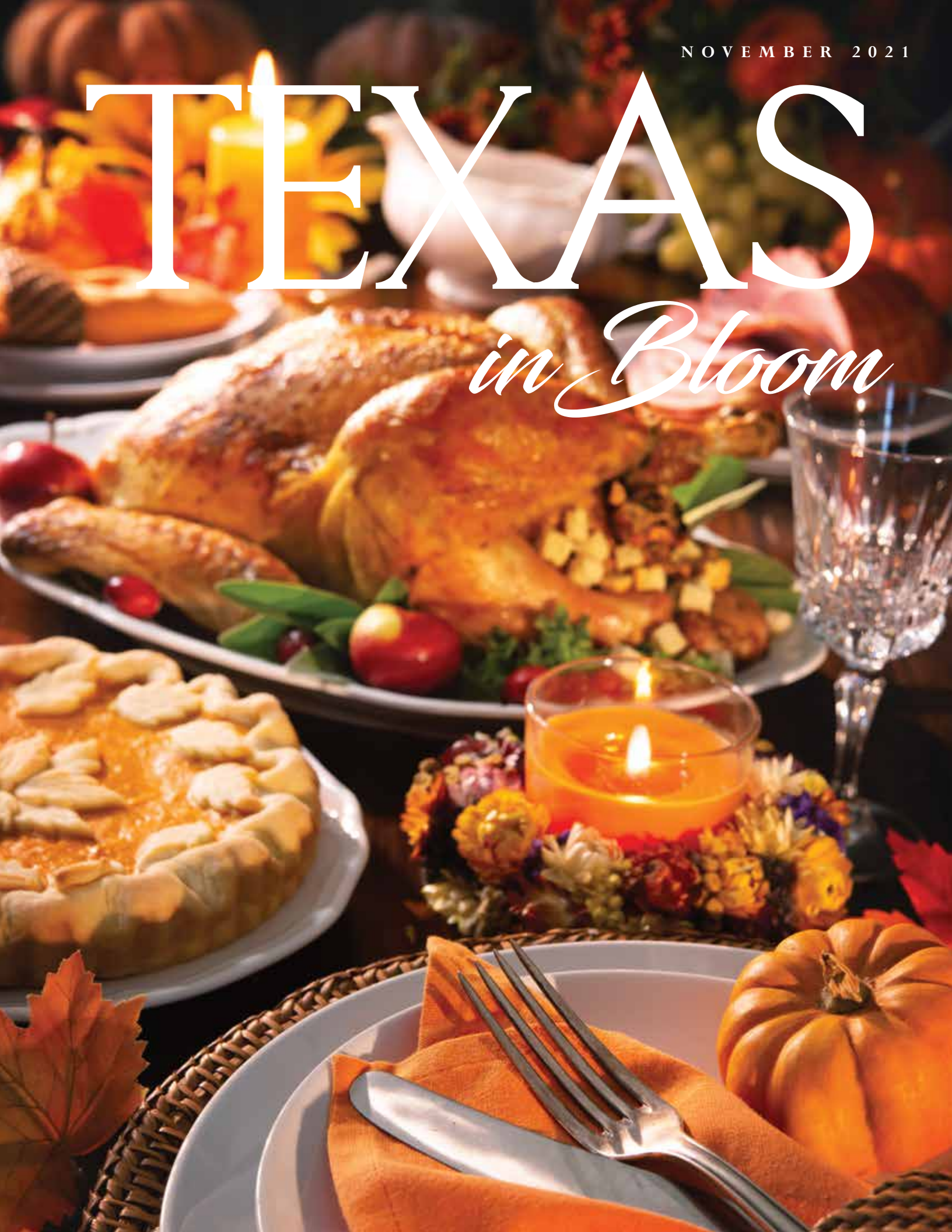


NOVEMBER 2021

# TEXAS

*in Bloom*





*Making Texas Floral Education Possible*

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## FROM THE *President*



TSFA President  
Cheryl Vaughan TMFA

November is already here, and I love waking up to the cooler mornings! The changing of the seasons, and the fall color harmonies are among my favorites! I only wish we had more time to enjoy this season in Texas! November not only brings all the Thanksgiving centerpieces, but includes the prep for Christmas installs. It is a time that sometimes requires us to switch gears for customers requesting Thanksgiving centerpieces while others are wanting Christmas in their homes and businesses. Many times it is challenging and requires us to be extremely

organized in our shops to have both the space and accessories needed to work on both holidays simultaneously. We must be prepared, organized and disciplined to get all accomplished!

November is also the time for more committee meetings and our fall board meeting. We had our fall education committee meeting in October and have begun planning for the onsite high school testings among other upcoming education opportunities. It takes a lot of education committee members to do all the work required by this committee. I appreciate each of you and your commitment to education! We have other meetings scheduled this month and I look forward to hearing all the new ideas for 2022!

For some exciting news, I am happy to announce that we have 5 new Texas Master Florists!! I want to congratulate Heather Cox TMF, Kassie Montford TMF, Kristin Stockard TMF, Courtney Burkhardt TMF, Gabi Ponaerts TMF! We are happy to welcome you into the Texas Master Florist family! I know each of you have worked hard and have sacrificed to reach this accomplishment. Congratulations on a job well done!

Lastly but most importantly, I want to wish each of you a successful fall season and a Happy Thanksgiving! Let's do this!

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## RENEE TUCCI AIFD PFCI TEACHES A FLORAL ART TECHNIQUE IN **ROOTED FOR GROWTH**

Written by Lisa Guerre

The long awaited Texas Floral Expo was BACK! Everyone present, for the first hands-on session, was ready to gather and learn! Positive energy abounded. Then enters, Renee Tucci AIFD PFCI, the adorable, petite woman who overflowed with positive energy.

We entered the workshop to find an Orchid plant, a cool wooden container, bind wire, 18 gauge stub wire, moss and floral tape with a “how to” instructional hand out with pictures at every workplace. But what?...I thought for a moment...Where are the flowers?!...Isn't this a Design Class?

Plants and living arrangements are on trend right now. Looking at new and interesting ways to elevate these products is on point. As Renee began the class, I noticed how well she utilized good technical vocabulary. This always reinforces the basic principles and elements of design that we are reminded to pay attention to, no matter what medium we are working in.

The main focus of the class was how to create a leaf from Smithers - Oasis Bind Wire. Through creativity and a learned technique, we quickly saw how the most basic of materials could be transformed into a piece of art. We quickly learned that bind wire soon became a sculptured placement to add to the orchid plant that was provided for the class.

I am no longer wondering about where the fresh flowers were! This was a high style design class about product that is



oftentimes forgotten! As I let my thoughts wonder, I thought of the many ways to utilize this concept and incorporate this new found leaf into the numerous products we sell.

Since our class, I have visited Renee's Facebook page and watched her YouTube tutorials. One of her signature brands is to create art from basic materials and then incorporate these into a variety of floral designs. Understanding these techniques provides inspiring art elements that will upscale a plant into a living arrangement. I encourage you to also join Renee's Flower Fridays on Facebook where you may continue to learn from this inspiring designer.

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# JENNY THOMASSON AAF AIFD PFCI EMC RETURNS TO TEXAS TO EXPAND AN UNDERSTANDING OF THE MIXED MEDIA BOUQUET

Written by Tricia Won AIFD EMC

Weren't all the Texas Floral Expo Hands-on workshops amazing? I, for one, appreciate learning new design mechanics and styles and refining my skills. These workshops offered TSFA members those opportunities.

Jenny Thomasson's workshop, Mixed Media Bouquet, was a modern and fun experience for all participants. An array of fresh and dried botanicals were waiting for students to select and use in the bouquet of their creation.

Upon arriving, everyone was given stems of curly willow and Smithers-Oasis Bind Wire to create a natural armature as a base

structure for their bouquets. Jenny demonstrated how to begin the armature by selecting several stems of curly willow and while holding the stems in her hand, bending and shaping the stems to create loops for the flowers to nestle into. These loops were then bound with the Bind Wire. After the armatures were complete, students added their personal selections of fresh and dried florals to create their own unique bouquet.



Photography Credit | Kris Ann Photography



***A few words from Jenny about why she wanted to teach this particular workshop and what she enjoyed about being a part of the Texas Floral Expo***

**What was your ultimate purpose in teaching this topic?**

Teaching designers how to create arrangements that are both incredibly creative but also sustainable in their mechanics is a passion of mine. I wanted each student to understand that by using this technique they can literally make any shape of bouquet that the artist inside can conjure up.

**What did you want your students to learn?**

I wanted them to learn to create unapologetically and make something that even though the designer next to them, perhaps had the exact same materials, they came up with a truly unique composition.

**What do you enjoy most about teaching Hands-on Workshops?**

When I see a student that really "gets it", the enlightenment that you see in each face and the pride that each feels is unlike anything else. I feel honored to be a part of that.

**Do you have any takeaways that you would like to share with TSFA members?**

Teaching at the Expo is a very hospitable and warm environment. The Expo is a place that everyone is calm, kind and nurturing of one another. Encouraging and completely different is appreciated and accepted. Thank you for allowing me to once again join the family of TSFA and put together a truly successful team for everyone to come together again and enjoy.



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# DESIGNERS KNOWLEDGE WAS EXPANDED WITH ADAPTIVE MECHANICS FOR TODAY'S FLORAL DESIGN



Photography Credit | Kris Ann Photography



Written by Yolanda Amos TMFA

Joyce Mason - Monheim AAF AIFD PFCI AZMF delivered an impactful Hands-on workshop titled "Adaptive Mechanics for Today's Floral Design" teaching sustainable alternatives for floral artistry. The workshop brought Accent Décor to the forefront with numerous creative techniques to effectively use your inventory and maximize profit.

What made Joyce's workshop memorable was just how far back she took us into practicality. While I appreciated Accent Décor bringing an incredible difference in design, I could not help but enjoy how 22 inch gauge wire and floral tape created an alternative to traditional chicken wire for stability. With sustainability in mind, Joyce executed a workshop that refocused on the basics of floral design mechanics. The use of wooded macrame rings bonded together created a unique armature. Using Gerbera straws in a clear vase enhanced the beauty of a few stems of plumosa. All were examples of making this workshop an experience of creativity coupled with artistry.

Altogether, the workshop was truly an experience filled with teachable moments. Everything from the use of curly willow down to the durability of carnations set the stage, and Joyce delivered.



# FINDING YOUR SYMPATHY STYLE LEADS THE WAY FOR TODAY'S FLORIST TO EXCEED CUSTOMER EXPECTATIONS

Written by Yolanda Amos TMFA

Renee Tucci's Design Lecture and Demonstration "Finding Your Sympathy Style," brought a relatable crowd-friendly style coupled with a fresh approach to sympathy design. A Teleflora Education Specialist, Renee Tucci AIFD PFCI, presented with flair and awe, sharing just how "classic and abundant" as well as "on-trend and edgy" may be incorporated into today's sympathy offerings.

It was pure joy to be in the audience for this master class in sympathy design that stayed grounded in customer focus. Renee began the presentation with classic and abundant styles. I thought to myself, how can you possibly deliver anything more than a classic and traditional style that has stood the test of time. Well, reading the audience, was I ever wrong?! The double saddle casket spray with its lush foliage and array of Mums, Hydrangeas, and layered in Roses was executed flawlessly. At the same time, the added curves of the Gladiolus put the design over the top.



Photography Credit | Kris Ann Photography

Of course, Renee did not stop with her approach to the classic. Her focus transcended on trend inspirations, featuring the use of preserved blossoms to enhance plant arrangements. Her demonstration included a Calla and a single bleached fan palm leaf in Accent Decór's Razzo bowl. The use of a "chicken wire pillow" provided the proper mechanics for the permanent botanicals to quickly become a work of art. The applications, using simple design techniques, remained up to date and on current trend.

The endless possibilities of Avant-Garde sympathy designs were brought to life with a Casket spray center stage. Renee demonstrated the example with dried birch branches, Snapdragons, curly willow, and Baronesse Garden Roses to complete the asymmetrical arrangement. The fresh perspectives, expanding our creativity while merging traditional with unique and trendy, certainly met the needs of today! Many thanks to Renee for opening multiple opportunities with all that she shared!



Photography Credit | Cody Ash Photography

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Design Lecture & Demonstration  
underwritten by Teleflora  
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Texas Floral Education Underwriter

The dried flower trend is not going anywhere anytime soon and I feel strongly that they should be embraced, not just for home decor, but even in sympathy work. Here, the Razzo bowl from Accent Decor has been filled with a Plant & Flower combo that features Kalanchoe, Begonia and Calla Lily plants, along with dried accents. This is a gift that the recipient can truly enjoy, with minimal maintenance, for a long time to come. A complimenting accent has been created using a large dried fan palm as the vessel. A pillow of chicken wire has been added to the center, and an assortment of dried flowers and mosses fill it out. A remembrance that can be tucked into the decor of the home, creating long lasting memories.



# TAKE A CLOSE LOOK AND LEARN!

Photography Credit | Cody Ash Photography

Design Descriptions by Renee Tucci AIFD PFCI

The red blown glass vase from Teleflora elevates an everyday sympathy design, to one that the recipient won't soon forget. Bold colored flowers are complemented by hydrangea that has been enhanced with a combination of Design Master paints, and palm foliage that has been carefully tailored, to create a one-of-a-kind addition to the arrangement.



This standing spray is a great example of creating strong line in a design with mass and form flowers. Of course, the linear Gladiola creates the strongest static line, but, by thoughtfully placing the Roses, Gerbera, Sunflowers, Alstromeria and Orchids, the eye rides through the design, enjoying each floral moment.



A touch of delicate opulence was achieved in this casket spray by combining light greenery and garden flowers with luscious orchids. The star of the design are the gladiola and their wandering tips. To encourage a gladiola or any negatively geotropic flowers (Bells of Ireland, Stock, etc), place them in an open-mouthed bucket or water vessel (plastic storage tubs work great), so that the stem is as horizontal as possible. In a matter of hours you will see the tips begin to bend upwards and against gravity.



The concept here is to include dried flowers in resin, an on-trend artform, reminiscent of a deceased who loved to garden. The flower holding resin discs are perched atop thick curly willow stem ends, and nestled into river rocks within the clear 4" cubes from Teleflora. Anthurium, Ginger and Equisetum dance around the resin discs, all set atop a Sago Palm mat. Members of the deceased family each receive a resin disc keepsake from this photo table display after the service.



This avante garde heart is created entirely on a chicken wire base. The wire, formed in the shape of a heart, is then filled with bold, long lasting blooms, and antique hydrangea that will dry beautifully. This foam-free design is perfect for a memorial service where the florals are only on display for a few hours. The heart is backed with green felt for a finished look.



This casket spray base is built by layering dried birch branches around a shallow 11" Recreations mache container. The birch branches are bound firmly in place by using a twisty tool, similar to what can be found in the rebar section of a big box home store. Bold and on trend florals are added in groupings.



In these times of eco-consciousness and making every attempt to do more with less, this composition was built on the base of an 18" Smithers Oasis Mache cross. By extending the ends of each arm of the cross with chicken wire tubes, the ability to get a further reach is born! For these portions of the cross I used two types of botanicals: linear materials that had the length to reach back to the foam if the material needed a hydration source for the duration of the service, and, long lasting foliage and fresh kalanchoe that will hold up without a water source for quite some time. With this technique, the cross ended up having a 36" reach when all was said and done.



This wreath is a hybrid featuring a lushly floraled base on half of an 18" mache wreath from Smithers Oasis. The top half is created with dried botanical materials on the base of half of an 18" grapevine wreath. Together, they create a unique wreath for a service. After the service, the top portion is designed to separate from the bottom to be taken home and displayed by a family member as a half-moon dried flower wreath keepsake.







Coloring outside the lines begins innovation, freedom, inspiration and creativity. I wanted to play with this idea by using an actual frame with a physical line, a threaded link of an implied line and then the contrast line, finished by a dynamic line. How many layers of line can I play with to create a satisfying final arrangement.

A flat back, black edged wooden frame is the beginning to this design. Dark green preserved Magnolia leaves are threaded through the center using a 16 gauge wire. This link is glued on top of the wooden frame using wood glue. Preserved Flax is run in between each leaf, under the bottom half of the center wire spine so there is no need for additional wire or glue to hold them into place, just using the tension of the link of Magnolia. Cold adhesive is then used to add green Hydrangea, hanging Amaranthus, Phalaenopsis and Dendrobium Orchids.

## JENNY THOMASSON'S PRESERVED POSSIBILITIES EXPANDS EDUCATION IN THE AREA OF PRESERVED PRODUCTS AS AN ART FORM

Design commentary by  
Jenny Thomasson AAF AIFD PFCI EMC

*During my time in creating this presentation for TSFA I was just on the heels of the project for completing my second book. After the compositions were photographed I immediately fell into taking ones apart, redesigned and morphed into another transition for showing and expressing my voice. This is a story of dried, petrified material and how breathing life into it will light up the possibility for my own unique view on botanical art. This process was like the material I had chosen to focus on, held in time and patiently curated. There was no real sense of urgency, no instant demand. Permission was given to take my time, experiment, examine myself and my emotions even more during the process. – Jenny Thomasson AAF AIFD PFCI EMC*



Photography Credit | Kris Ann Photography



Photography Credit | Cody Ash Photography



"One of the more quote-un-quote traditional designs in this book and unlikely that I kept finding myself coming first to this even though it holds a color I rarely use. Now, it's not that I don't like yellow, I adore its cherry and cheeky demeanor but it is demanding of visual attention in compositions is a reason I am not drawn to it. I had to partner it up with an equally or arguably more aggressive partner, being white. The green just tames that entire play down a bit like an overbearing adult. Fun and light hearted with layers, lines, heads, shadow, weight, it is almost a circus of play controlled in its arena for just that bit and grabbing my attention to hold it while it can."

A wire basket form, covered using cold adhesive and ripped square pieces of shaved Sola Wood (*Aeschynomene aspera*) layers. Petals and clusters of bi-color enhanced Hydrangea (*Hydrangea macrophylla*) also hot glued into place, leaving areas to insert both the dyed Roses (*Rosa*) and the *Craspedia* blooms. Individual petals and flower heads are attached to the outside of the basket and Sola wood form using cold adhesive with special attention to placement."



This 5 section flat panel design was inspired by the idea of a ripple effect. The impact each of us have on the industry is greater than we could ever imagine, and the choices that we make can have far-reaching consequences. By using the ripple effect to make a positive difference and spread waves of kindness and inspiration that will wash over the floral world.

For this project I used flat wooden boards and drew on the front of the boards the shape of the ripples that I wanted to achieve. Pan glue is the adhesive glue that was used to attached styrofoam on top of the drawn design to add depth and dimension to the final composition. Three different colors of green Reindeer Moss is used, light green on the tallest part, medium green to connect to the dark green base.

This green and white striking vase design was originally a free standing woven base of white Midollino sticks. Utilizing a piece of glass and hot glue to apply a single small bead on the bottom of a single stem of Midollino to begin the upright, outside frame of the structure. By adding more and weaving them together it got to a point that I didn't need to use the hot glue any further and just focus on the attention to detail, tension and space. After the woven structure was achieved I was able to pop the hot glue beads off of the glass and clip off the very end for a clean base. Using a green spray paint that is similar in shade to the floral material, spraying on the bottom half of Midollino frame to taper the color from green to white. Then a small mound of chicken wire is formed into a ball and placed on the top of the vase and the woven Midollino frame is shaped around the lip of the vase. Dried green Repens and green Hydrangea are inserted down into the center to secure the structure in place and additional ones around the frame. No glue, additional wire or other mechanics are used, just the skill and knowledge on how to make this entire design balanced and level.





## TEXAS FLORISTS WERE Ready and Set to Grow!

Written by Gaby Ponsaerts TMF

When I think of Ace Berry AIFD TMF, the last thing that comes to mind is Sympathy arrangements. I know him for his tropical, sculptural and exuberant style. But for his Advanced Hands-on workshop, this is what he chose to teach and this is the reason! This is his “bread and butter” at Fulshear Floral.

About five years ago he opened his flower shop and walked straight over to the funeral homes in town and told them he would “fix” any floral issue for them, supply flowers at any time and gave them his personal cell phone number. He understands that the main focus of the funeral director is taking care of the deceased and it is our job, as florists, to take care of the flowers and provide the comfort flowers bring to the family and

friends of the deceased. Ace expanded the conversation in sharing that “This is how we make this segment of our business profitable and profit is what we need to grow and survive. It’s really that simple!”

We were reminded, through the flowers chosen for the class and the style we were about to learn, that Ace stays true to his brand. For the standing spray we received red Ginger, Palmetto, Anthurium, Pincushion Protea, Carnations, Curly Willow, purple Dendrobiums, roses and other foliages. It was abundantly clear from the onset that this was not going to be your average floral spray, but instead a reflection of a brand that would stand out and get noticed.

Ace explained that it is imperative that in making large arrangements you

adhere to the elements and principles of design. In each and every standing spray a “backbone” must be created. In this example, he established a primary line with the Ginger and a secondary line with the Curly Willow. To establish rhythm and achieve balance, he placed the Anthurium to mirror the Ginger. Ace grouped the Dendrobium Orchids to establish impact and bring your eye to the focal point. To establish a focal point, carnations were cut short and placed low, layering with roses and enhancing with the Pincushion Protea.

Negative space can be your friend and create a higher perceived value without adding cost. This was one of the many tips that Ace shared throughout the class that certainly got me ready and set to grow as a designer! Thanks so much Ace! You knocked this one out of the park!



# EXPERIENCING STORY TELLING THROUGH THE ART OF FLORAL DESIGN

Written by Gaby Ponsaerts TMF

Concrete and rebar, two elements that I have never used in floral design, until the Texas Floral Expo. I guess it takes an artist like Beth O'Reilly AIFD TMF to think outside the box and introduce new materials and structures to our industry, while challenging us to keep pushing the envelope.

In her Hands-on Workshop, Beth taught us how to construct and design the colorful, eye-catching standing arrangement that she unveiled at the Friday evening Stars of Texas dinner presentation.

Beth prepped the “vessel” for the design by pouring a block of concrete to hold a rebar of about 3 feet upright. At the base of the design we each attached a piece of Ghost Wood with zip ties. In order to keep within the spirit

of sustainability and environmental practices, Beth taught us how to make “chicken tubes!” These are simply tubes made of chicken wire which we attached at strategic points to the rebar and Ghost Wood. These tubes provided the needed mechanics to insert the selection of preserved botanicals and some of the fresh materials. We attached water tubes for the more “thirsty” materials such as orchids, roses and spray roses.

Working with a collection of Pampas Grass, bleached Ruscus, Palmetto Palms, Grevillea, Robellini Palms, Halla leaves, copper sprayed Plumosa, roses, spray roses and dendrobiums provided inspiration and enabled numerous options for placements and expanded creativity.

Once the mechanics were set, with Beth's guidance, we could let our imagination lead us to design an arrangement in our own preferred shape. These newly introduced mechanics allowed us to place materials to expand visual space in all directions in numerous angles and to create a dynamic display with strong lines, 3 dimensional depth and a strong focal point. It was of the utmost importance to keep our eye on the physical and visual balance at all times. Though everybody started out with the same vessel and the same materials, the finished arrangements were as varied as the number of designers in the room.

This new approach continues to intrigue me and has me dreaming of options I never knew I had the ability to think about. Thank you, Beth, for sharing your creative gift to inspire us all to elevate our floral designs to Floral Art.





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18. Signature and Title of Editor, Publisher, Business Manager, or Owner

Dianna L. Nordman, Editor

Date 10/04/2021 14:20:13PM

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# TSFA Calendar of Events

Here's a glimpse into the December issue of TEXAS in Bloom!  
Photography Credit | Cody Ash Photography



Design Credit | Beth O'Reilly AIFD TMF



Design Credit | Amy Neugebauer AIFD TMFA and  
Kim O'Brien Jones AIFD TMFA



Design Credit | Ace Berry AIFD TMF

## NOVEMBER

- 2 TSFA Teacher Level 1  
Hands-on Training and Certification  
Teacher Level 1 Floral Design Certification  
Region 6 | Huntsville, Texas  
Visit [tsfa.org](https://tsfa.org) to register
- 3 TSFA Teacher Level 2  
Hands-on Training and Certification  
Teacher Level 2 Floral Design Certification  
Region 6 | Huntsville, Texas  
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- 5 TSFA on Demand Release Date  
HARMONY at [tsfa.org](https://tsfa.org)\*  
Part 14 of 15 Part Series
- 14 TSFA Board Meeting  
TSFA Office | Leander, Texas
- 19 TSFA on Demand Release Date  
UNITY at [tsfa.org](https://tsfa.org)\*  
Part 15 of 15 Part Series
- 25 Thanksgiving
- 26 Hanukkah

## DECEMBER

- 3 TSFA on Demand Release Date  
Q&A with Tim Farrell at [tsfa.org](https://tsfa.org)\*
- 25 Christmas Day
- 31 New Years Eve

## JANUARY

- 1 New Years Day
- 18-20 TSFA Certification & Competition Class  
Instructor Jackie Lacey AIFD  
TSFA School | Leander, Texas  
Limited Space Available
- 28-30 Introductory Floral Design Courses  
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