in all that you can!

Ed

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Holiday HAPPENINGS

with Chris Collum-Williams AIFD CFD TMF
Hands-on Workshop • Product Gallery • Dinner Presentation

SATURDAY, NOVEMBER 2, 2024

Stagecoach Inn
416 South Main Street
Salado, Texas

Chair: Jimmy Burrage CFD TMF



Chris Collum-Williams AIFD CFD TMF began his floral career 32 years ago as a delivery driver for a flower shop in Levelland, Texas. Working his way up over the years, he was always thirsting for more floral knowledge. Once a designer, Collum-Williams began competing in local and state design competitions. He won the WesTexas New Mexico Florist Association (WTNM) Silver Cup in 1997 and the Texas Cup in 2015. Chris received his Texas Master Florist in 1996.

In 2004, Collum-Williams started freelancing, with jobs taking him all over the United States. He continued his freelance career for three years, working for several flower shops and event planners, always learning new techniques and business smarts along the way. In 2007, Chris and his husband Tom accepted management positions at Flowerland in Midland, Texas, and at Mark Knox Flowers in Odessa, Texas, where they have successfully been the past 17 years.

In 2010, Collum-Williams was inducted into the American Institute of Floral Designers (AIFD) in Boston. After achieving this highly coveted goal, he is now even more eager to share his knowledge with others in the floral industry, while all the time still learning himself. Collum-Williams has presented Main Stage during AIFD Symposium.

His industry leadership continues to make a difference. He currently serves, as a director on the AIFD National Board. He is a past president of WTNM and is a recipient of the WTNM Silver Rose Award. His passion for the floral industry is strong and evolves every day through creativity and education.



Enjoy a Weekend in Salado

Relax, Shop, Antique, Learn

Bring your family! Meet friends! Stay the weekend! Come for the day!

With 48 newly renovated guest rooms, the Stagecoach Inn awaits!

Originally opened in 1860, Stagecoach Inn is a Texas landmark. As the second oldest, continuously running inn or hotel in the state, travelers have parked their wagon, horse or vehicle at this iconic inn for over 160 years.

STAGECOACH ESTD INN 1860 & RESTAURANT

Photography Credit | Jenna Hearn



Photography Credit | Moments by Marina



HANDS-ON WORKSHOP

BRINGING YOUR MAGIC TO THE HOLIDAYS!

Creativity is your magic! So, taking time to develop your creativity is like giving a gift to yourself! Oftentimes, it is creativity that expands a vision. Discover the difference that creativity can make in each and every design! Uncover just how easy it is to update a holiday centerpiece! Learn time efficient ways that can easily elevate style. There is no limit to the power of creativity. It is that power that will ensure repeat business and increase awareness of the magic you bring to the holidays!

DINNER PRESENTATION

AN EVENING OF HOLIDAY MAGIC

From the tiniest details to the expansive WOW, this presentation will bring an evening of holiday magic to educate, delight and inspire. Merchandising techniques to transform an ordinary space to an extraordinary wonderland. Design tips to elevate style. Details to add interest to your spectacular selections. Suggestions to bring profitable results to the season. Imagination and originality to motivate you and your team to success! Chris Collum-Williams is a dedicated retailer who brings it all, with great success, season after season. Experience the magic!

SCHEDULE

- 3:00 p.m. - 5:00 p.m.** Hands-on Workshop
- 6:00 p.m. - 7:00 p.m.** Product Gallery • Time to Network!
- 7:00 p.m. - 9:30 p.m.** Dinner and Design Presentation
- 9:30 p.m. - 10:00 p.m.** Product Gallery and Flower Sale



**VISIT [TSFA.ORG/SALADO](https://tsfa.org/salado)
OR SCAN THIS QR CODE**

Experience Salado and all the community has to offer. Galleries, boutique shopping, glass works and places to enjoy a coffee or lunch are among a few ways to spend your day!

HIGHLIGHTING TEXAS STARS WHO SHINED DURING THE TEXAS FLORAL FORUM!

TSFA Forum Chair Jack Cross AAF TMFA selected three of the best to decorate the Omni La Mansión del Rio lobby and the Presidential Suite and to design the presentation bouquets that expressed TSFA's appreciation throughout our time in San Antonio. The selected designers now share the beauty, their inspiration and a few design tips and techniques to expand the education of their tremendous effort!

HIGHLIGHTING THE DESIGNS OF GABY PONSAERTS TMF

Together with the Blumen Meisters team, Gaby Ponsaerts TMF designed the florals for two lobbies during the Texas Floral Forum. Featured in this issue is the 5th Floor Lobby! The Main Lobby Decor will be featured in the November issue.

Written by Gaby Ponsaerts TMF

When asked to chair the lobby decor at Forum 2024, on behalf of Blumen Meisters, I had no idea what that entailed and said "Yes, of course!" At the first on-site meeting, I realized we were dealing with two distinctly different lobby areas. First things, first ... so, **A Tip!** Take measurements, take pictures and ask the hotel liaison what the venue will allow. These three steps are highly recommended when working in a venue for the first time, especially on a large project.

Next, I turned to my "customers" – Forum Chair Jack Cross AAF TMFA and Design Chair Cheryl Vaughan CFD PFCI TMFA – to see what flowers were preferred, what design styles they favored and so on. That was when it got a little scary, but more so, very, very exciting because they left it all up to me! Now, the wheels started spinning at high speed!

First, I concentrated on the 5th Floor Lobby since the programs, luncheons and classes were taking place on that level.

The theme, "All for the Love of Flowers," included a broad selection of blossoms in all colors of the rainbow, and thus, the idea of a light and airy spring meadow was born. Alongside the stairway seemed the perfect place to create this concept.





Smithers-Oasis double brick trays were used with wreaths for the front turns. **A Tip!** In order to have the same depth as the brick trays, we took half an 18" wreath and half a 22" wreath and attached one behind the other with hot glue and wood picks. This way, the design could be transported as one item.

A Tip! To determine how many flowers to procure, I worked with a one-foot piece of foam and available flowers in the cooler. This task revealed that five stems per linear foot would be the right number, taking into account that some flowers could be divided or cut into several segments.

To keep it light and airy, **A Tip!** I used very little foliage but filled little openings with reindeer moss and covered the front with aspidistra leaves. **A Tip!** This was also a time and cost saver, because we reduced the amount of insertions considerably. The flower selection consisted of gorgeous light blue hybrid delphinium that anchored the design and set the height in each segment. Red ranunculus, anemones, tulips and chocolate Queen Anne's lace were taller to capture attention. Peach tones were reflected in spray roses and Hypericum berries. Pink palette was represented by Asiatic lilies, lisianthus and dainty larkspur. Butterfly ranunculus brought a vibrant pop of yellow and the white anemones and Veronica provided lighter accents.

Each segment was different in height since I wanted to follow the slant of the stairs. **A Tip!** The easiest way to achieve this was lining up half of the brick trays on a long design bench and creating one arrangement. **A Tip!** Teia Bennett AIFD CFD PFCI TMF and I constructed in an assembly line style, meaning one person goes down the line with one variety of flower and the next person inserts the next type. This moves really quickly and easily distributes the flower types and colors. Next, **A Tip!** the other half of the brick trays were lined up to create a mirrored image of the first design, because these were placed on the opposite side of the stairs – small but important detail we figured out as we designed and thought it through!

A Tip! An important tip for transportation is to number each placement in order, and indicate whether the design is to be placed to the left or right of the stairs. This small effort, in advance, made assembling the overall design, a breeze on-site.



Next, my attention turned to the rest of the room. Since everybody attending was a professional florist, I wanted to showcase some exotics that we don't get to work with every day and also provide a backdrop for people to take pictures, selfies, make reels or live streams to use on their own social media or websites. So, a broken arch was the way to go. Teia, the owner of Blumen Meisters, had a gold tone arch from Accent Décor in her collection and graciously offered it to be used for this purpose. It lended itself perfectly for the airy and whimsy vision, because we could leave parts of it exposed as a design element.

A Tip! We started by attaching some tall curly willow to give a more wispy garden vibe. On the base of each side, **A Tip!** we used a small design tray with Oasis foam to add a design to give visual weight to the base. On the shorter side of the structure, **A Tip!** two links of Oasis floral foam garland were zip-tied to the frame to form the base for the upper design. On the taller side, we established two areas to design with the same mechanics.

The flower selections are what my flower dreams are made of. Number one on the list were gloriosa lilies, a blossom that is exotic, delicate and romantic all in one! Luckily, Cheryl was able to procure these beauties, as well as 4-foot tall creamy yellow oncidium orchids and bright red anthurium. To anchor these luscious blooms, we added deep red roses and ranunculus. Peach roses, preserved plumosa, pink mini callas and spray roses softened the color palette and provided a backdrop for the stars of the show.

For a hint of foliage, **A Tip!** I chose a spider plant from Klepac Greenhouses. Disassembled with the roots attached, the plant bows strategically placed so it could be re-potted after the event.

Courtney Burkhardt TMF and Wendy Hurley took the lead on this design and used their knowledge of the elements and principles of design to bring all components together and create a unique and unconventional showstopper. They adjusted and pivoted where necessary, because working with fresh flowers throws a few curveballs, as we all know! Thank you, Courtney and Wendy!





Photography Credit | Shy Laurel Photography

She created a seamless transition from the base arrangement into the arches of the grapevine, making it look as if all organically grew on the spot. Of course, there were some florist tricks involved, **A Tip!** like hiding clear water tubes to provide a water source for the flowers positioned higher in the design.

A Tip! the amaranthus and Cymbidium orchids do not need water tubes in event work because they will hold up for days without water. The end result of Teia's design knowledge and experience was impressive and caught everyone's attention.

My intention was that these designs bring something to the table that would inspire fellow designers and spark ideas that each would incorporate in their own way in design when they returned home.

All of this was a group effort of the Blumen Meisters team. It was a great opportunity to flex our creative muscle, dig deep for solutions and grow as designers. That is what only an organization like TSFA offers to its members and participants. Thank you Blumen Meisters! Thank you TSFA!

The third area to decor was a large credenza with a mirror above the built-in. As we oftentimes find in our event work, an impressive arrangement is needed, as well as respect for the budget. So with input from the Blumen Meisters team, **A Tip!** we developed the idea of using a grapevine structure that could be reused. **A Tip!** Since grapevine can not stand alone, I started with two firewood log holders, available in your local hardware store or online. When putting the two together, I omitted one part of the circle, which offered a dynamic character and coordinated with the broken arch. **A Tip!** To attach the grapevine to the structure, I used Oasis brown rustic wire because it blended and disappeared in the grapevine. To create good coverage, the grapevine was pulled apart to adorn the front and the back. **A Tip!** This was extremely important because of the mirrored back. While a mirror reflects beauty, it also reflects the slightest mishap!

Loose grapevine and deconstructed grapevine filled small areas. Rustic wood planter boxes, from Texas Floral Education Underwriter WGV, served as containers for the designs. Teia designed these with the same selection of flowers as the arch, and the addition of pink Cymbidium orchid blossoms and gracefully arched burgundy hanging amaranthus.



Left to right Gaby Ponsaerts TMF, Courtney Burkhardt TMF, Teia Bennett AIFD CFD PFCI TMF and Wendy Hurley.

BRANDY FERRER AIFD CFD TMF ADORNS THE PRESIDENTIAL SUITE WITH A BOUNTY OF BLOSSOMS

Written by Brandy Ferrer AIFD CFD TMF

For the Texas Floral Forum at the Omni La Mansión del Rio, I wanted to create something truly special for the Presidential Suite, keeping in mind the theme, "All for the Love of Flowers." Drawing inspiration from lush, garden-like designs and the opulent Dutch Flemish floral style, I aimed to make every detail count.

Creating the garland started with laying it on the ground to place the initial foliage and flowers evenly. Once the base was ready, **A Tip!** it was attached to the mirror using Oasis rustic wire. I slid the wire behind the mirror, pulled it tight, and **A Tip!** zip-tied the garland to ensure it was firmly anchored. **A Tip!** To prevent the garland from shifting, the Oasis rustic wire was woven through the garland, keeping it stable and well-staged. **A Tip!** Once it was hung, gaps were filled with additional elements to ensure a lush, cohesive look. The table arrangement was crafted, **A Tip!** using an Oasis design ring, forming a small garden scene that blended seamlessly with the garland. This arrangement draped down the mirror and onto the floor, creating a dramatic effect.

The placement of the garland and table arrangement was crucial for a cohesive display. The draped garland created a stunning visual flow, while the garden scene on the table harmonized beautifully with the cascading garland. This thoughtful placement and combination of techniques resulted in a breathtaking floral display that perfectly captured the essence of the theme, providing a lush, garden-like feel to the entrance of the Presidential Suite.



For the side table arrangement, I chose to create three distinct placements. This stems from my love for arranging elements in odd numbers – particularly ones, threes and fives – rooted in the Fibonacci sequence. **A Tip!** This approach creates a natural, visually appealing balance and harmony, drawing the viewer's eye smoothly through the arrangement. Each arrangement on the table complements the others, creating a lush, garden-like feel, seamlessly integrating with the overall aesthetic of the Presidential Suite.

My vision for the Presidential Suite's bedroom was to create a serene, garden-like retreat that exudes elegance and tranquility. The theme, "All for the Love of Flowers," guided every design choice, aiming to seamlessly blend lush floral arrangements with the room's luxurious decor. Inspired by favorites of Susan Piland AIFD CFD TMF, who was TSFA President at the time, and the rich Dutch Flemish style, I incorporated minimal foliage, using hydrangeas as a base and only a touch of lepidium for filler.

The main design on the table in front of the sofa serves as the room's focal point. The design features a beautiful arrangement of pastel blooms, including roses and hydrangeas, in Texas Floral Education Underwriter Accent Decor's Elijah Compote. This centerpiece follows the classic oval shape found in Dutch Flemish floral design, tying the room together and creating a harmonious balance between the floral elements and the sophisticated interior.

The throw on the bed, with its subtle, coordinating colors, beautifully ties the entire space together. This piece, brought by Susan, perfectly complements the floral arrangements and adds a cozy, inviting touch to the room. It was a delightful addition that enhanced the overall aesthetic.

The entire design aimed to encapsulate the essence of a lush, elegant garden. Each floral arrangement was meticulously crafted to ensure a cohesive flow throughout the space, enhancing the luxurious feel of the suite while celebrating the beauty and joy of flowers with a nod to the classic Dutch Flemish style.



This design was a spontaneous addition to the room, inspired by a wonderful conversation I had with Susan. She shared her love for all flowers, particularly those in pastel hues, and her favorite, the gloriosa lily. With her preferences in mind and a nod to the opulent Dutch Flemish floral style, I crafted a design that felt lush, garden-like and elegantly refined.

Bruce Easley AAF AIFD CFD TMFA brought a beautiful container, sourced from Accent Decor. I instantly fell in love with its classic design and knew it would be perfect for this arrangement. To construct the arrangement, **A Tip!** I used an Oasis design ring perched on the container's edges. **A Tip!** I created a wire armature using green wire, wrapped it with Oasis bind wire, and wove Oasis rustic wire through it for extra texture and stability. This armature provided a solid support system for the long, cascading florals.

The arrangement features **A Tip!** an inverted crescent shape, with flowers flowing down into the container instead of upwards. This choice adds a dramatic, eye-catching effect and a natural, flowing movement to the design. Inspired by Dutch Flemish floral design, the arrangement includes an oval shape with prominent flowers placed at the top and sides, creating depth and a rich visual experience. **A Tip!** The Oasis design ring allowed me to easily place the focal flowers in the center, ensuring they had a constant water source. **A Tip!** Rather than filling the container with foam and water, the design ring is lightweight and makes transportation a breeze.

To enhance the overall look, I added smaller containers with a few blossoms at the base. My love for arranging in threes not only aligns with the maximalist aesthetic but also adds a sense of luxurious abundance. This thoughtful combination of mechanics and strategic placement, inspired by Susan's favorite elements and the Dutch Flemish style, resulted in a striking statement that perfectly complemented the urn and brought an elegant touch to the room.



Photography Credit | Shy Laurel Photography

Viewing this overall image provides a view from another angle, which is an important lesson in itself. It is especially important to view a design from each and every angle to present your very best.



Photography Credit | Shy Laurel Photography

For this particular setup in the Presidential Suite, I wanted to showcase the unique shapes and designs of the Accent Decor Elodie Collection containers, alongside the elegant Glenna vases in light green and the charming Henna bud vases. The Elodie containers, with their intricate patterns and classic blue tones, added a touch of sophistication. The light green Glenna vases brought a fresh, airy feel, while the Henna bud vases provided delicate accents. Each piece was carefully chosen to highlight its distinct style, contributing to an overall cohesive and visually stunning display.



SMITHERS-OASIS

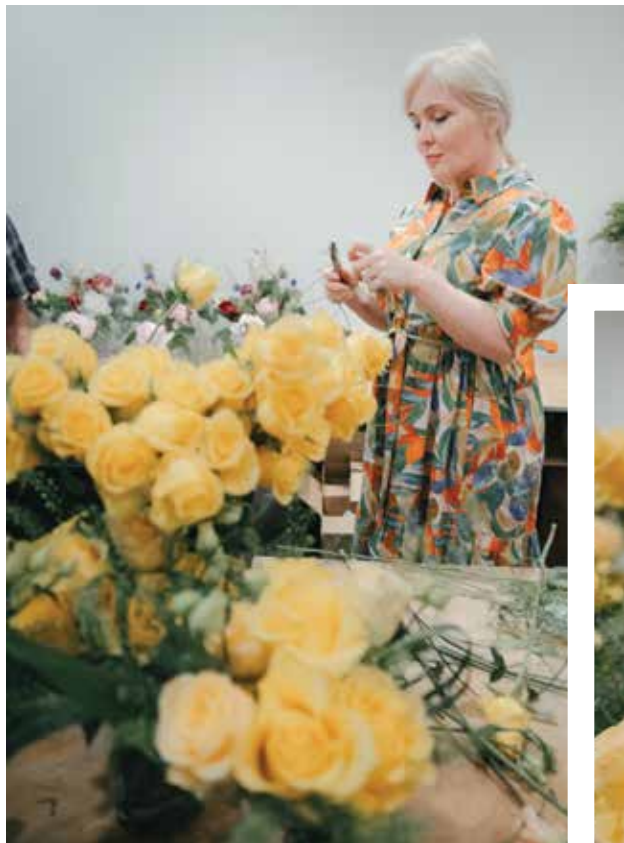
SPECIAL THANKS

I want to extend a heartfelt thank you to the Texas Floral Education Underwriters for providing the florals and mechanics that made these designs possible. A special appreciation is due to Texas Floral Education Underwriter Accent Decor for providing the exquisite containers. Your generous support was invaluable! I am also grateful to Smithers-Oasis for a number of products that always make an incredible difference in all that we do.

A special shoutout to Kailey Dixon, Ashlyn Pigg-Childress and my daughter, Nevah Ferrer, for their incredible help in executing this vision. Your hard work and creativity were crucial in bringing these arrangements to life, and I couldn't have done it without you. Thank you for making this experience truly memorable!

TSFA RETAIL DIRECTOR IULIIA PROKHOROVA CFD TMF BROUGHT HER FLORAL MAGIC TO THE PRESENTATION BOUQUETS PRESENTED THROUGHOUT THE TEXAS FLORAL FORUM

Written by Iuliia Prokhorova CFD TMF



For Texas Master Florists achieving their certification, the Texas State Florists' Association (TSFA) traditionally presents yellow roses. **A Tip!** I paired these roses with tropical green leaves to evoke a sense of freshness and renewal, symbolizing the natural harmony between sunlight and green spaces. The yellow rose is a powerful symbol of friendship, joy and state pride, thanks to its connection with the well-known song, "The Yellow Rose of Texas."



For special presentations, I wanted the single yellow roses to feel unique, so I folded the petals "taco" style, alternating directions, to get single flowers fluffed and finished with a delicate green ribbon to make each rose elegant.



To support my flowers, **A Tip!** I crafted a technical frame using 10 18-gauge taped floral wire stems. The frame allowed me to use fewer flowers while still offering structural support. I placed the heavier blooms deeper in the arrangement, respecting gravity, while lighter elements like clematis and grasses stood tall and airy.



Photography Credit | Shy Laurel Photography



The color palette for presentation bouquets featured deep pinks, purples, yellows and greens:

- **A Tip!** Pinks and purples bring warmth, richness and energy, with purples adding a calming contrast.
- **A Tip!** Yellows symbolize optimism, pairing well with pinks and purples.
- **A Tip!** Greens act as a grounding element, providing balance and refreshment.

Presentation bouquets were TSFA’s gifts to presenters, our current TSFA President and the incoming TSFA President, our Executive Director, award recipients, the Forum Chair and participants in the Texas Designer of the Year Competition. Since the Texas Floral Forum took place in the summer, I crafted vibrant hand-tied bouquets.

This vibrant and dynamic palette was perfect for the celebratory nature of the Texas Floral Forum. I knew flowers and color choices were right when I saw how much joy these arrangements brought to everyone they were presented to! It’s "All for the Love of Flowers" – and it made my heart so happy too!

Flower selection included:

- Raspberry and light pink peonies.
- Locally grown hot pink and light pink zinnias.
- Yellow turtle rose.
- Clematis.
- Bright pink ranunculus.
- Aralia leaves.
- Butterfly ranunculus.

A special TEXAS thank you to the Texas Floral Education Underwriters and Texas Floral Education Contributors for making this part of the Forum possible! The flowers and foliage were spectacular!

Bloom with Brandy

BRINGING BACK THE BOUNTY: HOW VINTAGE DELLA ROBBIA DESIGNS ARE MAKING A MODERN COMEBACK



Isn't it amazing how floral trends can come full circle? One that's been catching my eye lately is the stunning Della Robbia style. This Renaissance-inspired design technique, full of fruits, veggies and natural elements, fits perfectly into the fall season. It's all about abundance and harvest, so bringing in apples, pomegranates and even some unique veggies like sweet potatoes and artichokes creates arrangements that feel like they're straight from nature's bounty.

At Simply Beautiful Floral Company, I've been weaving Della Robbia's charm into both everyday bouquets and larger event designs. And when it comes to weddings? Wow! This trend is popping off. Brides are falling in love with the rustic, romantic vibe it brings to their

big day. I love giving it a little twist by adding unexpected elements—like dragon fruit or even Brussels sprouts! Sounds wild, right? But trust me, the effect is a showstopper, balancing harvest vibes with a fresh, modern flair.

Fall is the perfect season to dive into this vintage style. Not only does it tap into the richness of the season, but it also brings a unique spin to holiday décor, wedding centerpieces or even just an

eye-catching arrangement for your kitchen table. Imagine the conversations that start when guests spot figs, grapes or artichokes nestled among vibrant blooms!

This isn't just a style for Thanksgiving or your grandmother's dining room anymore; it's becoming a favorite for brides who want something truly unique. And it's easy to see why—by pairing traditional flowers with seasonal produce, you get this fantastic fusion of modern design with a vintage twist.



For everyday designs, I'm all about the element of surprise. Picture this:

A simple table arrangement, bursting with fall florals, and suddenly, you spot clusters of figs or a pop of artichokes tucked in. Talk about adding texture and color in the most seasonal way possible! These designs feel rich and abundant, perfectly capturing the warmth of autumn while standing out from your usual floral offerings. For event centerpieces, this mix of produce and petals creates a gorgeous blend of rustic charm and contemporary style—perfect for anyone who loves the best of both worlds.

So, why is this trend making waves? For one, it connects the timeless elegance of the Renaissance with today's love for organic, sustainable designs. By creatively using fruits and vegetables, we're giving a nod to the past while also appealing to the modern desire for eco-conscious beauty. Plus, let's be real—it's simply stunning!

As autumn unfolds, there's no better time to experiment with the Della



Robbia style. Whether you're sprucing up your home, adding a special touch to your next event or creating something unforgettable for a bride, this trend lets you craft arrangements that are not just beautiful, but bountiful.

It's time to bring this vintage vibe back and make it your own. Trust me, your clients—and guests—will be talking about these lush, seasonal designs for weeks to come!



KEEPING IT FRESH: TECHNIQUES FOR WORKING WITH FRUITS AND VEGETABLES

Now, if you're like me and you're all-in on trying the Della Robbia style, there are a few key tips you'll want to know to keep your designs looking fresh and fabulous:

1. Use Wood Picks for Stability: When adding fruits like apples, pears or even pumpkins, anchoring them securely in the foam using wooden picks is a must. This ensures that your structure stays intact, and nothing shifts or falls. For larger fruits, doubling up on picks is a great way to add extra stability, especially in those show-stopping, larger arrangements.

2. Proper Hydration and Moisture: Keeping your arrangements fresh doesn't just stop with the flowers. Regularly misting the fruits along with the blooms helps keep everything looking its best. For an added boost, a sealant spray like Crowning Glory locks in moisture, extending the life of both the flowers and produce. This little trick works wonders in prolonging the display!

3. Be Cautious With Cut Fruits: Whole fruits tend to last longer, but if you want to showcase the stunning interior of pomegranates or citrus, here's a pro tip: Use wax or a floral spray to seal the cut surface. This helps prevent them from drying out too quickly and keeps your designs looking lush for longer.

4. Unique Produce Choices: Don't be afraid to get creative! Exotic items like dragon fruit, artichokes or even sweet potatoes not only add unexpected texture but also elevate the design with a modern twist. Pairing these with rich autumnal flowers like chrysanthemums or pincushion proteas creates a visually stunning seasonal arrangement.

Let's get creative and lean into nature's harvest

SEASONAL LEARNING WITH CHARLIE GROPPETTI AIFD

With decorating opportunities for all that's fall, Gropetti shares an abundance of possibilities using the ever so famous zip tie! Pour a fall cider or a pumpkin spiced coffee and nestle in for 30 minutes of terrific ideas!

Scan this QR code or Visit
<https://tsfa.org/VirtualLearningSchedule>



Zip ties secure all that is needed to create a witch's broom to add to Halloween decor!



Securing a selection of pumpkins is made simple with tips and techniques from Seasonal Learning Episode 3.

It's time to swag the entryway, the coach lamps, a mantle and much more with Gropetti's easy approach of securing floral products with zip ties! Featured is a trans-seasonal color palette that will adorn your customer's decor from fall through the holidays and into winter months!



TSFA Calendar of Events

OCTOBER


- 1-2 Level 1 and Level 2 Teacher Training in Huntsville
- 6 TSFA Board of Directors Meeting in Leander
- 11-13 Fundamental Elements and Principles of Floral Design in Leander
- 14 Columbus Day Indigenous Peoples' Day
- 17 Texas Floral Showcase in Midland
- 20 Tropical Paradise Class in Leander
- 29 Finance Committee Meeting via ZOOM
- 30 Designing in Glass Class in Leander
- 31 Halloween

NOVEMBER

- 2 Texas Floral Showcase in Salado
- 5 Election Day
- 11 Veterans Day
- 11 World Kindness Day
- 13 TSFA Board of Directors Meeting via ZOOM
- 28 Thanksgiving
- 30 Small Business Saturday

DECEMBER

- 12 Poinsettia Day
- 25 Christmas Day Hanukkah (Chanukah) begins
- 26 Kwanzaa begins
- 31 New Year's Eve



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