

DECEMBER 2019

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



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

From the President



TSFA President
Gina Waters AAF TMFA

December is here, and it is my absolute favorite time of the year!

It is hard to believe another year has come and gone. TSFA has certainly accomplished a great deal this year with the highlights featured in this issue. Every month I open my *TEXAS in Bloom*, I find it inspiring and one of my favorite things to look forward to each month.

Learning about TSFA some thirty years ago was instrumental in shaping my future. This is why I find today, such great importance in Level 1 and Level 2 High School Certification as well as the Professional Certification opportunities that

TSFA will launch in 2020. Take a moment to check out the High School Certifications now listed on TEA.TEXAS.GOV. Educating the future of our industry, offering High School students options, is just one of the many offerings provided by our association. We look to 2020 with great anticipation!

The Fall Board Meeting was extremely productive with TSFA's dedicated board members investing their time and energy in keeping TSFA in the forefront. TSFA membership, with so many opportunities to connect everyone in the industry, provides networking on several levels with retailers, growers and wholesalers. This alone is incredibly valuable. There are opportunities to be involved in High School Certification, Teacher Certification, Volunteering in whatever is of interest to you, Legislative Representation, Insurance, Savings, Marketing, Design Competitions as well as applying for available Scholarships. Texas State Florists' Association has been "Cultivating Member Success and a Strong Floral Community for over 100 years"! It is our mission and we are up to the task!

As we approach the New Year, I invite you to be a part of the best association out there!

Merry Christmas, Happy Holidays and Happy Hanukkah! May the celebrations begin! Wishing each of you an abundance of memorable times with family and friends. Curl up by the fire, pour some hot cocoa, pause and reflect on the important things around you. Wishing you and your family the happiest of holidays!

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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ELLEN AND JIM ELLISON
FLORICULTURE HALL OF FAME

The Value of TSFA Membership

Cultivating Member Success and a Strong Floral Community for 105 Years!

Professional Development • Professional Certification • High School Certification • Education • Scholarships
Recognition • Industry Involvement • Promotion & Marketing • Legislative • Competition
Sharing with One Another • Volunteer • Flowers to Celebrate and Comfort • National Recognition

In 2018 and 2019 TSFA reached 465 individuals offering a variety of opportunities for professional development through our established educational platforms.

The Texas Floral Showcase traveled Texas with Jenny Thomasson wowing audiences in El Paso, Houston and Corpus Christi. The Texas Floral Expo was the *EXPERIENCE* of the summer providing the absolute best in educational programming both in floral design and the business of flowers.

As we look to 2020, TSFA will continue to travel the state with six full day events across Texas! Each Region will experience a Hands-on workshop, Design Competition naming a Regional Designer of the Year for each of the six regions and a *State of the Art* presentation to include Interactive demonstrations. We are bringing education to you! Click to Your Calendar and note the date when State of the Art travels to your region in 2020! TSFA is making it easy for you to take advantage of floral design education at its finest! The locations and dates are noted on Page 27.

The TSFA Education Committee has led the way to significant updates and rewrites on the Professional Certified Florist Certification. The addition of new subjects adds to the relevance of the certification. The opportunity for Professional Certification will be offered to not only Texas florists but also those across the nation registered for this program. This amazing opportunity will be launched in 2020!!

The High School Level 1 Certification and Knowledge Based Certification expansion to a Level 2 Certification continues to be strong. The Level 1 Certification Program embraced the interest of Texas High School youth with the TSFA Education Committee testing 4,288 students in 2018 and 2019 and 137 in Level 2 Certification.

The Texas School of Floral Design educates students in classes offered throughout the year.

Opportunities for professional development were experienced in other areas as collectively we work to sell more flowers! The success of our efforts brought possibilities to the five TSFA members who competed in the Designer of the Year Competition being held in the Rotunda of the Texas State Capitol. Ace Berry AIFD TMF captured the title leading to an opportunity for the 2019 Texas Designer of the Year to be recognized on the floor of the Texas House of Representatives.

The Texas State Fair and the Fort Worth Stock Show and Rodeo featured two TSFA members sharing floral design with today's consumer. Flowers at the Department of Agriculture Swearing in Ceremony showcased a member's talent while others brought a level of professional judging to Florescence at the Houston Museum of Fine Art.

The success of our social media highlighted all that we accomplished and more. Reaching over 150,000 this year with over 4,500 followers, these numbers are still climbing!!

This issue will highlight the value of membership in TSFA. Take time to be involved! Enhance your professional development through education and certification. Impact your industry by giving back!

Texas State Florists' Association 2019 Professional Development

EXPERIENCE  **EXPO**

EXPERIENCE 
THE 2019 TEXAS FLORAL SHOWCASE
WITH PRESENTER *Jenny Thomasson*

Thank you for your continuous support!

To advertise in *TEXAS in Bloom* contact Dianna Nordman AAF at
512.528.0806 or email dnordman@tsfa.org

Texas State Florists' Association Insurance Programs:

• **Occupational Accident Insurance**
designed exclusively for TSFA members which pays for medical expenses
when an employee has an on-the-job accident or injury

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SAN ANTONIO

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Professional Certification



*The TSFA Education Committee
leads the way to significant updates*

and rewrites of the Professional Certified Florist Program.

The addition of new subjects adds to the relevance of the certification.

This opportunity for Professional Certification will reach not only

Texas florists but also those across the nation registered in this program.



Texas Master Florist Certification

For years this program has consisted of six design and six management classes with additional Hands-on Floral Design workshops. The expanded Professional Certified Florist Program is scheduled to be launched in 2020. These classes and workshops will provide the course outline for Texas Master Florist Certification.

The Texas Master Florist Certification was first awarded in 1981. In 2019 three TSFA members were acknowledged and awarded certification.

Congratulations to the 2019 Graduates!

Meg Grant TMF

Tiffany Houck-Albrecht TMF

Narin Perkins TMF



Texas Master Florist Advanced Certification

Texas Master Florist Advanced Certification is one of the most comprehensive educational programs offered in the floral industry. This unique opportunity is designed for members who have already obtained the prestigious Texas Master Florist designation. The Texas Master Florist Advanced Certification Program of professional excellence is presented through comprehensive hands on workshops and seminars.



**Participating in
Level 1 Floral
Design Certification**

Abernathy HS
Akins HS
Aledo HS
Alief HS
Allen HS
Anderson Shiots HS
Angleton HS
Austin HS
Azle High School
Banquete HS
Bay City HS
Beckvilles ISD
Big Sandy ISD
Birdville Technology
Boerne HS
Boerne-Champion
Brazos HS
Brazosport HS
Brazosport ISD
Brazoswood HS
Breckenridge ISD
Brewer High School
Brideport ISD
Bridge City HS
Bridgeland HS
Brownsboro ISD
Bryan HS
Burleson Centennial HS
Bush HS
Byron Martin ATC
Byron Nelson HS
Byron P Steele
Calallen
Caldwell
Caney Creek HS
Canton HS
Canyon Lake HS
Carlisle HS
Carroll High School
Carroll Senior HS
Cedar Park HS
Centennial HS
Center ISD
Central ISD
Cesar Chavez
CHYoe HS
Chapel Hill HS
Chavez HS
Christoval HS
Christoval ISD
Cinco Ranch HS
City View HS
Clear Brook HS
Clear Creek
Clear Springs HS

Cleburne
Clements HS
Cleveland HS
Clifton Career
Development School
Clifton HS
Clyde HS
Coldspring HS
College Station HS
Como Pickton HS
Cooper HS
Copperas Cove HS
Crandall HS
Cuero HS
Cy Fair HS
Cy Falls
Cypress Creek HS
Cypress Falls HS
Cypress Lakes HS
Cypress Ranch
Cypress Woods HS
Daingerfield HS
Dan Dipert Career
Dawson HS
Detroit
Dripping Springs HS
Duncanville
East Central FFA
East View HS
Eaton HS
Edinburg HS
Edna HS
El Campo HS
Eldorado
Elgin HS
Elkins HS
Elvis J Ballew HS
Enda HS
Fairfield HS
Flatonia
Florence
Floresville HS
Frenship ISD
Friendswood HS
Frost Technical Center
G. Bush HS
Gainesville HS
Gatesville ISD
George West HS
Georgetown HS
Georgewest HS
Gilmer HS
Gonzales ISD
Grapevine HS
Greenwood HS
Guthrie Center
Hale Center
Hallettsville HS
Hardin High School
Hardin Jefferson
Harmony HS
Henderson HS
Hendrickson HS
Hightower HS
Honey Grove HS
Huntsville HS

Jacksonville HS
Jame E. Taylor HS
James Bowie
James Madison HS
Jersey Village HS
Judson HS
Karnes City
Kaufman HS
Kempner HS
Kingwood Park HS
Klein Cain HS
Klein Collins HS
Klein Forest High School
Klein High School
Klein Oak
Kountze ISD
La Vega HS
Lago Vista HS
Lake Travis HS
Lake View HS
Lamar HS
Lampasas HS
Lanier HS
LaPorte HS
Leander HS
Lehmans HS
Life Schools
Lingleville
Longview HS
Louise ISD
Lubbock Cooper
Luling HS
Lumberton HS
Magnolia West
Magnolia HS
Manor HS
Marcus High School
Marion HS
Martinsville ISD
Maud HS
McAllen
McKinney Boyd HS
McKinney North
McNeil HS
Medina Valley HS
Merkel HS
Midway HS
Mildred High School
Millsap HS
Mineral Wells HS
Montgomery HS
Mount Pleasant
Muleshoe HS
Naaman Forest
New Caney HS
Nimitz HS
North Hopkins ISD
Northwest High School
O'Donnell HS
Onalaska ISD
Orange Grove
Ore City
Ozona HS
Palo Duro HS
Pasadena
Pearland HS

Perrin-Whitt CISD
Pflugerville HS
Plainview
Plano East Senior High
Plano HS
Plano Senior High
Plano West Senior
Pleasanton HS
Poolville
Prairiland
Prosper High School
Randall HS
Rice HS
Rio Vista HS
Robinson HS
Rouse HS
Royce City
Rudder HS
Rusk HS
Saltillo HS
Sam Rayburn
Samuel Clemens HS
San Marcos HS
Santa Gertrudis Academy
Schulenburg
Schulenburg HS
Seagraves
Seminole HS
Seven Lakes HS
Shepherd High School
Shoemaker HS
Skidmore Tynan ISD
Skyline High School
Smithson Valley
Somerset HS
South Grand Prairie
Southwest HS
Splendora HS
Stephen Austin HS
Stoney Point HS
Sulphur Springs High
Summer Creek HS
Sweeny HS
Texas High School
Thorndale HS
Tidehaven
Tolar HS
Tomball HS
Tomball Memorial HS
Tompkins HS
Travis HS
Turner HS
Van HS
Vandergrift HS
Vista Ridge HS
VR Eaton HS
Warren ISD
Waxahachie HS
Weimar HS
Whitehouse
Wichita Falls
Winnsboro HS
Woodville HS
Wylie-Abilene
Yoe HS



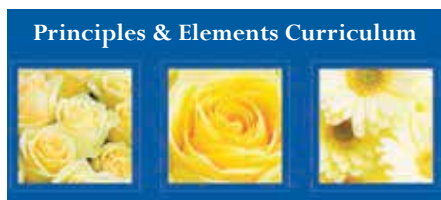
**Participating in
Level 2 Floral
Design Certification**

Alief
Banquete
Beckville ISD
Big Sandy
Birdville
Brazosport
Byron Martin
Caldwell
Carroll Senior High
Chavez HS
Frost Technical
George West
Gilmer ISD
Jacksonville
James Madison
James Taylor
Klein Cain
Klein Collins
Klein Forest
Lanier
Louise HS
Magnolia West
Marcus HS
McKinney Boyd
McKinney North
Mineral Wells HS
Mount Pleasant IS
North Hopkins ISD
Northwest
Plano West
Schulenburg
Simms ISD
Skyline
VR Eaton

High School Certification

The TSFA Education Committee led by the TSFA Education Committee Co-Chairs and TSFA leadership work together to provide opportunities for the Texas State Florists' Association to provide nationally the absolute best in industry education.

Visit tsfa.org for the class schedule and the opportunity to advance your floral design career.



Principles and Elements of Floral Design Teacher's Edition Curriculum continues to offer the high school floral design students the needed student projects, worksheets, thinking questions, and economical hands-on classroom design ideas and more to prepare those interested in a career in floral design with the skills needed to be the very best entry level employee for today's floral business.

TSFA School of Floral Design teaches the fundamentals of design. Flowers, books, and tools are provided in the low tuition cost. Classes are kept small, providing personal instruction. Students take the designs home as a reminder of all accomplished through understanding the beginning techniques that may be used to advance a career in floral design.

The *TSFA Education Committee* oversees Professional Certification and High School Certification. These TSFA members give most generously of their time making a difference for so many through the established certification programs

Co-Chair Kassie Baker TMF
House of Flowers

Teia Bennett TMF
Blumen-Meisters

Jodi McShan AAF CFD TMF
McShan Florist

Co-Chair Bruce Easley AAFTMFA

Shawn Coyle TMF
Dallas ISD Skyline Career Dev. Center

Jennifer Nelson TMFA
Cypress Fairbanks ISD

Co-Chair Debbie Gordy AAF AIFD TMFA
Compton's Florist

Mary DeBerry TMFA
The Florist, Ltd.

Amy Neugebauer AIFD TMFA
The Blooming Idea

Co-Chair Susan Piland TMF
Susan Piland Floral Studio

Ed Fimbel TMFA

Kimberly Norman-Prater TMFA
Gary's Floral Gallery

Co-Chair Cheryl Vaughan TMFA
Creative Petal Designs

Virginia Glover TMF
Willow Creations

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A&M Consolidated High School

Co-Chair Debbie Woltmann TMFA
Floral ESSENTIALS

Johnny Hackett TMF
Alief High School

Brandon Richards TMF
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Co-Chair Debbie Wright AAF TMFA
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Tiffany Houck-Albrecht TMF
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Sheri Jentsch AIFD TMF
Sheri J Floral Designs

Courtney Rosenbalm TMF

Yolanda Amos TMFA
Kroger

Gayle Johnson AAFTMFA

Tina Rosenbalm TMF

Pat Becker AIFD TMFA
PS Designs

Lupe Martinez TMF
Brandon's Flowers

Cassandra Sanders TMF
Byron Martin ATC

Jack Winterowd TMF

Education



***The Texas Floral Endowment awards
\$8,400 to date in 2019***

Allied Florists of Houston Scholarship honoring
Lavon Bankhead AAF AIFD PFCITMFA
Recipient | Yolanda Amos TMFA

Allied Florists of Houston Scholarship honoring
Sheri Montgomery White AAF TMFA
Recipient | Clay Honeycutt CFD

Allied Florists of Houston Scholarship in memory of
Mabel and Wayne Fisher
Recipient | Clay Honeycutt CFD

Floriology Institute Scholarship in memory of Mildred E. Riddle
Recipient | Lenzie Betancourt TMF

Freytag Family Education Scholarship in memory of
Ann Hobbs TMF
Recipient | Vandegrift High School FFA

Judy Rutledge AAF TMFA Education Scholarship
Recipient | Yanxu Liu

Sheri Renee Montgomery White AAF TMFA Memorial Scholarship
Recipient | Yanxu Liu

SAFD Floral Design TMF | Career Change Scholarship
Recipient | Ju-lin Guajardo

SAFD Floral Career Change Scholarship
Recipient | Rebecca Sullivan TMF

Texas Certified Florist Teacher's Scholarship
Recipient | Johnny Hackett TMF

Texas Floral Expo Tuition Scholarship
Recipient | JoAnne Johnson

Texas State Florists' Association Past Presidents' Scholarship
Recipient | Clay Honeycutt CFD

2019 Recipients Speak Out!

The funds from this scholarship will help a great deal with my goal to earn the CFD designation. I hope to become a member of AIFD. Having recently opened a floral studio, these floral design certifications will add to my credibility and help secure loyal clientele. I will retire from the public education system soon and plan to continue to teach floral design classes to adults in the evening. I enjoy teaching and find that teaching floral design, as well as creating floral designs, are my niche! Thank you to all of you that made this award possible.

Rebecca Sullivan TMF

I am a high school senior and currently completing the TSFA Level 2 High School Certification. I would like to continue my education in the floral industry. I plan to enroll in the Professional Certified Florist Program and achieve the TMF certification this year. This Scholarship will help offset the cost of this certification and for that I am most grateful.

Ju-lin Guajardo

I first acquired knowledge of the Texas Floral Endowment scholarships from TSFA members while attending TSFA educational events. I would like to further my education in hopes to become a Texas Master Florist. Once I achieve this goal, my dream is to pay it forward and share my knowledge and passion so that others may in-turn be inspired to do the same.

Clay Honeycutt CFD

FTD Boot Camp Scholarship

***The Texas Floral Endowment has extended
the Application Deadline to
December 31, 2019***

The 2019 FTD Boot Camp Scholarship has been established in the amount of \$500.00. The scholarship may only be used to attend the FTD Boot Camp, an informative three-day workshop with business, design and quality training for shop owners and managers. The scholarship will be awarded to a shop owner or employee of an FTD member shop. Applicants who are also members in Texas State Florists' Association will be given priority. The recipient of this scholarship must utilize the scholarship within 2 years of the award. There are no other restrictions.

To apply visit tsfa.org or contact the TSFA office.

Scholarships

**To Contribute to the Texas Floral Endowment
Visit http://tsfa.org/endowment_contributions**

TEXAS HONORS OUTSTANDING INDIVIDUALS FOR *Service to the Industry*

Please refer to the September issue of
TEXAS in Bloom for the complete
recognition and presentation.

Photo Credit | Kris Ann Photography



**Pat Becker AIFD TMFA is awarded
the Jim Orr Volunteer Spirit Award**

Presenter Cheryl Vaughan TMFA and
2019 Jim Orr Volunteer Spirit Award Recipient Pat Becker AIFD TMFA

**Jack Weatherford is awarded the
TSFA Lifetime Achievement Award**

Presenter Jimmy Klepac and 2019 TSFA Lifetime Achievement Award
Recipient Jack Weatherford



Photo Credit | Kris Ann Photography

Photo Credit | Kris Ann Photography



The TSFA Education Committee in attendance at the Texas Floral Expo

**The TSFA Education Committee
are inducted into the
Texas Hall of Fame**



Lynn Lary McLean
AAF AIFD PFCITMF
AIFD Foundation CEO



Ken Senter AIFD
AIFD National Board of Directors



Marisa Guerrero AIFD
AIFD South Central
Regional Chapter Secretary
AIFD Focal Points Editor



Debbie Gordy AIFD TMFA
Teleflora Regional Unit Director



Jodi McShan AAF CFD TMF
North Texas Teleflora
Unit President



Gina Waters AAF TMFA
Central Texas Teleflora
Unit President



Kim O'Brien Jones AIFD TMF

2019 Lynn Lary McLean
Distinguished Service
Award Recipient
awarded by
Allied Florists of Houston



Tiffany Houck-Albrecht TMF

2019 Horizon Award Recipient
awarded by
Allied Florists of Houston



Richard Ace Berry AIFD TMF
Texas Designer of the Year

Represented Texas in the
SAF Sylvia Cup Competition

Industry Investment

Vandegrift High School National Competitors take Silver!



From left to right: Magan Escamilla, Camille Barkhuizen, Madeleine Rawlings, Noel Attwood, and Tori Botello

Awarded the Freytag Family Scholarship in memory of Ann Hobbs AAF from the Texas Floral Endowment, Vandegrift High School competed in the National FFA Floriculture Contest with all four competitors taking silver medals in the national floral contest. What does this designation mean?!! They all finished within the top 100 individuals nationally for floriculture achievement with the overall team finishing 20th in the nation!! For their first time at Nationals this achievement is quite amazing! Three out of the four returned from their university studies to compete with the team one last time. This shows the importance of this work and just how much receiving the award from the Texas Floral Endowment meant to each of these young

women. In addition to competing, each learned so much about the industry through the experiences during their week long National FFA Convention.

Included in their studies were floriculture identification, processing wedding floral orders under a predetermined budget, sitting for a job interview, designing a sympathy arrangement and a mixed floral in a container. Taking a knowledge based exam and understanding expanded problem solving added to the studies of asexual propagation and hazard analysis.

Agriscience Teacher, FFA Advisor, CVA Instructor and Coordinator Megan Escamilla shared just how grateful Vandegrift High School students are for the Texas Floral Endowment sponsorship and support through this process. Ann Hobbs AAF served as TSFA President and was one who understood the importance of and encouraged floral industry education. She served as the first Texas Floral Endowment President. Ken Freytag and the Freytag family chose to honor her memory in this way. This most generous gift has made quite the difference in the lives of these young women.



Social Media Success in 2019

The success of our Social Media with emphasis on Facebook and Instagram led to increased awareness of TSFA and consumer opportunities for Texas Floral Professionals as we all work together to sell more flowers. Our total fans on Facebook to date is 3,128 with an engagement of 17,300. With an organic reach of 55,826 and paid reach of 46,770 we are spreading the flower message! We increased our presence with a new level of focus on Instagram with 1,419 followers and a total reach of 7,400. We may just be getting started on this platform but we look to the future with great anticipation. Pinterest activity continues with 3,400 average monthly views.

Florescence 2019

Florescence is one of the largest competitive national flower shows sanctioned by the Garden Club of America in the United States. Florescence is presented by River Oaks Garden Club, The Garden Club of Houston, and The Museum of Fine Arts, Houston. TSFA provided three judges for this most prestigious competition.



Petal it Forward

TEXAS in Bloom highlights two TSFA members who made quite the difference in their communities with Petal it Forward. Take a look at Page 24! Plan now to participate in 2020 and make the most of this opportunity!



**FORT WORTH
STOCK SHOW
& RODEO**

Floral design was highlighted during the Fort Worth Stock Show & Rodeo!

Jodi McShan AAF CFDTMF

This spring brought cows, horses, cowboys, cowgirls, and... flowers to Fort Worth for the annual Fort Worth Stock Show & Rodeo. Bringing in participants and audience members from around the country, the Texas Department of Agriculture helped TSFA bring flowers to this great event. Jodi McShan AAF CFDTMF presented four shows during the event sharing unique ways to use flowers as a way to bring a bit of fun to life's celebrations!

McShan presented a variety of ideas to include "Floral Headpieces for You and Your Horse," "Rose Me In Some of Those Flowers," "These Boots Are Made For Walkin'," and "Old West Meets New Florals." The ideas brought the joy of flowers to a new audience and helped brighten the lives of those freezing at the Stock Show in Fort Worth! Thank you Jodi!

The State Fair of Texas Celebrates Texas Creativity

The State Fair of Texas theme “Texas Creativity” was no challenge whatsoever for Texas Florists! Creativity is what we excel at!



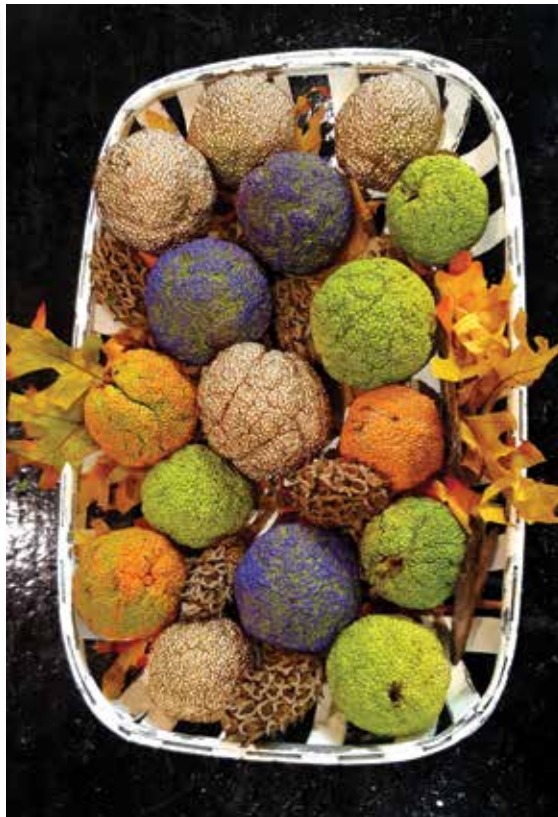
Susan Piland TMF represented TSFA for two days in October bringing the beauty of flowers, with her flair and creativity, to the Go Texan Pavilion stage at the Texas State Fair. Interaction with the fair goers was well accomplished! Creative floral arrangements, care and handling of fresh flowers and educating the audience about the importance of buying from their "local" florist were the well received topics of discussion!

The audience was excited to learn the trick of placing a selection of foliages in the vase first when designing a dozen roses. Some fair goers even pledged to assist local shops to help lighten the Valentine's Day rush.

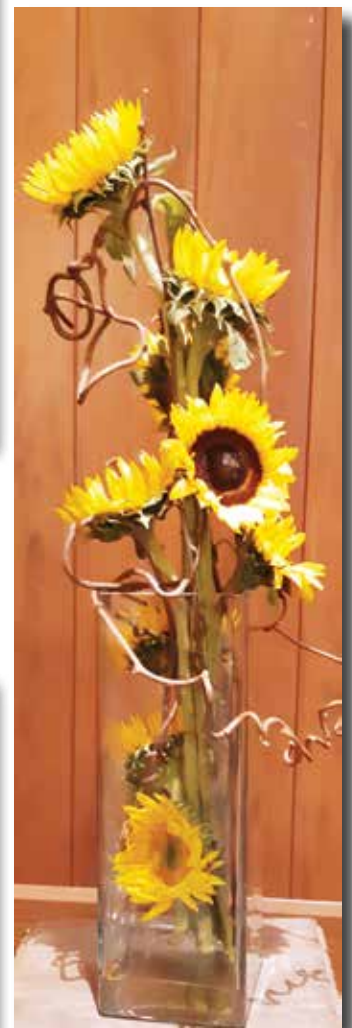
Many arrangements designed on stage caused the audience to stop for a moment and think outside the box. For instance, a gathering bowl could become the place for items found on a walk with the kiddos or grandchildren or even found items from a vacation.

A large galvanized feed bucket was enhanced, Texas Wild Flowers accented barbwire & driftwood and of course a design to feature the “Yellow Rose of Texas” was a must! Pink Ginger, lilies and assorted blooms created quite the mixture as well as an all foliage arrangement with caladium leaves as the focal to round out the presentation.

A big “Thank You” to the Texas Department of Agriculture for inviting TSFA to return once more to the State Fair of Texas Go Texan Pavilion. A TSFA “Thank You” to Susan Piland TMF for sharing her “Texas Creativity” with all of those who attended!!



For a non traditional look, we thought “outside the vase” with Texas sunflowers and kiwi vine.



Children were encouraged to approach the stage and point out items in the collection! To illustrate the idea they soon found a gathering of antlers, a bird's nest, snakeskin, wasp paper nest, feathers, cotton bolls and fresh pods with flowers that will dry nicely.



LAURA DOWLING BRINGS THE FLORAL WREATH CENTER STAGE

CREATING A FOREVER STAMP COLLECTION



First photo, from left to right: The MC from the local Freeport Maine FOX affiliate, Megan J. Brennan Postmaster General; Mike Mahoney, Chief Legal Officer and Compliance Officer at L.L. Bean; Laura Dowling, Isabella St. Cyr, a senior at Freeport High School who sang the National Anthem. The ceremony was held at L.L. Bean flagship store in Freeport, Maine.

Second photo: Laura Dowling with Postmaster General Megan J. Brennan at the First day of issue ceremony for the USA Forever holiday wreath stamps in Freeport, Maine on October, 25, 2019.

Oftentimes we find that an accomplishment that appears to have simply happened takes quite sometime to develop and reach completion. With the recently announced Wreath Stamp Collection, available just in time for the holidays, this could not be more true. *TEXAS in Bloom* Editor Lynn Lary McLean AAF AIFD PFCITMF recently had the opportunity to visit with designer Laura Dowling during a trip to Washington, D.C. Former White House chief floral designer and now author, speaker, and floral designer extraordinaire, many of you may remember Laura Dowling from her presentation at the first Texas Floral Expo in 2015! It was quite exciting to see her again and discover all that led to this happening!

The idea came to be, close to five years ago, when an art director for the U.S. Post Office happened to walk by Laura's home and admired the holiday wreath that enhanced the front door. Laura was working at the White House at this time and because of restrictions on outside activities, she had to decline the opportunity. Much to her surprise, the possibility arose once she left the White House and this time, she was asked to create an expanded collection of four wreath stamps that would become part of the "Forever" series!! This was even more exciting. So with sketches of wreaths, the process began. Prototypes were then photographed on a variety of doors until the final decisions were made.

With a number of considerations for inspiration one might ask, just what led the way to determining the preferred styles for these wreath designs. Early American traditions, especially the Colonial Williamsburg style, using natural materials to include fruit, flowers and greenery to create festive wreath designs led the way. "Using materials that are



The collection of 4 official USPS wreaths celebrate the holidays and the winter season

Design Credit | Laura Dowling
Photography Credit | Kevin Allen
USPS Art Director | Antonio Alcala

easily accessible during the winter months such as leaves, pinecones, hydrangea and berries, making it possible for people to re-create at home was important to me,” shares Dowling. “The relatively simple design, with one or two-ingredients and perhaps an embellishment or two, makes a statement while focusing on natural materials, traditional colors and seasonality.”

Though the wreath celebrates the Christmas holiday, each evokes the winter season. This had a great deal to do in the actual selection process. It was important that collectively these selections work well

together with similar color themes and backgrounds. The wreaths were photographed on doors in Old Town Alexandria, at George Washington’s River Farm and at the current headquarters of the American Horticultural Society.

The wreaths were created over several seasons and with different backgrounds using a few of Dowling’s favorite wreath-making techniques. To name a few, wiring the pinecones and ivy, bundling the hydrangea and folding the aspidistra leaves created the designs, which were made on both grapevine and straw wreath forms. When wreaths



As part of the ceremony, Laura Dowling spoke about her inspiration for the holiday wreath designs and signed stamps for collectors.

are made in even, regimented rows each has a full and completed look. Ribbon was used quite sparingly to focus on the shape and the natural elements of the design.

USPS Art Director Antonio Alcala provided guidance about the layout and stamp size and helped to navigate the artistic review and selection process. The final layout, legal review and scheduling for release was under his direction. Long-time collaborator and photographer Kevin Allen advised regarding the several considerations beyond the actual design of the wreaths to include how each would look in reduced size, how the colors would appear in stamp form and how each would work together as a collection.

Dowling was headed to the official launch shortly after our visit. She was most excited! Following the big event she shared that it was truly an unforgettable experience! The ceremony took place on October 25, 2019 at the L.L. Bean Flagship store in Freeport, Maine. "I arrived to see large poster size images of the stamps on display and the local news media there to cover the ceremony. I especially enjoyed meeting Postmaster General Megan Brennan (the first woman to hold the position in the history of the United States Postal Service), who gave inspiring remarks about the meaning of wreaths as well as her own personal observations about celebrating with wreaths during the holidays and throughout the year." As the designer of the wreath stamps, Dowling offered a few remarks about the design process and how she came to be involved in the project. Following the dedication ceremony, several signed programs and stamps for collectors who attended the event.

Laura Dowling has completed her latest book titled "Bouquets" which will be released in early 2020 and available on Amazon. Her sold out presentations continue world wide. I know you join me in wishing her all the best!!



Legislative Action Day

TEXAS STATE CAPITOL | AUSTIN, TEXAS



The Texas State Florists' Association continues to develop and maintain relationships with the Texas Legislature and staff members. TSFA Legislative Committee Chair Chad Freytag took the opportunity to visit with those in attendance during the Texas Designer of the Year Competition held in February in the Texas State Capitol Rotunda.

Legislative

Competition

Photography Credit | L. Andrew Sterling | Sterling Images

To receive the place of honor in the Texas State Capitol Rotunda, with invitation from the Texas State Preservation Board, speaks largely to the respect that has long been achieved through the volunteers who have served the association over the years and the work of TSFA Executive Director Dianna Nordman AAF, whose constant direction has led the association to the place of respect it holds today.

The continued development of Texas State Florists' Association is strengthened in the understanding that collectively more can be accomplished than individually. Through the efforts of many, the longest running competition in Texas stepped up bringing countless opportunities to TSFA members and to the Association.



*The 2019 Texas Designer of the Year is Texas Proud!
Richard Ace Berry AIFD CFD TMF is recognized on the floor of
the House of Representatives at the Texas State Capitol!*

TSFA was honored to have representatives from the Texas Department of Agriculture who witnessed first hand the results of the GoTexan funding so generously shared with TSFA. Our presence on social media was broadened with posts from TDA and from the Senate Wives of Texas. The wives of current and former Texas Senators attended discussing future opportunities for Texas florists and appreciation for the flowers presented them. Flowers were shared with guests as well as the 2019 Designer of the Year Interpretive Design being placed the day following the competition at a service to honor a Fallen Soldier. A private tour was scheduled for TSFA members through Senator Birdwell's office. The success of the day continued, with assistance of the Fort Bend Chamber of Commerce and the area's Texas Senator, with Richard Ace Berry AIFD CFD TMF later being recognized on the House Floor.

The strength of an Association of individuals with common goals and interests is quite evident. The opportunities and possibilities, once again, are proven to be endless.



*From left to right: Abel Gonzalez-Mencio CFD TMF,
Richard Ace Berry AIFD CFD TMF and Michael McCarthy AIFD CFD*

An event of this size and detail required the dedication of many. Under the capable direction of Chair Coby Neal AIFD CFD PFCI the 2019 Designer of the Year Competition, staged in the Rotunda of the Texas State Capitol, exceeded expectations. Texas State Florists' Association extends heartfelt appreciation to the volunteers who oversaw the details to maintain the integrity of the competition and the companies whose generosity highlighted the absolute best in flowers and products!

Congratulations to the winners!!

Richard Ace Berry AIFD CFD TMF was named the 2019 Texas Designer of the Year! With the Silver Cup in hand Ace stepped up to join Second Place Overall Winner Michael McCarthy AIFD CFD and Third Place Overall Winner Abel Gonzalez - Mencio CFD TMF.

Former Texas Designers of the Year Scott Hasty AIFD and Fabian Salcedo share their incredible talent during the Texas Floral Expo

Scott Hasty AIFD

A master of line and form Scott Hasty AIFD has inspired even the best of florists to bring these masterfully created holiday designs into the mix this season! For “How to” return to pages 18-21 in the October issue of *TEXAS in Bloom*. There’s still time to offer a new idea or two this holiday season!



Fabian Salcedo

A master of color and texture, Fabian Salcedo never disappoints. These designs lead us into the next season with a brilliance of long awaited color and seasonal blossoms to delight! The “How to” will be included in a future issue so don’t miss out on just how he so easily creates these magnificent statements!



Photography Credit | Cody Ash Photography

Sharing with One Another

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House of Blooms

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Jodi McShan AAF CFD TMF
McShan Florist

Stephanie Minar CFD
The Flower Market

Tricia Won
Romantic Florals

The Value of TSFA Membership

We welcome these new members who have recognized the Value of TSFA membership

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New Members

Texas Agriculture Commissioner Sid Miller Sworn-In For 2nd Term



Texas Agriculture Commissioner Sid Miller was sworn-in for his second term in a colorful ceremony at the Pharr International Bridge.

The Texas Department of Agriculture appreciates the longstanding partnership with Texas State Florists' Association. Former TSFA President Pam Fuller created floral displays to commemorate this occasion. TDA thanks TSFA members for helping to make it known that "Texas Agriculture Matters" each and every day!

Honoring President George H.W. Bush

Sheridan Clinkscales and the College Station ISD floral design students designed a wreath for the Barbara Bush Parent Center in memory of President George H. W. Bush. "In class, we talk about Sympathy Design and how important it is to comfort the living as we show respect to the deceased. Each floral design student was able to see the wreath as it demonstrated the importance of sympathy expression", shared Clinkscales. Clinkscales hosts TSFA's Level 1 and Level 2 Floral Design Certification testing at College Station High School and trains her students in floral design to become certified through the Texas State Florists' Association Certification program.



Texas Agriculture Memorial Day Honors the Lives and Sacrifices Made By Farmers and Ranchers

On Monday, November 19, 2018 Agriculture Commissioner Sid Miller and the Texas Department of Agriculture hosted the 3rd Annual Texas Agriculture Memorial Day at the State Capitol in Austin. Texas Agriculture Memorial Day is a day to remember the lives and honor the sacrifices of Texas farmers and ranchers whose dedication to agriculture contributes so much to our heritage and our economy. TSFA was there.



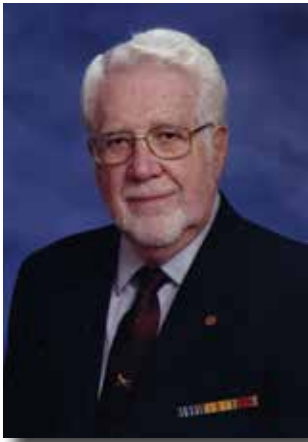
"The floral arrangement was a true representation of the special place these folks had in our heart," said Commissioner Miller. "On behalf of the Texas Department of Agriculture and the families honored on Agriculture Memorial Day, I'd like to thank the Texas State Florists' Association for their generosity in donating such a beautiful wreath."

~ Commissioner Sid Miller

Flowers bring comfort to El Paso

TSFA member Marisa Guerrero AIFD and the staff of Debbie's Bloomers brought comfort through flowers to the city of El Paso. Marisa Guerrero shared with *TEXAS in Bloom* the days that followed such a tragedy. For this heartfelt story revisit the November issue. The generosity of spirit and heartfelt kindness of all involved is evident with each card attached to the florals lovingly signed from Texas State Florists' Association. Thank you to each and everyone who were a part of this project.





Bernie Hillen

Bernard J. "Bernie" Hillen, Lt. USNR (Ret.), first generation Irish-American and the first born of Nora O'Connor of Ballingary, County Limerick and Bernard Hillen of Banbridge, County Down, Ireland, was a Michigan farm boy and Golden Gloves Championship contender prior to enlistment at Great Lakes Naval Training Boot Camp in February 1943.

He was assigned to the V-12 program at Northwest Missouri State Teachers College, Marysville, Missouri, and later to the Naval ROTC program at the University of Texas. He was commissioned Ensign with a BS in Naval Science and Tactics. He served as Engineering Officer aboard the mine sweeper, USS CHIEF AM315, clearing the Straits of Tsushima, between Korea and Japan, earning a battle star for this duty.

Bernie returned to UT and graduated with a BS in Mechanical Engineering. October, 1948 he married Louise Connelly, first born of Mary Agnes Fischer and Webb Connelly. They purchased Connelly's Florist from her father in 1954.

Bernie was dedicated to his new profession, serving as President of the 2,000-member Texas State Florists' Association in 1960. He was elected to the 20,000-member Florist Transworld Delivery (FTD) Association Board of Directors in 1964; subsequently serving in the offices of Treasurer, Vice President and finally President in 1972. He was then elected to the Vice Presidency of Interflora, the worldwide organization with members in 139 nations. Ten years later, he returned to the FTD Board for a record total of 12 years' service to his beloved fellow members.

Between stints with FTD, Bernie was active locally as Director of Junior Chamber of Commerce, Third Degree Knights of Columbus, Lions Club, Elks Lodge, Toastmasters, and a Paul Harris member of North Austin Rotary with 10 years perfect attendance. Bernie also maintained a perfect record with Friends of Bill W. since 1969.

Bernie remained active with the Naval Research Reserve Unit 8-5 at the University of Texas, retiring at 20 years in 1963. He served a two-year term as President of the Greater Central Texas Council Navy League of the United States of which he was a Life Member, and Charter Member in 1962. He was also a Life Member of DAV 173 and a Life Member of VFW 8787.

His thwarted ambition to be a Naval Pilot was assuaged in 1976 with his solo flight at age 52. Bernie enjoyed the outdoors and was an avid hunter of dove, quail and ducks.

Louise and Bernie retired December 1988, passing the 78-year old business to the fourth generation, son Michael Hillen and daughter Colleen Goodman, who retired in 2002.

Bernie is predeceased by Louise, sons Michael and Timothy. He is survived by son Patrick, his wife Cindy, their children Shaun and his wife Jennifer, Michelle and husband Ed Klump their daughter Evaline; Michael's wife Becky, and children Christopher Paul, Michael Bernard and Jeanne Louise, Jeanne's children Brandon, Caysen and Shelby; daughter Colleen Goodman her son Corey and wife Christine and daughter Erin Hillen Waneck and her sons Hunter and Harrison.

Visitation was held with a rosary on Friday, October 25, 2019 at Harrell Funeral Home of Austin. Mass was held at 10:00am, Saturday, October 26, at St. Austin's Catholic Church. Burial followed at Assumption Cemetery.



Bob Klepac

Robert "Bob" John Klepac, passed away October 15, 2019, in Fredericksburg with family members at his side.

Bob was born on October 22, 1931, in Robstown, Texas to John and Mary Klepac. He grew up in Robstown and Corpus Christi, Texas. He attended Texas A&I in Kingsville and St. Mary's University in San Antonio. While working in San Antonio, Bob met

and married Caley Nell Jones, on August 25, 1956. They moved to Blanco where Bob joined his parents in the early stages of Blanco Greenhouses, Inc., which later became Klepac Bros. Greenhouses Inc., with his brother Jim. The Klepac family were members of St. Ferdinand's Catholic Church for many years. When Bob was not working, you could find him fishing on the coast or hunting in South Texas with his family.

Bob is preceded in death by his beloved wife of 59 years, Nell Klepac; his parents John and Mary; and his brother Jim. He will be deeply missed by his two sons, Robert Klepac; Michael Klepac. His three daughters, Laura, and husband Todd Petty; Jackie, and husband Eric Ashley; Marilyn, and husband Alan Gray. He was the beloved "Papa" of Courtney, Kathryn, Raleigh Klepac; Michael Jr. and Claire Klepac; Ryan Petty and Danielle and husband Steve Sorenson; Joshua, Rachael and Emily Ashley; Caley and husband Andrew Powers; Kimberley and husband Kelly Miller; Kyle Gray and two great grandsons Nolan Powers and Hayes Miller. Bob is also survived by his sister, Anna Marie Eszlinger.

Funeral Mass was celebrated at 10:00 a.m. Wednesday, November 6, 2019, at the Chapel of St. Ferdinand Catholic Church in Blanco, TX. A Christian burial followed at St. Mary's Catholic Cemetery in Twin Sisters, Texas.

The family asks that memorial contributions be made to one of the following organizations, The Spirit Center- Attn: Sister Martha Ann Snapka, 5201 Lipps Blvd., Corpus Christi, Texas 78413 Ave Maria Hospice PO Box 3445 Fredericksburg, Texas 78624.

In Memory

CASA FLORA • LONGVIEW

Petal It Forward is absolutely amazing and a rewarding experience for all of us at Casa Flora each year, and this year did NOT disappoint! We had a great crew of volunteers who not only helped hand out bouquets around town, they also helped us create the bouquets! It is so awesome to see how much the volunteers enjoyed the experience! We already have people who have asked to return next year! Together, with donations from our wholesale partners, we created and shared 500 bouquets! These donations enable us to increase the scale of the event each year. We are quite fortunate to have those who contribute to this success!

Danielle Prekker

TEXAS FLORISTS PETAL IT FOWARD



TSFA member Vickie Slover (front row far right) stands with the Casa Flora staff leading the way to Petal it Forward in Longview, Texas! Pictures of a few of the many that received and gave flowers that day!





McSHAN FLORIST • DALLAS

It was another great year participating in Petal It Forward. This annual event promotes the gift of flowers nation-wide. More than just giving flowers to unsuspecting citizens, Petal It Forward helps others experience the joy of giving. They receive 2 bouquets: one to keep and one to "petal" it forward!

Each year McShan Florist partners with the Dallas Police Department on this meaningful day. The officers love bringing happiness to Dallas residents, and the residents are thrilled to say the least! This year, the officers went far and wide and even helped one lady deliver her second arrangement to her sister since she was unable to deliver it herself. It is a great day to really focus on giving back and spreading joy!

Jodi McShan AAF CFD TMF



Texas' own Ellen and Jim Ellison are inducted into SAF Floriculture Hall of Fame

Ellen and Jim Ellison of Ellison's Greenhouses in Brenham, Texas, are the 2019 inductees into SAF's Floriculture Hall of Fame. The recognition, the floral industry's highest honor, pays tribute to the pair's lifetime of innovation and generosity and their commitment to creating new opportunities in research and education.

In accepting the award alongside his two daughters, Jim Ellison first thanked Ellen, "who is a stalwart and backed me in every way," before addressing the audience members, many of whom have been on the receiving end of the Ellisons' thoughtful and generous counsel through the years. "When I walked into the room tonight, I saw the beauty," he said. "Thank you all who made it so wonderfully beautiful. It was awesome — it is awesome. I can't thank you enough for this honor and all of you who made it special."

Ellen and Jim met in high school and were married when both were in college, 68 years ago. By the time they launched Ellison's Greenhouses in 1969, they were already raising three children and working other jobs to support the venture — Jim at the Texas Department of Agriculture, Ellen as a schoolteacher. It took the family a year to build 10 small wood-frame, plastic greenhouses, after work and on weekends.

The plan was to grow tomatoes. But the Ellisons quickly discovered that better money could be made with poinsettias and other potted plants. Today the field of floriculture is the beneficiary of that discovery.

From the start, Jim and Ellen took an innovative approach to business that favored transparency and collaboration with others: They enlisted a board of directors to get outside perspective and expertise — a move that was unusual at the time for a family business — and, in the 90s, Ellison's became famous for its annual Poinsettia Celebration, visited by breeders, growers and wholesalers from around the country, who could see new varieties and get immediate feedback from consumers. That spirit of openness is something that many in the industry have admired.

"Jim and Ellen are quiet and humble individuals: Their hearts are warm and sincere, their laughter contagious, their work ethic exemplary, and the quality of the floricultural products breathtaking," said Kevin Heinz, a professor of entomology at Texas A&M University and the winner of SAF's 2005 Alex Laurie Award, which recognizes excellence in research. Heinz credits the Ellisons with critical mentoring and advice early in his career.

With success came the spirit of giving back. Both Jim and Ellen are noted for their activities on behalf of many different trade groups: for example, raising funds for projects of the Texas State

Florists' Association, or donating time and product for Texas' Legislative Action Day to help raise awareness of important industry issues among legislators.

In particular, they have been long-time supporters of the Department of Horticultural Science at Texas A&M University, serving on committees and as mentors to young people, offering internships and work-study projects.

The Ellisons' deep devotion to education — and the future of the floral industry — is also evidenced by their establishment in 2004 of the Ellison Chair in International Floriculture at Texas A&M. This fully endowed position aims to advance the health and vitality of the floral industry on a national and international scope through exemplary academic leadership, cutting-edge applied research, innovative extension outreach programs, and by mentoring well-educated, impassioned leaders to support the future of floriculture.

The chair required that the couple, with Ellen leading the charge, raise half a million dollars in order to match a gift from the university. Such an endowed chair typically results from the gift of a single major donor, but the Ellisons' admirable goal faced real challenges, including reduced funding levels at land grant universities and diminishing resources for floriculture research in general. The pair didn't let those challenges deter them. Instead, they worked hard to pull the industry together. Today, the Ellison chair is funded by a total of 64 donors — a testament to the spirit of collaboration that the Ellisons have created among colleagues and associates over the years, and to the deep respect industry members have for the couple.

Charlie Hall, Ph.D., the winner of SAF's 2018 Paul Ecke, Jr. Award, has held the Ellison Chair since 2007. He said the experience has helped him "come to know and appreciate Jim and Ellen on a greater level" — including the scope of their accomplishments.

"I have known and seen many industry leaders in action, but I have not known any of them with any bigger hearts than the Jim and Ellen," he said.

"They haven't just operated a greenhouse business since 1969. They haven't just served countless capacities in state and national associations. They haven't just walked the halls in Austin and Washington educating legislators. They haven't just mentored countless young people through internships and scholarships. They haven't just been the inspiration and driving force towards the development on an endowed chair. They haven't just lived out their faith and let the integrity of their actions speak louder than their words. They have done all of this and more. In short, they have made a lasting difference."

TSFA *Calendar of Events*

Design Credit | Fabian Salcedo
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DECEMBER

- 23 Hanukkah
- 24 Christmas Eve
- 25 Christmas
- 31 New Year's Eve



JANUARY

- 1 New Year's Day
- 17 - 19
TSFA School of Floral Design
Classes | Leander, Texas
For registration information
visit tsfa.org
- 22 TSFA Nominating Committee
Conference Meeting 3:00 pm



FEBRUARY

- 2 Groundhog Day
- 14 Valentine's Day
- 17 President's Day
- 25 Texas Floral Endowment Annual
Meeting | TSFA Headquarters

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Stacey Carlton
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Upcoming Course Schedule

- Jan 12-16 **Elements & Principles** Jackie Lacey AAF, AIFD, CFD, PFCI
April 5-9 **Wedding Bliss/Special Events** Stacey Carlton AIFD, CFD, EMC
June 7-9 **Certification & Competition** Jackie Lacey AAF, AIFD, CFD, PFCI
Sept 14-15 **Advanced Design Techniques** Donald Yim AIFD, CFD, CPFD, PFCI
Oct 4-8 **Celebrating Life Everyday** Jackie Lacey AAF, AIFD, CFD, PFCI

Hear what
florists have
to say...



Loved the class, classmates and Jackie Lacey is a great instructor. I learned so much in my first time attending. I'm sure to return in the future!

- Jude Hobson - Beverly Hills Florist, in Beverly Hills FL



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