

# TEXAS School of FLORAL DESIGN

**Providing the Best in Education** 

# Fundamental Elements and Principles of Floral Design

January 10-12, 2025

Taught by expert faculty with years of experience in the floral industry, these courses will provide you with the skills needed to increase your knowledge, hone your skills and advance your career. Members of the Texas State Florists' Association enjoy significant savings on these classes and other offerings from the TSFA School of Floral Design. Submit your registration by December 20, 2024.



You will construct several basic designs and learn the best mechanics, such as proper balance, proportion and depth, to create beauty, stability and lasting quality that looks traditional or contemporary, large or small, elaborate or simple. The constant guidelines of composition, harmony, focal point, balance, proportion, line, rhythm, texture and color govern all floral design. You will learn the difference between principles and elements of design, gain an understanding of the function of color and learn color terminology and harmony.

Wedding Design

Wedding work can quickly make or break a florist's reputation because of the cost and emotional investment it carries. Great customer satisfaction will be derived from good design, and greater profit and efficiency will come from good mechanics. Learn to construct basic wedding designs with the most efficient mechanics, including bridal and attendant bouquets, boutonnieres, corsages and hair pieces. Instructions are also included for wedding aisle markers, arches and more, and you will also review the mechanics for designing flowers to adorn the wedding cake.

Sympathy Design

Funeral flowers are more than an expression of sympathy; they are symbols of faith and respect that express courage and love to those grieving. Learn to make the arrangements that will be the most appropriate for the personalized family tribute, including sprays, baskets, casket covers and wreaths.

Floral Management

To be a successful retail florist, you must be more than an excellent designer. You must also have a thorough understanding of the business side of owning a flower shop. The combination of exceptional floral designs and a mastery of the basics business principles will lead to a successful and profitable retail flower shop. Learn the process of opening a retail flower shop, how to read a monthly financial statement, ways to determine a breakeven point, how to calculate the cost of goods sold, marketing for the retail flower shop and inventory control.

#### What's Next?

Looking to February and prom and wedding season, TSFA plans with two classes that will make quite the difference!

23 Designing with Wire

24 - 25 Flowers to Wear



TO REGISTER

Scan the QR code

or visit tsfa.org/school

TEXAS SCHOOL OF FLORAL DESIGN 413 S. WEST DRIVE LEANDER, TX 78641

# Texas in Bloom DECEMBER 2024 | VOLUME L | NUMBER 11

# FROM THE President



TSFA President Ed Fimbel CFD TMFA

Welcome to the Holiday Season of 2024!

Halloween and Thanksgiving have come and gone. Is it time to shed a few pounds after all the good food and sweets? I hope everyone enjoyed being with family and friends, eating all those holiday treats, watching those football games on television or in person and giving thanks for all the abundance you have received this past year. Christmas and New Years are next on the holiday calendar.

Now, it is time to put those finishing touches of décor in your client's homes, businesses and churches for the Christmas season. This is the most beautiful time of the year with all the bright lights, shiny ornaments and the smell of fresh evergreens floating through the air.

That reminds me, if you were not in Salado for Holiday Happenings, the second Texas Floral Showcase this fall, presented by Chris Collum-Williams AIFD CFD TMF, you missed one outstanding presentation! Chris also presented a hands-on class that was very well received. A special thanks goes to Cheryl Vaughan CFD PFCI TMFA for organizing the TSFA past presidents' Breakfast, which was attended by 12 of our Past Presidents.

That banquet style table, festooned with beautiful Christmas dinnerware (provided by Cheryl and Lynn Lary McLean AAF AIFD PFCI TMF), bright red table linens and mixed evergreen table runner laden with vases filled with a selection of roses and holiday florals was outstanding. I hope to see these 12 past presidents as well as others who were unable to attended, in June at the Texas Floral EXPO 2025 for what we hope will be an annual Past Presidents' Breakfast. Look for photos and a wrap up of the showcases in the following pages.

Speaking of EXPO 2025 ...SECRETS... here is one of the secrets I can share. Guess who will be a main stage presenter and give you a hands-on experience that you will not forget? GIVE UP??? Traveling to Texas from Burnaby, British Columbia, Canada, the extremely talented Brenna Quan AIFD! She is very excited to be coming to Texas and will present an outstanding and educational program. Look for more SECRETS that will be forthcoming in TEXAS in Bloom. Save the date for SECRETS, June 27-29, 2025, and travel to League City, Texas, for EXPO 2025. I'll see you there!

A quick reminder, on-site high school certification testing starts in January and volunteer help is always appreciated. Virtual testing, conducted by the high school floral instructors in their classroom, will be ongoing, January through May, 2025. Check out the calendar of events at tsfa.org/events to see when and where the closest on-site test is to you. Contact the office and volunteer (tsfa.org/volunteer). Thanks in advance!

I would like to say congratulations to our Executive Director Michelle Karns CAE on her first anniversary with TSFA. I look forward to many more years of your leadership. You are doing a great job learning every day about the floral industry!

As we move toward the New Year, looking to unlimited possibilities, we must remember that with these opportunities comes growth and oftentimes change. I close 2024 with this quote:

"Change is the only constant, and growth comes from embracing it.

Be open to the unknown, for that's where new opportunities lie.

Trust the process." 
Anonymous

Here's wishing you and your family a very Merry Christmas and a healthy, prosperous and Happy New Year! Remember, let's band together for TSFA!



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SYMPATHY TRIBUTES

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## THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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# TSFA SHOWCASES SYMPATHY TRIBUTES IN MIDLAND

Written by Teia Bennett AIFD CFD PFCI TMF

The Petroleum Club of Downtown Midland was abuzz with creative energy as floral legend Chris Norwood AAF AIFD PFCI, presented a stunning sympathy program. The day was nothing short of extraordinary, showcasing Norwood's unparalleled talent and distinctive design style.

#### HANDS-ON SYMPATHY DESIGN CLASS

The program began with an engaging hands-on class, allowing students to flex their creative muscles while designing sympathy designs for urn arrangements. Norwood guided the class through two unique design techniques. The first demonstrated a growing garden concept, emphasizing height and movement, while the second featured a sophisticated round arrangement, ensuring florals were admired from every angle. The interactive experience left attendees inspired and brimming with new ideas for their floral businesses.

AN EVENING OF SPECTACULAR DESIGNS As the sun set, attendees gathered for dinner upstairs, where Norwood unveiled a series of breathtaking sympathy collections, each reflecting distinct seasons and emotions. The designs celebrated life, comfort and remembrance with artistic flair.

# MARKETING INSIGHTS FOR FLORAL PROFESSIONALS

Throughout the program, Norwood shared invaluable tips for floral professionals. His advice emphasized:

- Adding Seasonal Narrative: Incorporating seasonal themes, not only makes designs visually compelling, but also ensures they resonate emotionally with clients.
- The Importance of Color Palettes: Carefully curated colors can evoke the desired tone, whether it's serenity, hope or celebration.
- Upselling Sympathy Tributes: Pairing sympathy arrangements with complementary designs, such as urn tributes or easel designs, to enhances sales and client satisfaction.



#### THE RED COLLECTION: A CLASSIC ELEGANCE

The evening began with the "Red Collection," a heartfelt homage featuring:

- A red rose easel and a radiant heart design adorned with roses.
- A stately casket spray.
- A striking red cross crafted entirely from gladiolas, commanding attention.

These designs were timeless, evoking a sense of dignity and respect while emphasizing the importance of bold, classic floral choices in sympathy arrangements.

#### THE SPRING COLLECTION: A CELEBRATION OF RENEWAL

Norwood brought a breath of fresh air with the "Spring Collection," featuring a delicate palette of pinks, blues and purples. The designs highlighted renewal and hope, reminding attendees of the uplifting role florals can play in moments of grief.



#### THE FALL COLLECTION: A MASCULINE MASTERPIECE

The "Fall Collection" painted a portrait of a crisp autumn day:

- Rich tones of amber, burgundy and earthy foliages were masterfully blended with structured and textured designs.
- These tributes reflected the beauty of a changing season, embracing warmth, masculinity and artfulness.



#### THE WHITE COLLECTION: A SERENE TRIBUTE

The "White Collection" exuded calm and serenity:

- A pure white cross supported by a lush hydrangea base.
- A unique casket piece with subtle twists in design.
- A growing garden arrangement placed at the stage's base, showcasing how these elements can beautifully frame a casket to create a meadow-like effect.





# THE SUMMER COLLECTION: BOLD AND BRIGHT

The "Summer Collection" brought vibrancy to life:

- A dynamic mix of yellows, oranges, blues and pinks, blending boldness with elegance.
- Top-tier designs were showcased in chinoiserie vases, centering around a tribute urn arrangement that invoked a sense of radiance and celebration.

#### A HEARTFELT THANKS TO SPONSORS

Events of this caliber wouldn't be possible without the generosity of the incredible sponsors. Their contributions ensured Norwood had access to the finest materials to bring his vision to life. A special thank you goes out to:

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GOLD LEVEL: Mayesh Wholesale Florist • Rio Roses SILVER LEVEL: Choice Farms • Esprit Miami ZOOM!Roses

**BRONZE LEVEL: Smithers-Oasis Company** 

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#### **CHRIS NORWOOD: A DESIGN ICON**

Chris Norwood's expert-level designs and unmistakable style were the highlights of the day. His ability to blend artistry with practical design tips left attendees inspired and ready to elevate their floral offerings. The Midland program was not only a tribute to Norwood's talent but also a celebration of the transformative power of florals in life's most significant moments.

The Texas State Florists' Association extends heartfelt gratitude to Norwood and all participants who made this program an unforgettable success. Together, we continue to push the boundaries of floral artistry.

#### TSFA SHOWCASES HOLIDAY HAPPENINGS IN SALADO

Written by Cheryl Vaughan CFD PFCI TMF

The holiday season came alive with the creativity of Chris Collum-Williams AIFD CFD TMF as we watched him capture the essence of the season with every detail! He merged exquisite permanent botanicals with fresh evergreens and florals, inspiring attendees to ignite the warmth of the Christmas spirit in every corner of their shop and in their clients' homes.

This presentation was not just about flowers or Christmas, it was about creativity, artistry, tradition, nature and all that enhances the holiday spirit. A huge thank you to Chris Collum-Williams for treating us to a mesmerizing display of all things Christmas! WesTexas New Mexico Florist Association President Tom Collum-Williams TMF attended the showcase and assisted with tasks beyond measure. Thank you, Tom! A special thank you to past TSFA President and former FTD President Mark Knox TMF for his support of this program and continued support of TSFA. Knox owns Mark Knox Flowers in Odessa and Flowerland in Midland, where Chris and Tom Collum-Williams have called home for 17 years!

#### WARM YULETIDE CELEBRATIONS

This vignette brought a touch of fall tones crossing into Christmas with permanent clove accented oranges and slices and gingerbread, bringing the warmth of fall to the holiday season. The gingerbread selections were the stars of this vignette. Collum-Williams stepped out of the ordinary in that rather than showing a gingerbread Santa, he presented Mrs. Claus in all her gingerbread elegance! A longtime European accent was added, with the cloche placed over gingerbread designs, enclosing them with a modern flair. Cloches span back as far as the 1600s. The word "cloche" comes from the French word "bell", which links to the fact that cloches are dome-shaped and curved. Despite cloches having French origins, they were created in Italy as a way to protect plants during the colder months. Now, cloche refers to anything that is domed and protects.









Collum-Williams' fresh perspective added red, the classic color of the holiday season, to the sophistication of the classic Chinoiserie porcelain containers. He paired oversized red ornaments in the tree with permanent botanicals that appeared fresh cut — amaryllis along with blue and white hydrangeas. The richness of the ribbon treatment brought true elegance to this design. A swan prop was completed with fresh evergreens along with hydrangeas and white Playa Blanca roses — a sensational statement for the hearth or entry design in a home or office.













# TRADITIONS OF RED AND GREEN ALWAYS A SEASONAL BEST SELLER

His last vignette was traditional, but always with that twist of modern to draw you in! The striking red velvet deer is an example where, instead of an oversized bow, Collum-Williams used narrow ribbon in graceful loops to enhance the design. The whimsy of candy canes, emphasized with the Bells of Ireland and Ilex berries, created a striking statement. One of the most salable designs — and also one of my favorites —was the vintage Santa holding his bag. Instead of the expected toys, we found a Christmas tree created of evergreens, simply tied up with ribbon. Certainly a quick and easy design, that could be placed in a number of container selections! Each of these designs had a modern twist. The ribbon treatment on the oval wreath and the vintage ornaments, hung with jute to adorn most anywhere in a home, including a tree, brought countless new ideas to the most traditional!











Texas Floral Education Underwriters supported this showcase and additional product was provided by the following Underwriters and Contributor.

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## Meet Gaby Ponsaerts TMF

#### What is your first memory of flowers?

Like many kids, I loved picking daisies and dandelions in the fields and along the side of the road ... but I really loved the bleeding hearts my grandma had in her yard.

# What event led to your interest in the floral industry?

When we moved to the United States, for my husband's career, I realized I needed to gain skills that would enable me to find work no matter where we moved. Since I already loved flowers and enjoyed creating bouquets, it was an easy choice to pursue a career in this field.

#### Share an experience that stands out in your early years in the floral industry

In my last year of floriculture merchandising at Alfred State College, our class was invited to assist at an FTD event. I was one of four who volunteered because Gregor Lersch was presenting at the event. Low and behold, I helped Gregor prep his presentation for two days. I was over the moon! On the day of the program, he asked me to assist him on stage. I must share that I have never been as nervous as I was that day!

#### Tell us about your family.

In 1988, my husband and I moved from Belgium to the U.S. to further his career. Our daughter lives in Massachusetts with her husband and two little girls. Our son lives in Colorado.





Pictured to the left, meet Gaby's daughter Gitte, son in law Chris and granddaughters Keira and Camille.

Pictured above, meet Gaby's son, Jeff.



#### How do you spend time outside the industry?

I love spending time with friends and family, enjoying the little things in life and taking care of my small flower garden. One of my great passions, however, is traveling the world, learning about different cultures and history and experiencing how diversified and important nature is to people all over the world.

#### What brings you the most joy?

Family, and especially my six-year-old and 18-month-old granddaughters. There is nothing in the world like those little smiling faces.

#### What is your favorite color and why?

My favorite color is green, always has been. I don't know exactly why ... I just gravitate to it. Perhaps it's because there are so many shades in nature and it has a calming effect on me.

#### Do you have a favorite food?

Being from Belgium, French fries (with mayonnaise) are my absolute favorite, but I am happy with any and all vegetables served to me.

#### What's been your favorite trip to date?

Though I just returned from a fabulous trip through Australia, my favorite was a trip visiting Laos, Vietnam and Cambodia. It was like being transported into another world. Nature was beautiful, awe inspiring. Cities were hectic, loud and chaotic. Cultural heritage was phenomenal and most of all, the people were friendly, kind and carried themselves with dignity and contentment.



Talk about an experience to remember, I will never forget planting rice in Vietnam with my husband, Chris.

#### What is your favorite flower?

That really sounds like choosing my favorite child. I love them all, but right now, I would have to pick the orchid family. I am really happy that orchids are becoming more popular in floral design and that several varieties are becoming more available and affordable.

#### What is your favorite design style?

The design styles that intrigue me the most are the cutting-edge designs by people like Hitomi Gilliam, Gregor Lersch, Mark Pampling, Hanneke Frankema, Thomas de Bruyne, our Texas own Jenny T and so many more. They elevate their work to floral art and are trendsetters in our industry. Their styles inspire me to develop my own style that changes over time. Last year, I made a resolution to focus on adding depth and movement. This year, my focus is experimenting with unexpected color combinations. Next year, well I don't know yet ...

#### Describe your floral design education.

My floral career began with education, and continuing education still is and will always be a very important part of my growth as a designer. I received an associate degree in floriculture merchandising at Alfred State College in New York. To build on that, I attended several three-day classes at the Teleflora headquarters in Oklahoma and a three-week class at the Boerma Institute in Aalsmeer, the Netherlands. More recently, I have attended educational events presented by those who inspire me and, of course, over the last five years (since I started working in Texas), I have attended several TSFA events. Each of these events provided hands-on education with too many fabulous designers to name!

#### What do you like best about your job?

I work at Blumen Meisters in New Braunfels, where I am given the opportunity to work flexible hours with a lot of creative freedom. Our work is all original. I like receiving an order that gives me a good idea of the person for whom I am designing. This approach gives flowers more value than purely decoration and hopefully creates lasting memories for the recipient.



Ponsaerts designed a floral necklace to wear when she received her TMF! It was a day of celebration!

#### Describe your associations, affiliations and achievements.

In 2019, my co-worker, Cheryl Vaughn CFD PFCI TMFA, encouraged me to join TSFA, and I am glad I did! I have had the opportunity to attend every Expo and Forum, and in 2022, I gathered all of my courage and became a Texas Master Florist. To give back, I am serving on the Education Committee, and the Membership Committee, and I write some articles for the TEXAS in Bloom magazine. The 2024 Forum in San Antonio provided Blumen Meisters the opportunity to design the lobby decor. To showcase the work of our team was an honor.

#### Looking forward ...

I want to keep up with industry trends and progress because that makes me happy. So, I will keep attending every event that I can, meet up with new and longtime fellow florists and make people happy by designing fabulous flowers.



# TSFA On Demand

In the final episode of the 2024 series, Seasonal Learning, Charlie Groppetti AIFD presents Christmas Contrast.

Inspired by art of the masters, the well taught designs illustrate the importance of the understanding of the element of contrast.

Free to TSFA members! Scan the QR code or visit tsfa.org/TSFAOnDemand



# Christmas CONTRAST

Written and Presented by Charlie Groppetti AIFD

Contrast is an important element in floral design. We combine finely textured evergreens with contrasting bolder textures, such as magnolia and ribbons, during each holiday season. We take this approach for impact and visual variety and to create interest in our designs.

Even red and green, the traditional colors of Christmas, are complementary colors, appearing directly opposite on a color wheel. Candy canes are a delicious holiday confection of contrasting red and white. We gather for the holidays with relatives who offer contrast, yet we hope the gatherings result in harmony. It's oftentimes cold outside during this time of year, so guests are invited inside to warm by the fire. We all hope that darkness finds the light. The very center of Christmas originated in contrast, with a king born in a humble, hay filled manger.



In all forms of design, we use the element of contrast to create impact of color, texture and form. Finding the right balance of contrast will help you to create visually interesting and harmonious designs, but watch out! If you use too many contrasting elements, the design will be chaotic and visually disruptive.

So, think of your holiday design as a party to plan. You want just the right mix of guests to ensure fun, but not too much fun, and yet, you don't want it to be boring! Being well versed in contrast is knowing just the right amount of festive spirits to add to the holiday punch bowl! 'Tis the season to understand just how to master this element!



# Bloom with Brandy

# CREATING ATTRACTIVE FLORAL DISPLAYS: FILLING THE POST-HOLIDAY DECOR VOID

Hey there, floral visionaries!

The holidays are over, the tree is down and suddenly homes feel ... empty. Sound familiar? That's where we come in! With thoughtfully designed floral displays to greet our clients after the holiday, we can help fill the void, create warmth and start the new year on a beautiful note.

Are you ready to turn the post-holiday blues into blooming inspiration? Let's dive in!

#### THE POST-HOLIDAY DECOR BLUES

When festive decorations are packed away, many homes lose their magic. Clients are eager for something fresh—elegant and cozy, but less "holiday sparkle." This is your opportunity to create displays that bridge the gap between festive decor and winter sophistication, offering a fresh, inviting ambiance that brightens their spaces.

#### SELECTING THE RIGHT FLOWERS AND FOLIAGE

Choosing the right blooms and foliage is the secret to creating winter arrangements that feel seasonal, yet timeless. Here's what to include:

- Delicate Winter Blooms: Combine Hellebores (the elegant Christmas rose in soft white, pink and green), lisianthus (refined and versatile), ranunculus (layered petals with vibrant texture) and tulips (early-season classics in muted tones). Together, these bring softness, depth and a seamless transition from winter to early spring.
- Charming Accent Blooms: Add whimsy and romance with waxflower (tiny, fragrant blossoms), astilbe (feathery plumes in soft pink, white or cream) and sweet peas (delicately fragrant and full of charm). These accents add a light, airy feel to any arrangement.



Design tip: Incorporating unique client containers, like an epergne, is a simple way to elevate your floral work and create meaningful connections with your customers.



- Hardy Foliage: Build texture and balance with eucalyptus and Dusty Miller (silvery-gray foliage perfect for winter palettes), Italian ruscus (lush green leaves for elegance) and ivy (cascading vines for natural dimension).
- Evergreens and Natural Accents: Retain the season's cozy warmth with pine and fir branches complemented by dried goods like pinecones, birch branches, and seed pods. Add rustic touches with acorns, moss or dried berries for designs that feel organic and timeless.

Everlasting entryway style! A vertical design with pinecones and soft white blooms creates a welcoming, winter-inspired statement.

Perfect for the dining room: This arrangement proves that a blend of evergreens, soft whites and blush tones can create a look that's both seasonal and versatile.



#### DESIGNING ARRANGEMENTS FOR EVERY SPACE

Tailor your floral designs to specific areas of the home for maximum impact:

- Entryways: Tall, statement-making arrangements with branches and bold blooms to wow guests at the door.
- Living Rooms: Low-profile coffee table centerpieces that add color without obstructing views.
- **Dining Tables:** Long, elegant arrangements with candles for a cozy dinner atmosphere.
- Bedrooms: Small, soothing bouquets with soft hues to create a serene retreat.

Show clients how the right placement can transform their homes and showcase your designs beautifully.

#### MARKETING YOUR WINTER MAGIC

What's the secret to sales? Ensure everyone sees your gorgeous creations. Here's how:

- Showcase Your Designs: Post styled photos on social media to inspire clients. Use hashtags like #WinterFlorals, #NewYearNewDecor and #FloralInspo to maximize reach.
- Host a Workshop: Teach clients how to create simple winter arrangements. Whether online or in-person, it builds trust and positions you as the go-to floral expert.
- Bundle Deals: Offer "refresh your home" packages with multiple arrangements at a slight discount. It's a great way to boost sales and showcase your versatility.

#### LET'S INSPIRE TOGETHER

This time of year is about transitions. By offering thoughtful, expertly crafted floral displays, you're not just selling arrangements—you're helping your clients bring a sense of comfort and beauty back into their homes. This is your chance to show them the magic of florals beyond the holidays.

So, let's create, inspire and welcome the new year with open arms (and full vases). After all, what better way to kick off the season than by turning empty spaces into stunning works of art? Stay creative and keep blooming!





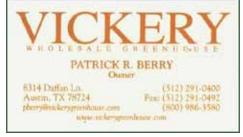
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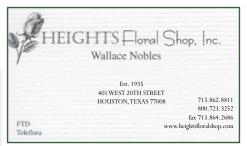
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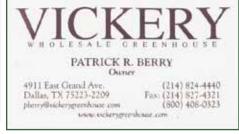
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A heartfelt thank you is extended to several TSFA Past Presidents who attended the Texas Floral Showcase and Past Presidents' Breakfast in Salado last weekend. Present were Mark Knox AAF TMF, Lynn Lary McLean AAF AIFD PFCI TMF, Shari Sandlin TMFA, Debbie Gordy AAF AIFD TMFA, Jack Weatherford, Debbie Woltmann AIFD CFD TMFA, Bruce Easley AAF AIFD CFD TMFA, Susan Weatherford, Norman Northen TMFA, Tom Wolfe Sr., Cheryl Vaughan CFD PFCI TMFA and Susan Piland AIFD CFD TMF.

TSFA thanks all past presidents for their unwavering dedication and leadership, which are instrumental to the success of this association. The contributions of each past

president are truly appreciated and have made a lasting impact on the floral community. With gratitude, we look forward to their continued support of TSFA and the floral industry!

A special thank you to Past Presidents' Liaison Cheryl Vaughan for the holiday table so beautifully adorned with an exquisite floral garland and holiday placesettings of a personal and festive touch!



Photography | Shy Laurel Photography



## **DECEMBER**

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



### **JANUARY**

- 1 New Year's Day
- 2 Last Day of Chanukah/Hannukah

10-12

Fundamental Elements and Principles of Floral Design in Leander

- 20 Martin Luther King Jr. Day Inauguration Day
- 28 2025-2026 In-Person High School Certification Testing Cycle Begins -See tsfa.org/events.
- 29 Lunar New Year



### **FEBRUARY**

- 14 Valentine's Day
- 17 President's Day
- 22 High School Certification Testing
- 23 Designing With Wire for Competition Class in Leander

24-25

Flowers to Wear Class in Leander



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