

JANUARY 2021

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



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Texas in Bloom

JANUARY 2021 | VOLUME XXXXVII | NUMBER 1

FROM THE President



TSFA President
Gina Waters AAF TMFA

New Beginnings and Happy New Year wishes to All!

It is a new day and a new year with time to focus on the new normal!

I came across a business and planning survey written by Kevin Gilroy & Carrie Maslen, titled "How to Prepare for 2021." The survey shared significant points to strengthen your business in the coming year. We look for 2021 to bring forward a need for human connection, a time to lead with our heads and our hearts and to set aside time to take care of people in our lives and in our businesses to include both

those sending and those receiving our products. We are more resilient, more empathetic and more resourceful than we were a year ago. To take time to reflect, understand and use the lessons that 2020 has taught provides an opportunity to continue to improve ourselves while making the most for those that depend on our businesses. I encourage you to look to 2021 with a positive attitude! With that and all we have learned, success is guaranteed!

Education is one of the best ways to keep us ready to face the challenges of each day. Roughly, 30 years ago I enrolled in the Texas Master Florist program with Texas State Florists' Association and my life was changed forever. At the time I did not have a clue what awaited me. It has been an awesome ride and I am so proud to have this highly recognized designation. These classes provided what I needed to start my flower shop! I simply would not be where I am today without this education in the beginning.

Being a Texas Master Florist is a great way to set yourself apart from your competition. I encourage each and everyone of you to review TSFA's new Professional Certified Florist Program! So many opportunities are at our fingertips with the new classes and events being launched in 2021. I encourage you to invest in yourself, always striving to be better. This will certainly help you prepare for 2021 and all that leads from there!

"What the new year brings to you will depend a great deal on what you bring to the new year." Vern McLellan

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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A LEADER IN EDUCATION TSFA PROVIDES THESE OFFERINGS IN 2021

TSFA *Virtual Learning*

TSFA *on Demand* will continue to provide virtual learning at its finest. We are pleased to announce that Tim Farrell AAF AIFD PFCI will present an exclusive in depth 15 part series illustrating the Elements and Principles of Design. This series will be one of several offerings in 2021. As a member benefit, the instruction will be provided, at no charge to TSFA members, 24-7 in the comfort of your home!

Signature STATEMENTS

Each Presenter has branded a

Signature through their floral STATEMENTS

TSFA launches an extensive series of study in 2021
with additional support from FTD
featuring
Ian Prosser AAF AIFD PFCI NDSF

August 17-19, 2021
High Pointe Estate • Liberty Hill, Texas

TEXAS *Floral* E X P O • 2 0 2 1

SAVE THE DATE!

Transformations

June 25-27, 2021
Westin Galleria
5060 West Alabama
Houston, Texas
Chair Gina Waters AAF TMFA

TEXAS *Floral* 2021 • SHOWCASE • 2022

Back by popular demand Jody McLeod AIFD will travel Texas in 2021 presenting two Texas Floral Showcases complete with a Hands-on Design Workshop and Product Gallery!

CENTRAL TEXAS

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

WEST TEXAS

Wednesday, October 6, 2021
Louise Hopkins Underwood
Center for the Arts
Lubbock, Texas
Chair Kassie Baker TMF



TSFA's Professional Certified Florist Program Takes Center Stage in 2021

The Professional Certified Florist Program provides a standard of professional excellence which will soon be recognized as one of the most complete educational curriculums in the floral industry. The series offers classes in Design Production and Floral Management with Professional Certified 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 retail environment.

FIVE STEPS TO BECOMING A PROFESSIONAL CERTIFIED FLORIST

1. Complete the Professional Certified Florist Program Application available at www.tsfa.org or by calling the TSFA office at 512.528.0806. Email the completed application to txsfa@sbcglobal.net.
2. Upon approval of the application, you will be eligible to register online for seven of the ten courses in the Professional Certified Florist Program. Proceed with the seven online courses, successfully completing the online exam for each class.
3. Register online for the three hands-on courses that are offered in person.
4. Once you have successfully completed all ten courses, you may register for the Professional Certified Florist Program Final Exam.
5. Upon successful completion of the Professional Certified Florist Program and receipt of State Certification, you are eligible to test for Certified Floral Designer certification (CFD®) through the American Institute of Floral Designers (AIFD®). An additional preparatory course, to support the creative process, is also offered through TSFA.

COURSE OF STUDY

ADVERTISING AND MARKETING

Tim Burris, of Demand Media states: Marketing is the overall process of communicating and delivering products to a target audience through the marketing mix of product, price, place and promotion. Promotion is a combination of communication activities that includes advertising and public relations. Deciding on what resources to apply to each of these promotion areas is a result of other factors identified in an overall marketing plan. This course is all about discovering what works best for you!

CARE OF CUT FLOWERS & FOLIAGE

We all know that the flowers and foliage must have water to stay fresh and that refrigeration helps, but beyond that, few understand the basic post-harvest physiological needs of the different flowers and foliage. With the knowledge and understanding of the physiology of plants, it will make it easier to implement the care and handling of both flowers and cut foliage. Whether you are a traditional retail florist, event specialist, or freelance floral designer, the methods outlined in this course will ensure that you are a successful floral artist.

CARE & HANDLING OF FOLIAGE AND FLOWERING PLANTS

Consumer interest in the use of indoor plants has increased business and profits for those who offer foliage and flowering plants. Less labor can mean more profit when guidelines are understood and utilized. However, with these sales come many questions on the care and handling of indoor plants. As florists, if we want to excel in this area, we must understand the living plant so we can pass information on to our customers. The purpose of this course is to help in understanding the care and handling of foliage and flowering plants.

CELEBRATION OF LIFE: SYMPATHY DESIGN

There is no expression of sympathy more appropriate than flowers. The professional floral designer understands the importance of these tributes. In this course, we examine the various styles of funeral design while reviewing mechanics and the elements and principles of design. These lessons will make all the difference. Sales etiquette and how to best become the florist that your funeral directors will recommend are essential parts of this curriculum.

FLORAL BUSINESS PROCEDURES AND POLICES

The purpose of this course is to familiarize anyone working in the floral industry with a basic understanding of the definitions and business procedures that are

used to operate profitably in the retail floral industry. This is not an accounting course but rather an introduction on how to cover the business basics on a daily basis to maximize profitability and develop a successful floral operation.

FLORAL SALES & PROFITABILITY FOR THE RETAIL FLORIST

The retail florist is unique when compared to other types of retail. A florist is similar in that we purchase products to resell for a profit. The difference is the fresh flower component. The business is categorized as “small manufacturing,” in that we take raw materials, flowers, and other products to create a finished product to sell. Because of this, there are various differences in the operating guidelines. Another big difference is that customers often make an emotion based purchase. A sales method to guide a customer to make the right purchase for the right occasion is best used.

FLOWER SHOP DELIVERY CONCEPTS

The key to successful delivery and the ability to grow the business as well as the bottom-line profit depends on one's ability to implement modern delivery technology without losing sight of personalized customer service. The floral industry is one of the few remaining industries where technology can be integrated to streamline delivery operations and increase profits without having to sacrifice personalized customer service. The purpose of this course is to examine current delivery concepts along with the implementation of ongoing technology into the delivery process while continuing to maintain the highest level of personalized customer service.

THE ART OF EFFECTIVE VISUAL MERCHANDISING

The art of displaying merchandise to enhance its sales appeal is called visual merchandising. Goods and/or services may be displayed to highlight their features and benefits. The purpose of visual merchandising is to attract, engage and motivate the customer to make a purchase. Merchandising sets the context of the merchandise in an aesthetically pleasing fashion, presenting the product in a way that would turn shoppers into customers. Numerous approaches will be reviewed and the importance of this business component truly understood.

THE ELEMENTS & PRINCIPLES OF FLORAL DESIGN

This course might well be called “Tools of Design.” The elements and principles are not arbitrary rules: they are constant guidelines. They are the tools of all the arts and no artist can vary them until mastered. A careful study and understanding of these elements and principles enables one to express personality in floral art. It is through this mastery that distinction and individuality are created and reflected in design. Distinction is that extra note of quality, taste, and originality for which we all strive to accomplish. The rules to put everything together are the Elements and Principles of Design. In this course, we will discuss the best way to implement these rules.

WEDDING FLORALS FROM CONSULTATION TO COMPLETION

The very essence of this course is best represented in the title. From Consultation to Completion absolutely defines the curriculum. You will learn very quickly that it is an attention to detail that make all the difference. From consultation outlines to organizational timelines to how to finalize design decisions and successfully order to securing rentals to design, installing and dismantle every detail, it's all there to openly discuss. The various components that create the framework of the big day will be closely studied, providing you the skill set you need to advance your wedding business to the next level.

Once you successfully complete the required Professional Certified Florist Program final exam and three hands-on evaluations, you will receive your Professional Certified Florist Certification (PCF®) and State Master Florist designation. Those successfully completing the program in Texas will be certified Texas Master Florist (TMF®). Texas Recertification is required every three years.

Your successful completion of this program also provides the opportunity to achieve the Certified Floral Designer (CFD®) designation from the American Institute of Floral Designers (AIFD®). Texas State Florists' Association (TSFA) is an approved AIFD Education Provider and will submit your contact information to AIFD. At that time, if you are interested in pursuing this designation, you will complete the CFD® Application and submit with a \$164 certification fee to AIFD. This fee includes your re-certification fees through June 30.

Upon invitation from AIFD you will take the AIFD online test based on *The AIFD Guide to Floral Design*. This book is referenced throughout the Professional Certified Florist Program curriculum and is a mandatory reference to achieve the Certified Floral Designer (CFD®) designation. The book is available through TSFA.

To receive CFD® certification, you must receive at least an 80% score within two (2) weeks of receiving access to the online test. There is a procedure in place to retest in the event your score does not meet the minimum requirement.

MEET THE INSTRUCTORS



Cheryl Vaughan TMFA

Cheryl Vaughan TMFA has owned Creative Petal Designs since 1997. She fills her days freelancing, with most of her time spent at Blumen Meister Flower Market. The TSFA Education Committee experience and assisting with numerous TSFA events led her to chair the Texas Floral Expo in 2019.

Currently serving TSFA as First Vice-President, she is a Co-chair of the TSFA Education Committee. Cheryl is certified as Texas Master Florist Advanced. As a Co-chair of the TSFA Education Committee, she has been directly involved in the development and oversight of the NEW Professional Certified Florist Program. Education increases opportunity. Cheryl looks forward to providing countless opportunities as an instructor for the all NEW PCF classes.



Debbie Woltmann TMFA

Debbie Woltmann has been a florist and a TSFA member for forty years. Currently a co-owner in a new flowershop, Sunny Day Blossoms, she is once again designing every day and enjoying flowers. Debbie has served TSFA in many capacities from committees to President but states "she is most passionate about education" and proud to be a TSFA Instructor. Debbie is looking forward to teaching the new Professional Certified Florist Program.

Jack Cross TMFA authored four classes and will also instruct. Look to page 8 to learn more about Jack.

MEET THE AUTHORS



Pat Becker AIFD TMFA

Advertising and Marketing
The Art of Effective Visual Merchandising

Pat Becker's art career took a different turn from what she had planned. She has long shared that "Instead of textiles, I became a florist and it did not take long for me to realize that I loved this industry!" Pat contributes the Texas State Florists' Association for continually keeping her current with the latest design ideas and newest available products. She has served TSFA unselfishly. Her service was recognized in 2019 when Pat Becker was awarded the Jim Orr Volunteer Spirit Award.

Her floral career began in 1971 in San Angelo, Texas at Shirley Floral Co. where she worked until 1992. She won the FTD Window Display Competition winning a trip to the Floriade! Following the years in San Angelo, she served as Floral Manager at Northwest Hills Pharmacy from 1993 until 2015.

She has been a member of TSFA since 1972, serving on numerous committees to lead the way to her election as President in 2008 - 2009. Following her presidency she served on the Texas Floral Endowment Board of Directors and was elected Board Secretary in 2012, serving as Secretary until 2018.

Her true love is the work accomplished through the efforts of the TSFA Education Committee. Her dedication from 2003- 2019 saw many changes and accomplished a great deal. Pat served as a TSFA Education Co-chair from 2012 until 2018. She carried this love of education to the design show stage, as program and convention chair for numerous TSFA Conventions. TSFA awarded her the TSFA Lifetime Achievement Award in 2017 where she served as the Texas Floral Expo Chair in San Marcos.

Her education reflects a Bachelor of Science in Textiles from the University of Texas in 1971. Her love of flowers and education were combined when she graduated from the American Floral Art School in Chicago in 1972.

A member of AIFD since 2004, she served on the South Central Regional Chapter Board from 2007 until 2009. She received the Texas Master Florist Advanced designation from TSFA which led to instructing classes and now authoring two. Her teachings additionally include classes through the University of Texas Informal Floral Design Program and VATAT.

Her support of this industry is clearly seen by all she has accomplished to so willingly share.

2021 HANDS-ON COURSE SCHEDULE

Friday April, 23, 2021

The Elements and Principles of Floral Design

Saturday April 24, 2021

Celebration of Life: Sympathy Design

Sunday April 25, 2021

*Wedding Florals from Consultation
to Completion*

**Jack Cross AAF TMFA**

*Care of Cut Flowers & Foliage
Care & Handling of Foliage and
Flowering Plants
Floral Business Procedures and Policies
Flower Shop Delivery Concepts*

Jack Cross AAF TMFA began his floral career his senior year in high school as a floral delivery driver for Selby's Florist and Greenhouses in Denton, Texas. Upon graduating high school, Jack entered Texas A & M University and graduated cum laude with a Bachelor of Science degree in Floriculture. He continued his education at TAMU earning a Master's of Agriculture in Floriculture with a small business/education concentration. Between college degrees, Jack worked for three well respected florists in Texas gaining invaluable flower shop operation experience. While working on his PhD, Jack was hired by TAMU as a part time teaching instructor where he worked along side Jim Johnson AIFD in the floriculture division. A year later, Jack left TAMU and moved to San Antonio where he purchased Arthur Pfeil Smart Flowers, today a 70 plus year old continually operated floral business that he still owns and operates.

Jack is very involved in the retail floral industry having served two terms as President of the Texas State Florists' Association. Prior to his presidency, he served on the Board of Directors, and numerous TSFA committees. He served as TSFA Convention Chair on three different occasions. Jack is a recipient of the TSFA Lifetime Achievement Award. Jack is an instructor for the TMF and TMFA programs and the author of several TMF course books in addition to serving as an instructor and course author for the TSFA School of Floral Design. Jack maintains several professional industry memberships. Jack and his wife, Denise are members of The Florist Federal Credit Union where he has served as a board member and treasurer over the years.

Jack, Denise and son Joshua live in San Antonio where Jack continues to daily operate and manage Arthur Pfeil Florist. Jack is involved in church and a variety of civic activities. Time spent with family is treasured. Jack enjoys nothing more than being able to give back to the industry he loves.

**Tim Farrell AAF AIFD PFCI**

Celebration of Life: Sympathy Design

Tim Farrell AAF AIFD PFCI is an accomplished floral designer, known throughout the United States for his creations of beautiful floral compositions. His understanding and ability to teach floral design make him a sought after presenter.

He opened Farrell's Florist in Drexel Hill, Pennsylvania in 1983, while attending Villanova and received a Bachelor's Degree in Accounting in 1984.

Tim served as the 2014-2015 President of the Board of Directors of the American Institute of Floral Designers (AIFD), the premier accreditation body in floral design in the United States.

The American Academy of Floriculture (AAF) inducted Tim into its membership in 2001. Tim was inducted to Professional Floral Communicators International (PFCI) in 2006, and is a member of the World Flower Council.

Tim's work has appeared several times in *Flowers & Magazine*. Tim has designed on numerous national and international stages to include the 2001 Presidential Inauguration. He coordinated AIFD designers to assist the White House staff in floral décor from 2014-2018. In 2016, Tim designed flowers for the US papal visit of Pope Francis in Washington, D.C. and Philadelphia.

From 2006 until 2010, Tim was a Charisma Design team member which created the floral designs for the Oscars. In 2007, Tim was honored to represent the United States in an international design competition in Tokyo, Japan and in 2016 Tim was the featured presenter at the annual meeting of the World Flower Council held in Nairobi Africa.

Tim was honored as the recipient of the Award of Distinguished Service to the Floral Industry by AIFD at their annual Symposium in Seattle in 2017.

In addition to his duties at Farrell's Florist, Tim also serves as Education Team Senior Advisor and Industry Ambassador for Teleflora in Los Angeles.

The TSFA Education Committee has exceeded expectations in the development of the Professional Certified Florist Program. Committee oversight has required numerous meetings and countless hours. Texas Florists will benefit from the education provided in the curriculum of this program for decades to come. A Texas Thank You to each member of this Committee.

Co-chair Kassie Baker TMF
Co-chair Bruce Easley AAF TMFA
Co-chair Debbie Gordy AAF AIFD TMFA
Co-chair Susan Piland TMF
Co-chair Cheryl Vaughan TMFA
Co-chair Debbie Woltmann TMFA
Co-chair Debbie Wright AAF TMFA

Sandy Alford TMFA
Yolanda Amos TMFA
Pat Becker AIFD TMFA
Teia Bennett TMF
Shawn Coyle TMF
Mary Ann DeBerry TMFA
Ed Fimbel TMFA
Virginia Glover TMF

Tiffany Houck-Albrecht TMF
Sheri Jentsch AIFD TMF
Gayle Johnson AAF TMFA
Jodi McShan AAF TMF
Jennifer Nelson TMFA
Amy Neugebauer AIFD TMFA
Kimberly Norman-Prater TMFA

Lisa Peiper TMF
Julie Rogers AIFD TMFA
Courtney Rosenbalm TMF
Tina Rosenbalm TMF
Cassandra Sanders TMF
Jessica Smith TMF
Rebecca Sullivan TMF

**Vonda LaFever AIFD**

Floral Sales & Profitability for the Retail Florist

Co-authored with Lori Wilson

Vonda is widely respected in the floral industry for both her design skills and business knowledge. With forty years in the industry, Vonda is uncertain as to where the time has gone. In that time, she has had a lot of excitement!

Vonda owned and managed a retail shop in Dixon, Illinois for twenty years. She was a floral instructor at Kishwaukee College and assisted with SAIFD programs. She served Teleflora as a Unit President and later Regional Unit Director.

Her industry design achievements are numerous. In 2010 she was a floral design team member that adorned the Academy Awards. In 2015 she designed on the White House Special Events Design Team.

Very active in AIFD, she served on the Membership Committee for eleven years, including two on the AIFD National Board. As Program Coordinator for the 2015 AIFD Symposium *Journey* she brought her best to the 50th Anniversary of AIFD. In 2018 she presented a main stage program titled *Flower Shop of the Future*.

Vonda is passionate about the industry, and proud to be a member of the prestigious team of Teleflora Education Specialists. She is co-host of the podcast, *The Business and Pleasure of Flowers*, and 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.

Vonda's design work has been featured numerous times in the national floral publication *Flowers&* and she has contributed as a feature author in the book, *Flowers Are Forever*.

**Lynn Lary McLean AAF AIFD PFCI TMF**

Wedding Florals from Consultation to Completion

As a leading design professional, Lynn Lary McLean's work has been widely acknowledged. During her career in retail Ms. McLean worked with a wide range of clients to create and develop floral designs and environments of extraordinary beauty.

Retired in 2012 from Lary's Florist, her retail business of close to fifty years, Lynn worked to offer her customers the best in quality and service through a broad based business focused on four areas of design: floral, gift, event consulting, and home décor. With expertise in wedding and event planning, her work at the Four Seasons Hotel expanded her clientele to include many celebrities and internationally known figures.

For years Lynn demonstrated her design talents and public speaking expertise as she presented design events and programs throughout the United States, Canada, and Europe. As a nationally known event stylist and wedding specialist her design work has been published in *Flowers& Magazine*, *Florist Review*, and *Modern Bride*. A designer for the Inaugurations of Ronald Reagan, George Bush, and Bill Clinton, she went on to serve as a design event coordinator for George W. Bush. In 2014, working with fellow AIFD members, she assisted the White House Florist with holiday events at the White House.

Lynn is a past President of the American Institute of Floral Designers and received the Award of Distinguished Service to AIFD.

She served for two years as President of Texas State Florists' Association. In 1992 Texas State Florists' Association bestowed upon her the Achievement Award, their highest honor.

She is a past President of the Texas Floral Endowment, and was awarded the Herman Meinders Visionary Award in 2015 during the 100th Anniversary Celebration of Texas State Florists' Association.

She is a former chair of the Board of Trustees of Professional Floral Commentators International. The Society of American Florists presented McLean the Tommy Bright Award in 2011 in recognition of her lifetime of achievement in floral presentation.

McLean is a Past President of the Allied Florists of Houston. She was recognized in 1986 as the recipient of the Buddy Benz Distinguished Service Award.

Lynn resides in Frisco, Texas with her husband Mark, living close to daughters Georgeanne, Shauna and families.

Upon successfully completing the course requirements outlined in the Professional Certified Florist Program you will receive the



Texas Master Florist

designation from Texas State Florists' Association.

**Lori Wilson**

Floral Sales & Profitability for the Retail Florist

Co-authored with Vonda LaFever AIFD

Lori Wilson has assisted flower shop owners since 2012 and is passionate about creating connections within the Flower Clique community.

Prior to joining the floral industry, Lori worked in the education field as a Middle School Educator, where she taught Reading and Language Arts.

Her passion for teaching led her to Flower Clique, where she uses her skills to teach hundreds of flower shops of all sizes. She also partnered with Vonda LaFever to create a podcast called, *The Business and Pleasure of Flowers*, where they discuss the business and fun that comes along in the floral industry!

Lori's strength comes through her unique ability, using her experience to understand the skills that members need to increase performance and productivity. Helping business owners lead their teams with excellence, emphasis on sales and leadership effectiveness, employee motivation and overall performance are her primary goals.

Lori received Bachelor Degrees in Organizational Communication and Education from The University of Oklahoma.

**Kevin Ylvisaker AIFD PFCI CAFA**

The Elements & Principles of Floral Design

Kevin comes to the floral industry with a background in art that includes a concentration in sculpture and weaving. He has been in the floral industry for more than forty eight years.

Kevin is a freelance designer with his company KLY Floral International. He offers design shows, trend consulting and personally tutored in-store design programs.

He is an Oasis Design Director creating designs for shows, Smithers Oasis IDEA Magazine, advertisements and Oasis IDEA channel on YouTube. He is a Teleflora Education Specialist presenting design shows and classes around the country.

Kevin is a Past President of the American Institute of Floral Designers (AIFD). He is a member of PFCI, the Professional Floral Communicators International and a member of the Canadian Academy of Floral Artists (CAFA). Kevin is a past President of the Wisconsin and Upper Michigan Florists Association.

He has designed and judged across the country for garden clubs, wholesale houses, state associations, floral organizations and floral wire services. He has presented at several of the Art In Bloom weekends as a guest speaker and judge. Kevin was a member of the Design Team for the Inauguration of President George Bush in Washington, D.C. in 1989 and a Design Team Captain for the Inauguration of President Bill Clinton in 1993. He has presented design programs and taught classes internationally. Kevin was honored to be a Judge for the 1997 Tournament of Roses Parade in Pasadena California. In 1999 he was a member of the floral design team for the Fiesta Float Company.

His free time is filled with the enjoyment of fusing and laminating glass designs and gardening.

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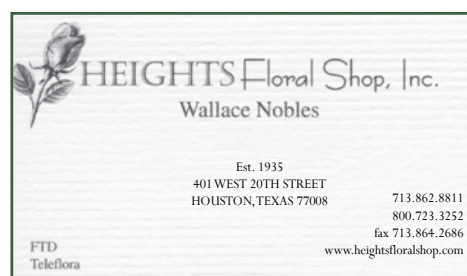
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THE BUSINESS OF *Flowers*

Jodi McShan AAF AIFD PFCI TMF

THE IMPORTANCE OF EDUCATION AND CERTIFICATION

"A rose by any other name would smell as sweet."

-William Shakespeare

Shakespeare certainly hit the nail on the head when it comes to how many feel about the need for continued education and especially certification. Many ask "Why do I need to be certified or even continue my education if my customers are happy and business is coming in?" Many have found that no matter where you are in your floral career, there is always something new to learn and that increased learning means growth. Education benefits all. Certification designates expertise.

Think about this! If you do not know anything about an area - such as law or tax returns, for instance - most people will go to someone who is "board certified" or "accredited by..." as this speaks to the person's expertise. Those who have not heard the name or do not know the person directly almost always want to know a little more before scheduling a meeting or committing to a service. The same holds true with florists! If one does not know what to look for and wants to ensure quality, they will often seek one that is certified, highly ranked, and /or has multiple positive reviews.

Education can certainly help you stay on top of your game. It may seem strange to attend education classes

and see the teacher from your last class in the current class. It is important to note that continuing education does not mean one is not skilled and may even excel at what they do. Education is seeking something new. There are numerous tips to be discovered each day! Several may expedite processes. Others may advance design skills.

Costs can add up, especially during uncertain times, encouraging you to balance cost with long-term gains. For example, attending an Expo and learning two new tricks that save you five minutes each may lead to hours and countless dollars saved over the next year. You may also learn a new technique or a new style of design that becomes the basis for your seasonal plans. Those offerings often make a world of difference.

Staying on trend and learning what others are doing helps keep you in the forefront of business and providing the most up-to-date designs and product knowledge. While your customers may prefer "traditional" for many occasions, they also want to know that you can create what's on trend.

You can easily market your certifications and training through a variety of channels to include social media and your website to name a couple. Simply Social reviews the numerous possibilities in this issue!

Education and certification go hand-in-hand to inform customers about where you and your business stand in terms of trends, style, and knowledge. Do not leave them questioning your abilities just because someone else has TMF behind their name, and you don't. Let them see your passion and expertise by sharing your educational experiences and your achievements. Make them proud to share your name with others! Increasing your knowledge and achieving certification may just be the best marketing decision you have made in quite some time!

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SIMPLY Social

THE IMPORTANCE OF EDUCATING YOUR AUDIENCE...About Your Education

By Ashley DeFranco | ashley@simplifiedsocialmedia.com

Professional certifications benefit your entire company. Studies show professional certifications lead to greater productivity at work because employees are better prepared to deal with day to day challenges and have a better understanding of the complexities of the business. Certifications also foster greater peace of mind within the organization. Employees learn from their training the importance of adhering to professional standards thus giving you greater confidence that your team can meet industry benchmarks while providing a higher and more consistent quality. Certifications also add prestige, validate your high-level of expertise and set you apart from your competition.

In addition, professional certifications give the consumer greater confidence in your ability. Certifications tell your customers that you and your staff are held to the industry's highest standards and you will take very good care of them. It adds to the safety and security your customers feel knowing they are in good hands. However, the caveat here is, unless you are educating your consumer about your certifications and what each means, you miss an opportunity to

create impact as well as build an additional layer of trust. As an industry, the certifications are known and are important, but what do your consumers understand about certifications? Most likely, not much. Here are three ways to educate them using social media:

1. Create posts directed toward the importance of continuing education. Why is it important? Why is it important to your customer?
2. Share with your audience how your professional certifications have directly impacted your skill level. How does the specific certification set you apart?
3. Build connection by talking about the importance of investing in continuing education both for yourself and your employees. A business who cares to invest in their employees is a business who cares about people, quality of work and being the best they can be.

Without teaching your audience, your consumer will not understand your professional certifications. This is a huge opportunity to set yourself apart by not only continuing your education but by educating your audience as well.



EXPANDING HIGH SCHOOL CERTIFICATION



By Tyler McCoy

Birdville Independent School District

The 2020 Pandemic has caused us to reevaluate the word normal. One thing that remains constant is the continued need to educate our youth to ensure the work force of tomorrow. While Covid-19 has impacted the way we do this, teachers awake ready to take on the challenge. Luckily for those of us teaching the future of the floral industry, we have a partner to ease the burden.

To learn a hands-on skill, such as floral design, can be challenging even under typical circumstances. Whether your area schools have students face to face, strictly virtual, or a mix of both, we want to maximize opportunities for students to develop their floral design skills. Our most popular option is supply kit pick-up days, where students or their families pick up their floral materials and complete the projects at home with video guidance. Guidance such as live zoom meetings to demonstrate and coach, prerecorded video providing instructions and demonstration, as well as my favorite, giving students links to

recorded video lessons that TSFA graciously made available at no cost to the district!

A great deal of focus centers around certification, making sure students are college, career, or military ready! While the knowledge-based certification was already able to be completed online, virtual testing for the hands-on component was not an option. This was a concern for many knowing that travel would not be approved. TSFA stepped up their level of commitment to embrace the needs of Texas students with the launch of the ALL NEW Virtual Hands-on Certification Testing Platform. TSFA invested countless dollars to produce this platform ensuring student success regardless of the situation.

Our district was excited to work through the trial run of this platform and were beyond pleased with the results! It allowed our students to gain their full Level 1 Certification without ever leaving campus! The system is user friendly and easy enough for students to upload their photos for grading! Without a doubt, this platform will be the sole reason that THOUSANDS of students, across the state of TEXAS, will be a Certified Level 1 Florist!

Dianna, Carole, and Amanda in the TSFA office and most importantly the TSFA Education Committee and Board of Directors...thank you for all that you do to serve our students! We could never accomplish all we do without you and your leadership! On behalf of all the teachers across the state...WE APPRECIATE YOU MORE THAN YOU WILL EVER KNOW!!

TSFA IS TEXAS PROUD OF TSFA MEMBERS BETH O'REILLY AND ACE BERRY!

THESE STARS OF TEXAS SHINED BRIGHT ON HBO MAX HIT FULL BLOOM

EXPERIENCE FULL BLOOM WITH BETH O'REILLY AIFD TMF

Photography Credit | Anne Marie Fox / HBOMAX



EPISODE 1 WATERFALL DESIGN SOLO CHALLENGE



Beth prepares her flowers and vessel to create a waterfall design for the first solo challenge. Contestants chose a Hero flower and created gravity defying designs that had a sense of water flowing and pouring out of their vessel.

Judge Maurice Harris critiques Beth's first design where Beth used Vanda orchids as her Hero flower spilling from a vessel that appeared to be floating from above.

EPISODE 1 VAN GOGH GROUP CHALLENGE

On the first team challenge, the fabulous florists were asked to recreate a famous van Gogh painting, using flowers as their paint. "Team Conner" perfected the massive 30 foot creation to win the challenge. Beth shared her acquired knowledge and skills to help the team secure victory!



"Team Conner" nervously await the judges decision on their interpretative "Vase with Red Poppies and Daisies." Four hours to complete the challenge and meeting grueling physical challenges with temperatures over 100 degrees proved to be met as they competed and won the top spot!

EPISODE 2

FLORAL ILLUSION SOLO CHALLENGE

Contestants were provided a frame to suspend a floral illusion. The arrangement had to completely float within the framework. The carefully placed color enhanced driftwood became the backbone of Beth's design.



Beth shows off her meticulous mechanics and technical skills and blows the judges away with a jaw dropping floral illusion based on the Four Elements of Nature: Earth, Air, Fire and Water.

EPISODE 3

\$50 SOLO CHALLENGE

EPISODE 2

WINDOW GROUP CHALLENGE



On the second Team challenge Beth finds herself leading a team of three to create a window display promoting the new line of active wear by designer Melody Ehsani.



Beth awaits the judges critique after the third solo challenge where florists select up to \$50 worth of supermarket flowers and are tasked to transfer and reconstruct the basic bouquet into something extraordinary. Beth is uncertain as to just what the judges will think of her conceptually different and risky bouquet.

EPISODE 3

BELL TOWER GROUP CHALLENGE

Having placed in the top, Beth again finds herself leading a team, this time to victory! The two teams were split between Heaven and Hell, each with a massive themed installation on the huge Bell Tower. Beth incorporated gargoyles, a black chariot and flames into her unique and winning design!

EPISODE 4

DUTCH MASTERS SOLO CHALLENGE



In this solo challenge, where designers were to create a Baroque inspired design, using only environmentally sustainable techniques, Beth creates a luscious rendition using the Hogarth curve as inspiration.



EPISODE 4

CAKE GROUP CHALLENGE



Team Ace is tasked to create a celebratory giant cake topiary with flowers as the icing and decor. Beth is busy working on elements that will go on the cake to complete Ace's vision.

Beth and Ace have a moment to discuss the plan as Ace maps out his vision for the massive and colorful design.



EPISODE 5

BICYCLE SOLO CHALLENGE

On the 5th solo challenge, designers were to gift a floral adorned bike to another designer. The design was to reflect the unique character of the recipient. Beth's bike made quite a statement, although the judges were not convinced that she had captured her teammate's personality. Beth stood by her design and was proud of her creation.

EPISODE 5

CAR GROUP CHALLENGE



Beth and Justin found themselves the underdogs in the 5th team challenge. Their concept of flowering this classic Thunderbird, however put them in the lead as the winning team!!



The dreamy blue color palette went perfect with their story of the classic 50's car spinning out with with floral tire tracks and a beautifully adorned hood.

EPISODE 6

CHANDELIER SOLO CHALLENGE

The solo Chandelier challenge took Beth to another risk taking move as she created a multi-level design during one of the hottest days on the set. She found herself in a time crunch to finish with just moments on the clock.



Judge Elizabeth Cronin offers her evaluation. While Beth did not place at the top of this challenge, the judges were excited to see the risk and lofty design concept that Beth undertook within a two hour timeframe.



EPISODE 6

TREE GROUP CHALLENGE

The 6th Team Challenge, a fantasy inspired tree, Beth follows team leader Adam to create his vision of an avant garde tree.

EPISODE 7

FLOAT GROUP CHALLENGE



EPISODE 7

TABLE SCAPE SOLO CHALLENGE

Beth wows the judges with her final solo challenge, a medieval table scape. Her choice of flowers and design makes for an inviting feast for the eyes.



The last team challenge before the finals, Beth again finds herself leading a team with Ace as her teammate. The risky position of being a team leader is one that none of the contestants take lightly and Beth knows that if her team does not win, she is at risk of elimination.

In the end, Team Beth is not the victor of the Float Challenge. She graciously steps aside and Ace moves forward to compete with Conner in the finale. TSFA congratulates Beth O'Reilly AIFD TMF on this amazing accomplishment and looks now to what's next for this former Texas Designer of the Year.

Full Bloom was life changing for me. The experience prompted me to review a business idea that I had long abandoned. The fact is, I cannot live without flowers. Flowers are my medium of choice. Me without flowers is like an artist without a paintbrush, a musician without an instrument, a song without a melody. Since the show, I have launched a new company. "Flower the Moment with Beth O'Reilly" offers education and consulting services to include everything floral from hands on classes and workshops, (both in person and virtual, both private or for a group), how to best source flowers, private consulting, professional freelance design, lecture demonstrations as well as lifestyle products for florists and floral enthusiasts. I invite you to visit my new website at bethoreilly.net Looking forward, The San Diego Museum of Art has commissioned my largest floral installation to date as the Rotunda Designer for Art Alive in June, 2021.

— Beth O'Reilly AIFD TMF



TSFA wishes Beth O'Reilly AIFD TMF the absolute best!

To watch Full Bloom go to [HBOMax.com](https://www.hbomax.com) for a free one week trial or subscribe to the streaming service for \$14.99 a month. If you love flowers, you do not want to miss this show!!!

EXPERIENCE FULL BLOOM WITH ACE BERRY AIFD TMF

Photography Credit | Anne Marie Fox / HBOMAX

EPISODE 1

WATERFALL DESIGN SOLO CHALLENGE



I selected Umbrella fern for added depth and texture and expand the flow of the arrangement. I thought it also balanced the color bringing the strength of the mossy green vertical to the base of the design.



EPISODE 2

FLORAL ILLUSION SOLO CHALLENGE



The floral illusion was designed to appear as if it were floating. The featured flower was the orchid. I felt really strong and confident about this challenge. Selecting a monochromatic color palette and mossed spheres for textural interest added strength to the design.



EPISODE 1

VAN GOGH GROUP CHALLENGE

This challenge was huge! We needed to get started off on the right foot and that meant limiting the movement of the man lift in order to save time! Doing this is what gave us a slight edge to spend more time on the details and we all know that it's all about the details!



The subject of this challenge was to illustrate how creativity adds value. The basis centered around a consumer's mass market purchase. I started with 2 vessels. With 15 minutes remaining, I changed everything to one design. With limited time I made a quick decision. The ability to do so in competition can oftentimes make all the difference.

EPISODE 3

BELL TOWER GROUP CHALLENGE



I was picked by "Team Beth" and immediately went into production mode! We needed a person that was fast and could produce numerous arrangements in minimal time! That person was me!

EPISODE 2

WINDOW GROUP CHALLENGE

Beth did a really good job coming up with the concept in minutes and delegating what was needed. Window designs oftentimes take weeks of planning and extraordinary consideration. We had a few hours. This group challenge was quite the test!

EPISODE 3

\$50 SOLO CHALLENGE



EPISODE 4

DUTCH MASTERS SOLO CHALLENGE



I actually won this challenge with a Baroque styled design!! I felt so free!!

EPISODE 4

CAKE GROUP CHALLENGE

Going into this challenge I felt really good. I had a strong team! I had a great color palette! I knew what needed to be accomplished to win! We missed the mark of scale and proportion and lost to Kristin. I knew that I had to take the hit and keep looking forward! You simply cannot look back! Learn from the past and then look to what's next!



EPISODE 5

BICYCLE SOLO CHALLENGE



I actually drew Kristin's name on this solo challenge... and with this I approached color in a different way! I received third place on this challenge but I must say that this is one where I felt I did my best!

EPISODE 5

CAR GROUP CHALLENGE



I was on "Team Adam." We drew the Model A Truck and decided to take a page out of history and create a reflection of Prohibition! I shared the story about using a flower shop and floral delivery vehicle as a coverup during this time in history. The truck was staged as if going through the cornfields. This was really fun to design!





EPISODE 6

CHANDELIER SOLO CHALLENGE

This was the chandelier challenge. I had never designed a chandelier so this was quite fun! I chose pretty in color and florals. Roses and Hydrangea in various tones. For added shine I added mirrors to reflect the surroundings.

EPISODE 6

TREE GROUP CHALLENGE



I was excited to stand with all on "Team Justin" to create a fantasy tree! You cannot play it safe creatively! You have to put yourself out there! You can see that the tree was designed with a lot of care. We built it around crystals and palms with really good concepts! I felt that Justin did a great job leading the team!

EPISODE 7

TABLE SCAPE SOLO CHALLENGE

Yay, the final four, wow! Talk about making your heart race! I drew the "Wonderland Tea Party Theme" and had a great time designing the table! It brought me back to a time of my daughter and me watching this movie a lot!! I let those memories lead me to creating something more for children of all ages. I had a really good time with this, playing on colors and textures!



EPISODE 7

FLOAT GROUP CHALLENGE

Beth selected me to team with her on this challenge. To be on "Team Beth" was awesome in that honestly, it was actually the best team for the floating challenge! Beth's sense of design and knowledge of mechanics were the A game! We worked hard, we did it together. Figuring out just how to move the float into the water without it falling over was another obstacle. We knew that to accomplish this would all relate to strong mechanics. We brought our best!



EPISODE 8

BOXED FLOWERS SOLO CHALLENGE

We were tasked with making a bouquet for The Bouqs Co. We had to select flowers that were long lasting because the bouquet would be out of water while shipped. More hearty flowers were best. Fragile Flowers should be limited and this concerned me because of the placement of my delphinium. With second place, I found my way to the finale!



Conner Nesbitt and Ace Berry await the news!

EPISODE 8

FINALE GROUP CHALLENGE

Being in the Finale felt awesome! The story to be told was about how flowers actually heal and oftentimes fill a void. The space to be flowered was 38 foot long by 14 feet wide by 9 foot tall! Now, that's an arrangement! I felt strong going into the challenge designing from a pure and wonderfully joyous place. The heart of the story was visually featured as part of the journey. Ice encased the beauty. In the end, Conner Nesbitt won. I am so happy for him and thrilled to have shared this experience.

COMPETITIONS PROVIDE YET ANOTHER APPROACH TO EDUCATION

TEXAS DESIGNER OF THE YEAR COMPETITION

Ace Berry AIFD TMF went all the way to the Finale on HBO Max's Hit show Full Bloom! When asked how the Texas Designer of the Year Competition helped to prepare him for the 15 solo and group challenges that led to the finale he responded:

The one thing that I learned from Texas Designer of the Year, as well as competitions before and after that I have entered, is that you're going to have good days and bad days. You can't let

a bad day get you down! You have to learn to shrug off the bad and celebrate the good! If the results do not turn out the way you hoped, just keep moving forward! Going into Full Bloom, I was very confident in my skill set because I had taken time for my education. Studying with different designers over the years and attending TSFA Conventions, Expos and Showcases brought out the best in me. The education that TSFA provided me over the years truly made all the difference.

WHAT'S NEXT FOR ACE?

Full Bloom gave me a platform to inspire. My immediate future brings a floral retreat to Texas with colleague Patience Pickner AIFD and "Inspired Designs." I just know that my future is bright! I have long understood the importance of education. To be able to share my experiences will hopefully help others to see flowers as an art form and find their place in this industry as I have found mine! I invite you to follow me on Instagram! – Ace Berry AIFD TMF

TSFA has no doubt that a bright future awaits the 2019 Texas Designer of the Year!

Congratulations Ace!!

TEXAS FLORAL ENDOWMENT CONTRIBUTES TO ADVANCE EDUCATION

For decades, the Texas Floral Endowment has advanced floral design education. Numerous scholarships are provided each year to enhance both beginning and advanced education. Floral designers are encouraged to apply and make the most of these opportunities! You never know where it may lead!! Take a look!

TSFA has honestly helped me to anticipate things clearly in my business each day. It all started with a scholarship from the Texas Floral Endowment when I first entered the floral industry. Those, already in the floral industry, helped me achieve my Texas Master Florist (TMF) certification. With the education that the Texas Certified Florist Program provided, well, it made me a better business person. How to handle

customers, to know how to merchandise product, that was part of the curriculum when I was taking the courses, so the program really set me up for success in the floral industry. I remember when I went to my very first Texas State Florists' Association Convention, it was in League City. I remember thinking to myself, one of these days I'm going to do a stage program and I'm going to teach people how to design flowers. TSFA, you know, gave me that opportunity. They gave me my first chance to be on stage to present a program. I owe a lot of who I am as a designer to Texas State Florists' Association for giving me these many opportunities and welcoming me with open arms. I owe them everything.

– Ace Berry AIFD TMF

...AND STILL TODAY, WE ARE REMINDED THAT TSFA CONTINUES TO MAKE A DIFFERENCE!

Dear Texas State Florists Association!

I am beyond thankful for the 2020 Sheri Montgomery White AAF TMFA Memorial scholarship I have been awarded! 2020 was a challenging year for everyone, and I'm not an exception. When the pandemic started and I was quarantining I thought, what can I do to make sure I keep developing my skills? The Texas Master Florist program looked like a great opportunity to move forward from this pivotal point. However my business is built around the events industry - and there were no events for months. Having five kids in the family I could not think about taking away a penny from them, even though it would be an investment in my career. That is why I applied for this scholarship, hoping it would help me to grow professionally without challenging my family with additional expenses. Thank you very much for this honor. I'm looking forward to growing with TSFA and I will keep working hard on popularizing floristry in my city.

Many smiles, Iuliia Prokhorova

MULTI FIRST PLACE COMPETITION WINNER

DONNA SENTER AIFD SHARES JUST HOW COMPETITIONS HAVE ADDED TO HER EDUCATION!



2020 Frankie Shelton Cup First Place Winner Donna Senter AIFD creates a bouquet of majestic sunflowers.

TSFA member Donna Senter AIFD recently took First Place in the Frankie Shelton Cup Competition. The South Central Chapter of AIFD hosted the competition in recognition of Ms. Shelton and to endow the Frankie Shelton AIFD Fund. We had the pleasure to interview Donna Senter AIFD to discuss her point of view on just how competitive participation can enhance one's education!



Photography Credit | Black Creek Pictures

Frankie Shelton AIFD congratulates 2020 Frankie Shelton Cup Competition First Place Winner Donna Senter AIFD.

What was the first competition you entered and won?

My floral design career began in the late 80's in Southern California, it was a hotbed of amazing designers and great competitions. The first time that I placed first was the 1990 Southern California FTD Designer of the Year.

Please name the competitions that brought you first place.

I moved to Houston in 1993 and continued to compete. I won the Houston Cup, I think in 2006, and the following year placed First in the Texas Cup. In 2016, I won first place in the Allied Florists of Houston Designer of the Year Competition. This past November, I placed First and took the honor of Peoples Choice at the Frankie Shelton Cup.

There are those that seem to have a love of competition. What is within you that causes you to participate?

I love competing, since it allows me to push my design style forward and see flowers in a different perspective. The thrill of the surprise package gets my adrenaline pumping.

What do you most learn from the process?

Every designer sees a completely different design. Viewing the finished designs and seeing a different spin on their arrangements is a great way to teach myself "the what ifs"... just how I could have done "this or that" differently.

Is it all about the win or is the award much more than a trophy?

Competing is not about the awards but rather challenging myself to break barriers and to help overcome fear and anxieties.

How has your success in competitions helped in your business?

Competitions have helped me in my day-to-day business by having to creatively think quickly and to conceptualize on the fly.

What role do you feel competition plays in the overall education offered in the industry?

Designers that compete in floral competitions tend to educate themselves to learn the current trends and terminology used in floral design.

So many feel vulnerable and are hesitant to enter. How might you encourage others to enter and learn from this process?

I have always suffered from anxiety, but I refuse to let it keep me from living my life goals. Nothing ventured is nothing gained. It can be a scary feeling at first, but once you begin, you get in the "zone".

How do you prepare for a competition?

To prepare for a competition, I usually start with viewing designs in magazines and social media, paying attention to various applications of techniques. I try to make a list of 'what ifs.' What if I was given this flower to feature? What if this container was in the surprise package? I also take time to view the scoring sheets that will be used by judges and analyze the principles and elements that will be evaluated.

What do you learn each time you compete?

Making sure that each of my designs feature those P and E's...Principles and Elements. It is important to not add every technique you have learned in the same design. The more you add, the more can go wrong. Keep it clean. Illustrate your idea quickly. Mechanics are crucial. Most competitions are won or lost by a few points. So, make sure your mechanics are covered. It is always a great idea to finish a couple of minutes ahead of time, so that you can double check for errors.

THINKING ABOUT COMPETING?

By Ken Senter AIFD

Most floral design competitions are evaluated or judged using the Principle and Elements of Floral Design. Try and review these a few days prior to competing. It is also important to review a judge's score sheet to see what a judge will be looking for. The more you add to a design, the more you present to the judge to score. Mechanics, Mechanics Mechanics!!! You should always try and stop designing a couple of minutes ahead and really look at your mechanics. Competitions are often won or loss within a point or two.

If you are competing in one of the new photo competitions, it is a great idea to take the photo and email it to yourself. Then open the email and view your design as a judge would. It is amazing the different perspectives from the camera to the eye. If you tweak your design, make sure and resend the photo to yourself. Keep doing this process until you are ready to send your final photo.

The Texas Designer of the Year Competition will be staged during the Texas Floral Expo! Plan now to educate to enter!

THE FINAL JIM JOHNSON CUP PROMISES TO FEATURE THE *Best in Design*

The 5th Annual and Final Jim Johnson Cup will be held March 2, 2021 at 6:00 p.m. at Founding Bronze Level Texas Floral Education Underwriter Pikes Peak of Texas in Houston. The event will pay tribute and honor the life of Jim Johnson AIFD TMF. Mr J's children are planning to attend. The amazing list of competitors features designers from six states. The evening will be complete with friends of Jim, each sharing a few words of how he encouraged and truly brightened their lives. This is an event not to be missed!

This competition was started to honor Jim Johnson AIFD and in some small way, pay him back, for all he has given to so many. I had always hoped that along the way, we could grow the Jim Johnson AIFD Fund into an endowed fund with the AIFD Foundation. This competition grew into a prestigious national event with designers from across the United States flying in to compete. I hope that you will join us for the Final Competition.

— Ken Senter AIFD

JIM JOHNSON CUP

March 2, 2021 • 6:00 p.m.
Pikes Peak of Texas
4340 Directors Row
Houston, Texas

Tickets will go on Sale after the First of the Year
\$20 includes Dinner
Contact Pikes Peak of Texas
to Reserve your Place
713.686.4500.

FORMER WINNERS

2016 Alan Masters AIFD
2017 Samantha Bates AIFD
2018 Nicola Parker AIFD TMF
2019 Samantha Bates AIFD

AIFD FOUNDATION

PROVIDES A VARIETY OF EDUCATIONAL OPPORTUNITIES



The winning entry was created with 7 floral selections to include:
Rosa hybrid 'Carpediem', in various stages of opening.
Achillea millefolium 'Terra Cotta' (cottage yarrow)
Amaranthus caudatus
Heteromeles arbutifolia fruit (California holly)
Punica granatum fruit (pomegranate)
Magnolia grandiflora 'Little Gem'
Muehlenbeckia axillaris (wire vine)

By Rene' van Rems AIFD

Rene' van Rems placed First in the recent AIFD Foundation Design Contest titled "Just Make It Pretty." Viewpoints arose from this competition leading the AIFD Foundation to launch the new Virtual Learning platform titled Perspectives. This is yet another example of how competitions lead the way to further education.

Let's take a look at what Rene' has to share. This reversed proportion design is executed in a liner filled with Oasis Midnight floral foam. The faux stone urn is not water resistant. The use of the liner prevents the water from seeping through the container onto a surface. To accomplish this style of design, it is most important that the foam is 5" above the upper edge of the container.

Less, truly is more and Matt Wood AIFD highlighted this concept in many of his designs. This method of a visually quieter design is 'easy to live with' and creatively fits in many interiors, both residential and commercial.

To begin the design, insert the stems closest to the edge of the container almost vertically and build from there. Using chenille stems on the cut end, insert the stems into the wet foam. The chenille stem application prevents heavy items from falling out of the foam.

Using various stages of flower aperture of the roses emphasizes the organic importance, something that too was Matt's signature style. The wire vine was added as the last linear element to create a circular canopy above the rather solid mass in the center.

For a variety of educational opportunities visit aifdfoundation.org



"The importance of education has long been an emphasis of mine. I trained in the the classic principles and elements and thus these are always the main topic. With the current spontaneous and informal 'non-florist' look being the trend, make sure to still focus on focal point and proportion."

Photography Credit | Pat Boemer | Lionshead Studios

TSFA Calendar of Events

Photography Credit | Anne Marie Fox / HBOMAX



JANUARY

- 1 New Year's Day
- 18 Martin Luther King Jr. Day
- 23 - 24
TSFA School of Floral Design
413 S. West Dr., Leander, TX 78641
Registration Deadline Jan. 8, 2021
Register at TSFA.org/
Floral Education
Class limited to 6 students
to observe social distancing
guidelines.

FEBRUARY

- 14 Valentine's Day
- 22 TSFA Legislative Day
Texas State Capitol
Ground Floor Rotunda
- 23 Texas Floral Endowment
Annual Meeting
TSFA Headquarters
- 27 Level 1 & Level 2 High School Testing
Skyline High School Cafeteria
Dallas, Texas

MARCH

- 14 Daylight Savings Time Begins
- 17 St. Patrick's Day
- 23 Level 1 & Level 2 High School Testing
Region 17 Education Service Center
Lubbock, Texas
- 27 Level 1 & Level 2 High School Testing
V.R. Eaton High School
Haslet, Texas
- 28 Palm Sunday

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SAN ANTONIO



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To view the complete line, visit the Accent Decor
showroom at one of the three market locations
noted below or view online at www.accentdecor.com.

January 6-12, 2021
Dallas // Dallas Market Center WTC-190
January 12-19, 2021
Atlanta // Americasmart Building 1, 18-E18
January 24-28, 2021
Vegas // Las Vegas World Market C-124

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- 27 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
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School of FLORAL DESIGN

Let your creativity flower in a series of hands-on classes

Principles of Floral Design

Learn the principles of design and the best mechanics, such as proper balance, proportion and depth, to create beauty, stability and lasting quality.

Wedding Design

Create fundamental wedding designs with the most efficient mechanics for personal flowers to include the study of bridal and attendant bouquets, boutonnieres, corsages and hairpieces. Study a variety of design placements for the ceremony and reception.

Sympathy Design

This study expands the possibilities of today's most appropriate arrangements. Review placements to best express personalized family tributes. Cremation tributes, funeral sprays, wreaths, baskets, creative plantings and arrangements in a variety of styles, open opportunities for those sending flowers and plants in remembrance.

Floral Management

Topics covered will include an introduction to the financial, bookkeeping and personnel needs unique to the retail florist. Other topics will include how to price, sell, market and deliver your products.

Care & Handling of Cut Flowers, Foliage & Flowering Plants

Study the different processes that effect flower quality and longevity as well as techniques on how to help product last for several days in the hands of the consumer.



  @txflorist

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