

AUGUST 2024

TEXAS

in Bloom



 *Texas State Florists'* ASSOCIATION

Celebrating 110 Years

ALL for the LOVE of FLOWERS

TSFA PRESIDENT SUSAN PILAND AIFD CFD TMF CELEBRATES TSFA WITH THESE INSPIRED WORDS

MY FOREVER THANKFUL BOUQUET FOR TSFA

A recipe for arranging an amazing association!

The VESSEL supports the arrangement.
Michelle, Carole and TSFA staff provide consistent support.

The MECHANICS hold the arrangement together.
TSFA Board of Directors provides stability and solutions.

LINE FLOWERS provide a structure to follow.
Past Presidents established a profound legacy of values.

FOCAL EMPHASIS
*Our emphasized focus is education with
TSFA Education Committee oversight.*

MASS FLOWERS support the focal.
TSFA committees support the overall program of work.

FILLER FLOWERS round out our bouquet.
TSFA volunteers contribute to complete each goal.

FOLIAGE completes the design.
The Texas Floral Education Underwriters complete TSFA.

COMPLETED DELIVERY
The recipient is the TSFA member. Each bloom is for you!

As you can see, it takes everyone of you to complete this composition!
Thank you for making Texas State Florists' Association what it is
today, and always remember, it's

ALL for the LOVE of FLOWERS

First Vice President Ed Fimbel CFD TMFA presents TSFA President Susan Piland AIFD CFD TMF with flowers and the TSFA Presidential Plaque, a crystal star, naming her a "Star of Texas" and expresses appreciation with gifts from those who have served with her during her year in office.

Photography Credit | Shy Laurel Photography



Texas in Bloom

AUGUST 2024 | VOLUME L | NUMBER 7

FROM THE *President*



TSFA President
Susan Piland
AIFD CFD TMF

Hello TSFA Family,

What an exciting time we had at the Texas Floral Forum, *All for the Love of Flowers!* San Antonio brings back a flood of memories for me. My first TSFA convention was held here, the year I graduated from high school, so long ago. Who could have imagined back then that I would one day be president of the most amazing florist association ever?

Serving as your president this past year has been an incredible honor. I had the privilege of working with two amazing executive directors, Dianna Nordman AAF and Michelle Karns CAE. Thank you, Dianna, for the many years of devotion you gave to TSFA. Your love for this association has been evident by the way TSFA is respected and looked

up to by all in the industry, and most importantly, by all the lives you have touched. Enjoy a well-deserved retirement. We can already see in the short time that Michelle has been with us that she embodies the spirit of TSFA. Michelle's marketing skills and her impressive expertise have already recognized incredible achievements. We look forward to our association's future as we soar to new heights under her leadership. I look forward to my position as Immediate Past President and serving as an Education Committee Co-chair and Instructor.

I am excited about the future of TSFA, under the guidance of our incoming President and my dear friend, Ed Fimbel CFD TMFA. I have no doubt that his leadership will contribute to TSFA's continued success. I encourage each of you to remain involved and supportive so, together, we continue to thrive.

This year will always hold a special place in my heart, filled with fond memories and new friendships. One of the most valuable lessons I learned was that it takes every one of us to make TSFA strong. As it says in Matthew 6:28-29, "And why do you worry about clothes? See how the lilies of the field grow. They do not labor or spin. Yet I tell you that not even Solomon in all his splendor was dressed like one of these." Any concern, doubt or worry I may have felt during my tenure was always held up in prayer by one of my floral family members. Our GOD is mighty! I thank all of you for your support of me and of TSFA...and always remember...

It's all for the LOVE of flowers,
Susan

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TSFA PRESIDENT SUSAN PILAND CONDUCTS THE 2024 TSFA ANNUAL MEETING



TSFA President acknowledges the retiring TSFA Board Members

TSFA Retail Director
Jimmy Burrage CFD TMF

TSFA Immediate Past President
Cheryl Vaughan CFD TMFA

Not pictured is TSFA Grower Director
Pat Berry



Photography Credit | Shy Laurel Photography

THANK YOU ANNUAL MEETING DECOR CHAIR JIMMY BURRAGE CFD TMF



TSFA President Susan Piland AIFD CFD TMF conducted the business of TSFA with grace and well organized leadership. The talented Jimmy Burrage CFD TMF was recognized for the floral decor that enhanced the tables where TSFA members and freinds began their day. Introductions were made and reports shared. Treasurer John Priest addressed the financial well being of the association. TSFA members, seeking office, shared a few words. Retiring board members were recognized. Election Chairs opened the election. The celebration of 110 Years of TSFA officially began!

Photography Credit | Shy Laurel Photography

CHRIS NORWOOD AAF AIFD PFCI

Sympathy Tributes



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

Co-Chairs
Chris Collum-Williams AIFD 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

TSFA 2024 ACHIEVEMENT AWARD

NORMAN NORTHEN TMFA

Photography Credit | Shy Laurel Photography



TSFA President Susan Piland AIFD CFD TMF presents the 2024 Achievement Award to TSFA Past President Norman Northen TMFA

Written by TSFA President Susan Piland AIFD CFD TMF

At the recent Texas Floral Forum, held in San Antonio, I had the honor of presenting the 2024 TSFA Achievement Award. The recipient, Norman Northen TMFA, has been a devoted TSFA member with a floral industry journey that is a true testament to passion and perseverance, accompanied with the support of a loving family.

After graduating from college, Norman pursued his love of floral design, establishing a business in Belton, Texas, with the encouragement and support of his grandmother. She purchased and renovated a historical house, transforming it into a stunning venue for intimate events, such as bridal and baby showers, luncheons and receptions. Norman's talents extended far beyond floral design, as he also excelled in catering, often enlisting the help of family to bring these events to life.

Norman's career flourished as he worked at various florists in the area and owned his shop, the Bluebonnet Patch, for eight years. He eventually became the design team lead at Precious Memories Florist and Gifts in Temple, Texas, from 1995 until

In Appreciation

What a dream this journey has been for me. With 50 years in the floral industry, I often ask myself, where did the time go. I cannot begin to express my appreciation to Texas State Florists' Association for awarding me the Lifetime Achievement Award. It was TSFA that offered the opportunities for me to spread my wings on this floral journey. My floral family, past and present, have been my role models. They spent the time and offered little snippets for me to make my own. Sharing what I have learned about design and business is what I love most. It is my hope to keep doing so. Thank you TSFA for the countless opportunities over the years, as a competitor, stage designer, Texas Designer of the Year, Retail Director, Vice President, President, Event Chair, and Committee Member. Thank you for honoring my achievements and allowing a little kid from Belton to be more than he ever hoped he could be. Many thanks to my floral family for making a difference in my life.

*Until we meet again,
Norman Northen TMFA*

his recent retirement. Norman's creativity and leadership has left an incredible mark on the industry.

An award-winning designer, Norman's journey to distinction began in the 1990s when he competed in TSFA's Texas Cup, now known as the Texas Designer of the Year Competition. Reflecting on his experiences, Norman shared in the April issue of *TEXAS in Bloom* magazine:

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

Even in retirement, Norman's passion for floristry remains undiminished. Instead of a quaint farewell retirement party,



Photography Credit | Shy Laurel Photography

Norman celebrates the occasion with Becky, his adoring wife of 38 years.



From left to right Norman Northen and his wife Becky. Joining Norman and Becky are Norman's sisters Royda Northen Frazier and Robin Northen McAfee.

Quote from Norman's family

"Norman is still an awesome big brother. We continue to admire his floral talent and gift of love. He also has an incredible ability of making us laugh to tears! His parents have always encouraged him and beamed with pride. They were not able to attend the luncheon but send their love and congratulations."

he celebrated with a grand design show, titled "Fifty Fabulous Years of Floristry." His talents were further showcased at Bronze Level Texas Floral Education Underwriter Hill's Wholesale Florist in Longview, where he was a guest designer for the Spotlight program. The event, attended by a record-breaking number of local florists, was a testament to Norman's enduring influence and generosity in sharing his expertise.

Even in the midst of tragedy, Norman thought of others by donating his extensive floral library to Belton High School in memory of his grandson, Jack Ryder Claycomb, providing valuable resources to aspiring floral students. Simply donating was not enough and, as you might expect, Norman educated through design and celebrated with flowers during an incredible

floral presentation at the library.

Norman also takes pride in getting "ME" back and involved in TSFA. He offered to stay on as Past President Liaison during my presidency. Saying, "Well Susan, I kind of got you back into this, so I better help you out." Norman, I'm so thankful!

Through all these endeavors, Norman always ties in his love for Texas State Florists' Association.

Congratulations, Norman!

LYNN LARY MCLEAN AAF AIFD PFCI TMF IS INDUCTED INTO THE TEXAS STATE FLORISTS' ASSOCIATION HALL OF FAME

Ponder this question if you will. How do you tell the events coordinator, Lynn Lary McLean, we need to make a change in the Saturday luncheon design program without her getting suspicious? Well...you don't! You just do it and ask for forgiveness later!

Written and presented by TSFA President Susan Piland AIFD CFD TMF

The Texas State Florists' Association is thrilled to announce the 2024 inductee into the TSFA Hall of Fame. This prestigious honor is reserved for individuals or businesses who have demonstrated extraordinary contributions to the floral industry and this year's recipient is a shining example.

Esteemed, classy, creative, mentor, sophisticated, educator, polished, innovator, leader, elegant, generous, fun, dedicated and grace. There is only one name that truly embodies all of these qualities – Lynn Lary McLean AAF AIFD PFCI TMF

Lynn's journey into the world of floristry began at a young age when her mother opened a flower shop during Lynn's fourth grade year. This early exposure to the beauty and artistry of flowers sparked a lifelong passion. Lynn and Mark met at Texas A&M University. Following his graduation, they married and moved to California where he served as an officer in the Marine Corps. They will celebrate 50 years of marriage later this year!

While in California, Lynn graduated from the University of San Diego. Following graduation and Mark completing his military service, they returned to Texas for Mark to attend law school with Lynn fully committing herself to the family business, Lary's Florist, and eventually taking ownership. Encouraged by her mother, Lynn attended her first TSFA Convention to pursue her Texas Master Florist certification.

Lynn's career is a testament to her dedication and expertise. She has designed and commentated floral programs across the United States, Canada and Europe. Her work has adorned

Lynn's achievements are extensive and impressive:

- Attended first TSFA Convention for TMF classes in 1980.
- Allied Florists of Houston President.
- Received Texas Master Florist in 1982.
- Inducted into AIFD in 1983.
- TSFA Convention Chair at Astro Hall in Houston in 1986.
- Buddy Benz Distinguished Service Award in 1986.
- Teleflora Education Specialist.
- TSFA President in 1990 and 1991.
- TSFA Achievement Award Recipient in 1992.
- AIFD President in 1995-1996.
- Judged the Tournament of Roses Parade in 1996.
- Award of Distinguished Service to AIFD in 2001.
- AIFD Laureate.
- Recipient of the Tommy Bright Award in 2011.
- Honored by TSFA & Rio Roses naming Lynn Rose in 2017.
- Recipient of the BloomNet Perennial Award in 2018.
- FSFA International Lifetime Achievement Award in 2022.

Photography Credit | Shy Laurel Photography



TSFA President Susan Piland AIFD TMF presents the 2024 TSFA Hall of Fame Award to Lynn Lary McLean AAF AIFD PFCI TMF while TSFA Immediate Past President Cheryl Vaughan CFD TMFA looks on.



prestigious venues, including the White House at Christmas and six Presidential Inaugurations with the first being for Ronald Reagan and the last for George W. Bush. Her designs have been featured in numerous floral magazines and wire service design books. Lynn has also promoted the floral industry on television and radio, sharing her passion and knowledge with a broader audience. As the editor of *TEXAS in Bloom*, her love for this industry is poured out on every page.

Lynn has also been a significant contributor to many TSFA Hall of Fame awards, including the Allied Florists of Houston, TSFA Past Presidents, TSFA Education Committee and the Texas Floral Endowment. As a founding member of the Texas Floral Endowment over 33 years ago and the CEO of the AIFD Foundation since 2017, Lynn's impact on the floral industry through these charitable organizations is profound. Her generosity and dedication have touched and changed so many lives. It is only fitting she is awarded her own place in the TSFA Hall of Fame.

Her daughters, Georgeanne and Shauna, share their heartfelt memories: "We have so many memories from a childhood surrounded by flowers and serving our community through Lary's Florist. While we may have been in violation of child

labor laws as we helped scrub buckets, process flowers, set up weddings, run deliveries, answer phones, make trimmings for homecoming mums, and sweep the design floor, a childhood spent watching our mother make a difference in the lives of so many people was a well-spent childhood. Whether it was making a bride's dream come true or providing comfort to a grieving family, Mom was always focused on making the most meaningful moments in people's lives as close to perfection as she possibly could. From watching her lead at the local, state and national level in her industry, we learned the value of leadership, collaboration and giving of self. From watching her lead at the flower shop, we learned lessons of hard work, customer service, the value of relationships and the importance of giving to the community. She has always been the Lifetime Achievement Award • Hall of Fame • VIP award winner for our family, and we are so proud of all she has accomplished."

It is with great respect and admiration that we present the 2024 TSFA Hall of Fame Award to Lynn Lary McLean AAF AIFD PFCI TMF. Lynn, your contributions to the floral industry are immeasurable and this recognition is a testament to your enduring legacy. Congratulations, Lynn!

From left to right
Grandson Caden McLean Warnock,
Husband Mark McLean with Lynn,
daughter Georgeanne McLean Warnock
and son-in-law, Matt Warnock.

Below:
Lynn at a moment...

TSFA First Vice President Ed Fimbel
CFD TMFA congratulating Lynn.

TSFA Immediate Past President Cheryl
Vaughan CFD TMFA greeting Lynn.

TSFA President Susan Piland AIFD
CFD TMF embracing Lynn.



In Appreciation

TSFA has long been and will forever be dear to me. There must be at least a thousand cherished memories held within my heart. So many of the career opportunities, provided me, were from TSFA beginnings. I will forever be grateful to lifelong friends that I have known for decades as well as those I have recently met, in that each brings moments to cherish. Thank you for being a part of my life and for this recognition. I am today and will always be here for you. Wishing you all the best in all that you do.

Lynn



TOM WOLFE, JR. RECEIVES THE 2023 JIM ORR VOLUNTEER SPIRIT AWARD

Written and presented by
Ed Fimbel CFD TMFA

The recipient of this award has been in the floral industry their entire life.

A member of a family who was instrumental in founding the Texas State Florists' Association in 1914.

This person was elected wholesale director in 2021 and appointed treasurer after assuming the office.

This person has served as chairman of the search committee for an executive director and continued as transition coordinator for the new director.

This person has served on several standing committees, most recently volunteering on the education committee at several large on-site high school certification tests.

It's my honor to present the 2024 Jim Orr Volunteer Spirit Award to Tom Wolfe, Jr.



Photography Credit | Shy Laurel Photography

In Appreciation

I am deeply honored to have received the Jim Orr Volunteer Spirit Award from TSFA. I must say, I was very surprised that the Committee selected me given all the wonderful volunteers that work so hard to promote TSFA and the floral industry. Working with the association has been rewarding in so many ways. I feel like those who volunteer and the TSFA staff are my second family. In the beginning, I volunteered in small ways, as I was able, and my responsibilities grew over time. Serving on the TSFA Board and on a variety of Committees has been enriching. While it can be somewhat challenging at times, it is so fulfilling to contribute and to achieve goals for the greater good of the industry. It is also an opportunity to meet people you never would have known, that not only help you in business, but become life-long friends.

With sincere appreciation,
Tom J. Wolfe, Jr.

TEXAS FLORAL ENDOWMENT AWARDS \$7,100

The Texas Floral Endowment Board of Directors is pleased to announce the 2024 TFE Scholarship recipients. Totalling \$7,100, the 13 scholarships will help increase access to educational opportunities for floral industry professionals throughout the state.



“This year’s recipients demonstrate an admirable desire to increase their floral knowledge and skill,” said TFE President Gayle Johnson TMFA. “They have bright futures within the industry and great promise to uphold the qualities exemplified by the remarkable individuals in whose honor many of these awards were established. The TFE Board of Directors extends its heartfelt appreciation to each donor whose generous contributions make these scholarships possible.”

Photography Credit | Shy Laurel Photography



From Left to Right
G. Alan Masters AIFD CFD PFCI, Keely Villa, Ashley Bishop TMF, Kailey Dixon, Rebecca Sullivan TMF, with Texas Floral Endowment Board Members and TSFA Past Presidents Susan Weatherford, Ken Freytag and Jimmy Klepac with Recipient Wenceslao Jimenez-Torres

- Tubby Adkisson Educational Scholarship in the amount of \$800 – Kailey Dixon •
- Freytag Family Educational Scholarship, in Memory of Ann Hobbs in the amount of \$1,200 – G. Alan Masters AIFD CFD PFCI •
 - Floral Teacher Educational Scholarship in Memory of Becky Burt in the amount of \$500 – Ashley Bishop TMF •
 - TSFA Past Presidents Scholarship in the amount of \$500 – Ashley Bishop TMF •
- Cross Family Educational Scholarship, in Memory of Jane and Mark Knox TMF in the amount of \$500 – Rebecca Sullivan TMF •
 - TSFA Floral Event Registration Scholarship in the amount of \$300 – Keely Villa •
- Society for the Advancement of Floral Design Career Change Scholarship in the amount of \$500 – Wenceslao Jimenez-Torres •
 - Judy Rutledge Memorial Scholarship in the amount of \$500 – Wenceslao Jimenez-Torres •

An additional \$2,300 was awarded to those not in attendance at the Texas Floral Forum.

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DALLAS

FORMER TSFA PRESIDENTS ARE NAMED STARS OF TEXAS AND PRESENTED CRYSTAL STARS, IN HONOR OF THE 110 ANNIVERSARY OF TSFA

Photography Credit | Shy Laurel Photography



Jack Cross AAF TMFA, Bruce Easley AAF AIFD CFD TMFA, Ken Freytag, Lynn Lary McLean AAF AIFD CFD PFCI TMF, Norman Northen TMFA, Cheryl Vaughan CFD TMFA, Tom Wolfe, Sr., Debbie Woltmann AIFD CFD TMFA and Jimmy Klepac

FIVE TSFA MEMBERS RECEIVE THE TEXAS MASTER FLORIST DESIGNATION

Photography Credit | Shy Laurel Photography



Tracy Denny TMF



Brandy Ferrer AIFD CFD TMF



Marisa Guerrero AIFD CFD TMF



Scott Hasty AIFD CFD TMF



Ashley Bishop TMF

Five Texas Master Florist designations are celebrated with TSFA Education Committee Co-chairs during the Texas Floral Forum.

From Left to Right
 Tracy Denny TMF,
 Brandy Ferrer AIFD CFD TMF,
 Marisa Guerrero AIFD CFD TMF,
 Ed Fimbel CFD TMFA,
 Debbie Woltmann AIFD CFD TMFA,
 Scott Hasty AIFD CFD TMF,
 Cheryl Vaughan CFD TMFA,
 Bruce Easley AAF AIFD CFD TMFA,
 and Ashley Bishop TMF



Congratulations
 Texas Master Florists 2024!

2023-2024 *Texas State Florists'* ASSOCIATION BOARD OF DIRECTORS

Photography Credit | Shy Laurel Photography



Second Vice President Marisa Guerrero AIFD CFD TMF, First Vice President Ed Fimbel CFD TMFA, President Susan Piland AIFD CFD TMF and Immediate Past President Cheryl Vaughan CFD TMFA
 Standing from left to right Retail Director Luliia Prokhorova CFD TMF, Wholesale Director John Priest, Retail Directors Jimmy Burrage CFD TMF and Yolanda Amos TMF. Not Pictured Grower Director Pat Berry.

The TSFA Board of Directors transitions on September 1st each year, in the same way as it has for 110 years, consistently providing the absolute best in leadership to benefit the membership of TSFA.

2024-2025 *Texas State Florists'* ASSOCIATION BOARD OF DIRECTORS

Photography Credit | Shy Laurel Photography



Seated from left to right, First Vice President Marisa Guerrero AIFD CFD TMF, President Ed Fimbel CFD TMFA, Immediate Past President Susan Piland AIFD CFD TMF and Second Vice President Amy Neugebauer AIFD CFD TMFA.
 Standing from left to right, Wholesale Director John Priest, Retail Directors Luliia Prokhorova CFD TMF, Yolanda Amos TMF, Brandy Ferrer AIFD CFD TMF and Grower Director Jimmy Klepac.

REGISTRATION NOW OPEN!

Fun 'N Sun 2024

Omni La Costa Resort & Spa, Carlsbad, CA
September 4 - 7, 2024



Blooming for Success

Exciting news! Join our Fun 'N Sun Grower Tour with two incredible farms! **Kendall Farms** and **Mellano & Company** welcome you to explore cutting-edge growing facilities, providing an unparalleled insider's view.

Connect with fellow flower enthusiasts, mingle with industry experts, and dive into enlightening sessions, interactive workshops, and laid-back networking opportunities at this year's highly anticipated **Fun 'N Sun Floral Convention**. No membership necessary - **everyone is welcome!**

Don't miss out! For more information visit: cafgs.org/fns2024



CAL FLOWERS™
California Association of
Flower Growers & Shippers



TSFA *Calendar of Events*

The Texas Floral Forum was All for the LOVE of Flowers, generously provided by the Texas Floral Education Underwriters!

Photography Credit | Shy Laurel Photography



AUGUST

- 2 Designing in Glass Class
- 4 National Friendship Day
- 20 Virtual Worlds Day
- 27 National Just Because Day

SEPTEMBER

- 2 Labor Day
- 8 Grandparents' Day
- 10 Suicide Prevention Day
- 11 Patriot Day
- 20-23
TMF Certification Classes

OCTOBER

- 1-2 Level 1 and Level 2 Teacher Training
- 5 New Board of Directors Members Orientation
- 6 TSFA Board of Directors Meeting
- 11-13 Fundamental Elements and Principles of Floral Design
- 14 Columbus Day | Indigenous Peoples' Day
- 17 Texas Floral Showcase in Midland
- 20 Tropical Paradise Class
- 30 Designing in Glass Class
- 31 Halloween

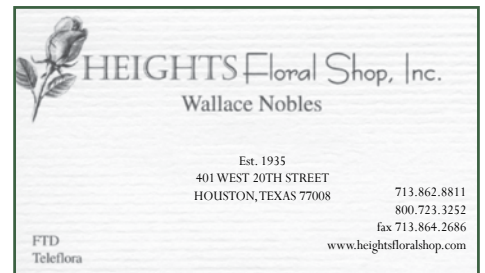
SAVE THE DATE

Holiday HAPPENINGS

with Chris Collum-Williams AIFD TMF
Hands-on Workshop • Dinner Presentation • Product Gallery
SATURDAY, NOVEMBER 2, 2024

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Chair Jimmy Burrage CFD TMF



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please visit tsfa.org for the most up-to-date list of underwriters and their links