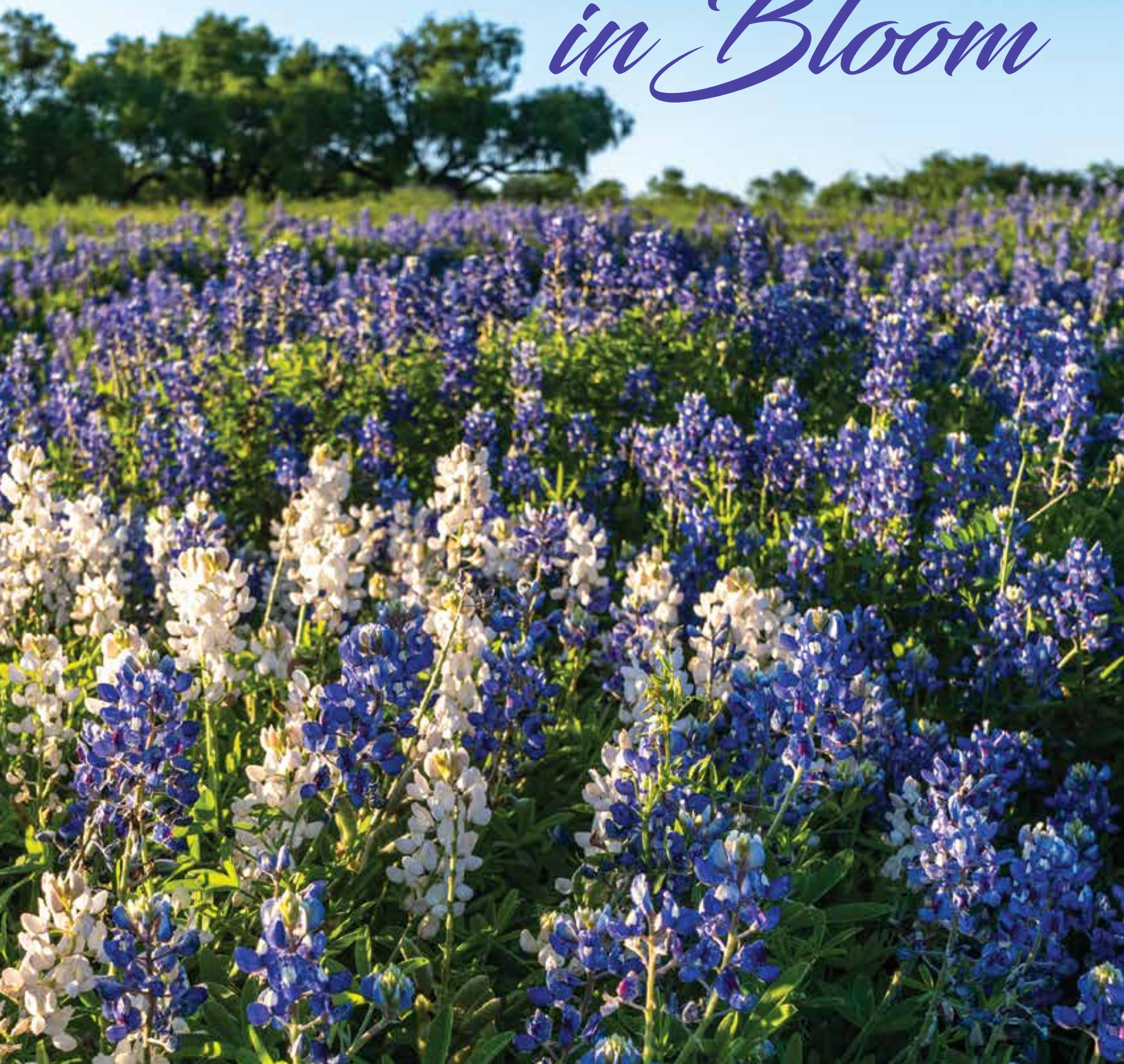


MARCH 2021

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

Texas in Bloom

MARCH 2021 | VOLUME XXXXVII | NUMBER 3

FROM THE President



TSFA President
Gina Waters AAF TMFA

How many of us set goals in January of each year? With the success of Valentine's Day complete, I have always used the month of March to give thought to those New Year resolutions and how I could best reach what I hope to accomplish. To help me achieve my business goals, I know for certain that TSFA is doing all possible this year to assist with the absolute best in education!

In this issue we announce the 2021 schedule for Virtual Learning! We are returning to the fundamentals of design and have invited one of Texas' favorite presenters, Tim Farrell AIFD, to instruct the 15 part series! As a TSFA member, it is free!! How exciting is that?! Take a look and make note on your calendar to register for each of these offerings! Whether you are a seasoned designer or just getting started, each of these sessions will be worth your time.

We continue to plan the in-person events scheduled in 2021. Whether it be a Texas Floral Showcase, our NEW Signature Statements or the long awaited Texas Floral Expo, each will be socially distanced and planned with the upmost care. I have no doubt that my educational goals will be met with attendance at these events. I hope you will join me!

The Professional Certified Florist (PCF) program is open to all who wish to become a Texas Master Florist and perhaps prepare to take the Certified Floral Designer (CFD) exam through AIFD. The process will be discussed during one of the Virtual Learning sessions! As an AIFD Education Partner, TSFA expands opportunities.

My friends, we work hard! I hope that you will take this time to learn a little something to be even better at what you do! I certainly plan to!

"Far and away the best prize that life offers is the chance to work hard at work worth doing." — Theodore Roosevelt

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SIMPLY SOCIAL



9 EASY TRAVELS FOR INSPIRATION AND RELAXATION

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

PO Box 859 | Leander, Texas 78646 | 512.528.0806 | FAX 512.834.2150 | www.tsfa.org | dnordman@tsfa.org | caroles@tsfa.org | amandam@tsfa.org

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A LEADER IN EDUCATION

TSFA PROVIDES THESE OFFERINGS IN 2021



The Professional Certified Florist Program provides a standard of professional excellence which will soon be recognized as one of the most complete educational curriculums in the floral industry. The series offers classes in Design Production and Floral Management with Professional Certified Florist Certification. Most classes are completed online. The three in-person hands-on classes are scheduled in April.

2021 HANDS-ON COURSE SCHEDULE

Friday April, 23, 2021 | *The Elements and Principles of Floral Design*
Saturday April 24, 2021 | *Celebration of Life: Sympathy Design*
Sunday April 25, 2021 | *Wedding Florals from Consultation to Completion*



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

CENTRAL TEXAS

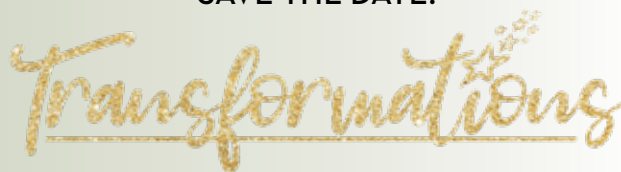
Wednesday, August 11, 2021
The Baylor Club
Waco, Texas
Chair Tom Wolfe, Jr.

WEST TEXAS

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



SAVE THE DATE!



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



Each Presenter has branded a
Signature through their floral STATEMENTS
TSFA launches an extensive series of study in 2021
with additional support from FTD
featuring
Ian Prosser AAF AIFD PFCI NDSF

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

TIM FARRELL TO RETURN TO TEXAS *Virtually*

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

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

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

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

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

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

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



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

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

Virtual Learning

AT ITS FINEST IN 2021

Virtual Learning will be launched in March 2021, on Friday afternoon throughout the year at 3PM CST, as a member benefit!



TO ENHANCE YOUR VIRTUAL LEARNING WITH TIM FARRELL AIFD

TSFA offers this addition for your Library

The definition for each Element and Principle of Design is printed courtesy of the American Institute of Floral Designers (AIFD) with credit noted to *The AIFD Guide to Floral Design*. TSFA encourages floral designers to purchase this book available through TSFA at the TSFA Member Price of \$59.95 plus shipping and handling. The book is offered to non-members at \$99.95 plus shipping and handling. To order visit tsfa.org or contact the TSFA office at 512.528.0806. This publication is referenced throughout the NEW Professional Certified Florist (PCF) program to assist in preparing for the Texas Master Florist certification. The information is most important in testing for Certified Floral Designer (CFD) through AIFD.

MARCH

5

Q&A All you need to know about the PPP Loan
Derrick Myers CPA CFA PFCI

12

Q&A: The "How To" of Floral Certification
TSFA Education Committee Co-chair Kassie Baker TMF
AIFD President Jackie Lacey AIFD

26

The Elements and Principles of Floral Design
Part 1 of a 15 Part Series

LINE

"the vital virtual path that directs eye movement through composition"

APRIL

9

The Elements and Principles of Floral Design
Part 2 of a 15 Part Series

FORM

1. "the shape or configuration of an individual component of a floral composition"
2. "the overall, three dimensional, geometric shape or configuration of a floral composition"

23

The Elements and Principles of Floral Design
Part 3 of a 15 Part Series

SPACE

"the area in, around and between the components of the design, defined by the three-dimensional area occupied by the composition"

THE INSTRUCTION WILL BE PROVIDED
AT NO CHARGE TO TSFA MEMBERS

MAY

- 21** | The Elements and Principles of Floral Design
Part 4 of a 15 Part Series
TEXTURE
“the surface quality of a material, as perceived by sight or touch”

JUNE

- 4** | The Elements and Principles of Floral Design
Part 5 of a 15 Part Series
PATTERN
1. “a repeated combination of line, form, color, texture and/or space”
2. “the silhouette of a flower or an arrangement as observed against its background, including solids and spaces”

- 18** | The Elements and Principles of Floral Design
Part 6 of a 15 Part Series
FRAGRANCE
“a sweet or pleasing odor, perceived by the sense of smell”

JULY

- 9** | The Elements and Principles of Floral Design
Part 7 of a 15 Part Series
SIZE
“the physical dimensions of line, form or space”

- 23** | The Elements and Principles of Floral Design
Part 8 of a 15 Part Series
COLOR
“the visual response of the eye to reflected rays of light”

AUGUST

- 6** | Q&A with Tim Farrell AIFD
The Elements of Design
- 20** | The Elements and Principles of Floral Design
Part 9 of a 15 Part Series
BALANCE
“a state of equilibrium, actual or visual; a feeling of three dimensional stability”

SEPTEMBER

- 10** | The Elements and Principles of Floral Design
Part 10 of a 15 Part Series
PROPORTION
“the comparative relationship in size, quantity and degree of emphasis among components within the composition; the relationship of one portion to another or of one option to the whole”

- 24** | The Elements and Principles of Floral Design
Part 11 of a 15 Part Series
DOMINANCE
“the visual organization within a design that emphasizes one or more aspects. When one element is emphasized, others are subordinate.”

OCTOBER

- 8** | The Elements and Principles of Floral Design
Part 12 of a 15 Part Series
CONTRAST
“emphasis by means of difference; strength through opposition”

- 22** | The Elements and Principles of Floral Design
Part 13 of a 15 Part Series
RHYTHM
“visual movement through a design, usually achieved through repetition or graduation”

NOVEMBER

- 5** | The Elements and Principles of Floral Design
Part 14 of a 15 Part Series
HARMONY
“compatibility; a pleasing or congruent arrangement of parts”

- 19** | The Elements and Principles of Floral Design
Part 1 of a 15 Part Series
UNITY
“oneness of purpose, thought, style and spirit”

DECEMBER

- 3** | Q&A with Tim Farrell AIFD
The Principles of Design

24-7 in the comfort of your home!

TEXAS SCHOOL OF FLORAL DESIGN RESUMES CLASSES WITH GREAT SUCCESS!



Instructors Susan Piland TMF and Debbie Woltmann TMFA with TSFA School of Floral Design Class January 2021.

SIMPLY *Social*

How To Build Influence By Sharing Continuing Education With Your Audience

By Ashley DeFranco | ashley@simplifiedsocialmedia.com

Experience is a great teacher but it does mean we tend to do what we have done before. Continuing education opens the door for new possibilities, new knowledge and new skill areas, as well as delivering a deeper understanding of what it means to be a professional in our industry and a great appreciation of the impacts of your work. Additionally, when we invest in continuing education for our employees, we are showing them we see their value which in turn effectively improves employee retention and helps reduce the expenses associated with turnover.

However, one of the biggest mistakes we can make is investing in continuing education and not sharing this with our audience. When we share our continuing education with our audience we increase our value, influence, marketability and earning potential. With the continual advancements of smartphone capabilities and ease of ordering inexpensive equipment and accessories on Amazon, it has never been easier to demonstrate your skills (new & old) with your social media audience.

The most effective way to share what you have learned in advanced training on social media is by demonstration. Time lapse is a great way to share the design technique from start to finish in less than a minute. By using the most recent addition on Instagram of Reels, you can do this and also add music. Behind the scenes (BTS - as it is widely known on social) images are another great way to share what you have learned while you're in the class. Highlight specific techniques that set you apart from others who lack the same skill set. And finally, share with your audience the technique you have learned while showing them how you have made it your own.

TSFA offers incredible ways to advance your training both virtually and with upcoming events, as well as design classes for certifications offered in-person! Check our website for more details.





Easy Travels FOR INSPIRATION AND RELAXATION

**Regardless of a pandemic, it is always
important to take time to relax and enjoy!
Pack a lunch and step outside!**

It's Bluebonnet time!

As winter gives way to spring, wildflowers grace thousands of miles of Texas roadside, thanks in large part to government seeding programs and judicious mowing schedules that allow the flowers to reseed.

Highways navigate hillsides of bluebonnets on the coastal plains and in the Hill Country; bright cactus blooms in West Texas; fields of flame-like flowers blanketing South Texas prairies; and delicate palettes among the pine forests of East Texas.

Texas Highways has compiled 12 wildflower drives covering diverse areas of the state, each with its own collection of beautiful blooms, along with recommendations for tasty restaurants and interesting diversions when you need a break from driving. Don't forget to stop and smell the flowers.

To plan your trip visit <https://texashighways.com/wildflowers/12-scenic-wildflower-drives-for-the-perfect-spring-road-trip/>

A TEXAS Thank You to Texas Highways for always providing information on the best in Texas!

Article reprinted with permission from Texas Department of Highways.

In Memoriam of Marie Ackerman AAF AIFD PFCI



Marie N. Ackerman AAF AIFD PFCI, 60, of Allentown, formerly of Oklahoma City, Oklahoma, passed away Thursday, January 28, 2021 in the Lehigh Valley Hospital-Cedar Crest surrounded by her loving family. She was born in Allentown, a daughter of the late Nannette J. (Wieand) and William F. Ackerman. Marie was a graduate of William Allen High School and received her certificate in Floriculture-Horticulture from the Lehigh County Vocational Technical School.

She began her career in the floral industry by working as a floral designer for the Phoebe Floral Shop, Allentown (1977 - 1985). She joined American Floral Services, Oklahoma City, OK as the Director of Education and Special Projects, where she managed the AFS Education Center with additional responsibilities in book and magazine publishing until 2000. From 2000 until 2016 Marie served as the Vice President of Educational Services for Teleflora. In this position she managed the Teleflora Education Center, oversaw copy editing for two monthly publications, presented at a variety of National Design Symposia and State and National Floral shows, and developed containers for retail florists. Marie also managed, coordinated, and conducted Teleflora Live! in 2006 and 2007 and the AFS Great American Design contest from 1989 to 1993.

In the floral industry she was known as a creative leader with deep experience in product design, floral education, publishing (The PFD Manual, The PFD Wedding Manual, The PFD Sympathy Manual, The Profit Minded Florist, AFS Selection Guides, AFS Tributes Flowers to Express Sympathy, Flowers for Your Wedding and the Teleflora Selection Guide) and for her inspiring floral stage presentations and practical profitable design ideas. She was a member of the American Institute of Floral Designers, Professional Floral Communications International, and the American Academy of Floriculture. Marie was the recipient of the Tommy Bright Award in 2002 and the Award of Distinguished Service to the Floral Industry in 2003.

She was a woman of strong faith. Marie was a former member of St. Paul's Lutheran Church, Oklahoma City, Oklahoma and a member of Nativity Lutheran Church, Allentown, Pennsylvania.

Marie enjoyed sewing, quilting, making handmade Christmas cards and interior design. Her nieces will always treasure the attention she put into wrapping their Christmas gifts. She will be remembered for her BIG heart, great sense of humor and her exuberance to make people laugh until they cried. Marie will be missed by all who knew her.

The Marie Ackerman AIFD Fund has been established in the AIFD Foundation. To contribute visit aifdfoundation.org.

**Proud Winner of Consumers' Choice
"Best Florist" Award Every
Year Since 2006**



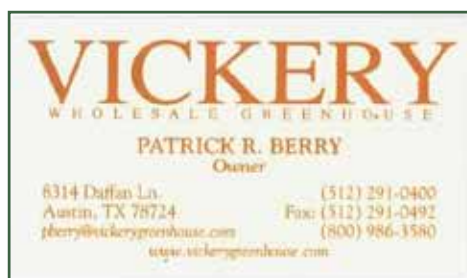
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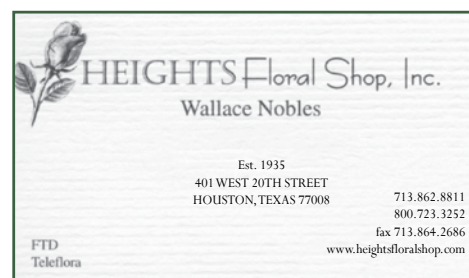
DALLAS



DENTON



AUSTIN



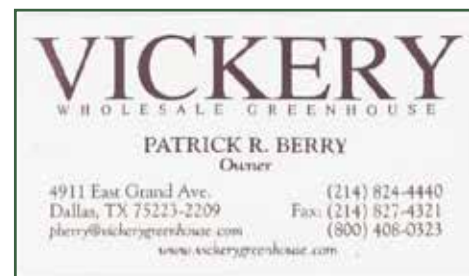
HOUSTON



AUSTIN



MIAMI



DALLAS

TSFA Calendar of Events

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Photo Credit | J. Griffiths Smith /TxDOT



MARCH

- 14 Daylight Savings Time Begins
- 17 St. Patrick's Day
- 27 Level 1 & Level 2 High School Testing
V.R. Eaton High School
Haslet, Texas
*Date is tentative and subject to change
- 31 Level 1 & Level 2 High School Testing
Region 17 Education Service Center
Lubbock, Texas
*Date is tentative and subject to change
- 28 Palm Sunday

APRIL

- 1 April Fool's Day
- 2 Good Friday
- 4 Easter
- 14 TSFA Finance Committee Meeting
Leander, Texas
- 15 Level 1 & Level 2 High School Testing
Klein ISD Multipurpose Facility
Spring, Texas
*Date is tentative and subject to change
- 23-25 Professional Certified Florist Classes
Texas School of Floral Design
Leander, Texas

MAY

- 4 National Teacher Day
- 5 Cinco de Mayo
- 6-12 Nurses' Week
- 16 TSFA Board of Directors Meeting
Waco, Texas
- 9 Mother's Day
- 31 Memorial Day

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Gina Waters, AAF, TMFA

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- 11 The Flower Forrest | 210.822.6766 | www.flowerforrest.com
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- 11 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
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- 10 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com

SAVE THE DATE

Transformations

TEXAS FLORAL EXPO
JUNE 25-27, 2021

WESTIN GALLERIA | HOUSTON, TEXAS



School of FLORAL DESIGN

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

Principles of Floral Design

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

Wedding Design

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

Sympathy Design

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

Floral Management

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

Care & Handling of Cut Flowers, Foliage & Flowering Plants

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



  @txflorist

Begin your next venture into the floral industry with **TSFA**

FIND OUT MORE ABOUT TEXAS FLORAL EDUCATION

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