

SEPTEMBER 2021

TEXAS

in Bloom

Introducing

HALLIE MORRISON AIFD

2021 TEXAS DESIGNER OF THE YEAR



JODY MCLEOD AIFD TRAVELS TO TEXAS



Register Now!

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

Variations

A TSFA Dinner Presentation

Each and every day we experience some type of transformation.

The process of change, while it may be new to us, is nothing new to Mother Nature!

Variations will showcase the numerous transformations seen in our botanical world.

We must all be open to transform our design styles, selections of materials and perspectives in order to better emulate Mother Nature and be competitive in today's floral industry.

This presentation will inspire as it transforms to show you how!

A Hands-on Workshop will be offered to a limited number prior to the Product Gallery and Dinner Presentation.

Variations **IN DESIGN** A TSFA Hands-on Workshop

Transform every day designs into conversation pieces, ones that are quick to catch the eye, while increasing profitability and customer satisfaction. Variations in Design offers the opportunity to transform the usual into the unusual while making the most of selected botanicals.

To Register Online visit tsfa.org or Call the TSFA Office at (512) 528-0806

\$65.00 Registration includes Dinner • Design Presentation • Product Gallery

\$95.00 Registration includes Variations in Design Hands-on Workshop

1:30 p.m. - 3:30 p.m. Variations in Design Hands-on Workshop

6:00 p.m. Product Gallery

7:00 p.m. - 10:00 p.m. Dinner and Variations Presentation

STAYING THE NIGHT IN LUBBOCK?

TSFA has secured a special rate at

Hampton Inn & Suites Lubbock University

2828 Marsha Sharp Freeway, Lubbock, Texas

\$129.00 • Includes Breakfast

Call Hampton Inn & Suites at 806.758.5959 to make reservations.

Mention Texas State Florists' Association to receive the special rates.

FROM THE *President*



TSFA President
Cheryl Vaughan TMFA

This summer has flown by! I thought July and August were supposed to be slow for the floral industry!! It seems our industry is flourishing no matter the month! What an incredible time to be involved in TSFA. Our mission statement, "cultivating member success and a strong floral community," is certainly present in everything we do. In the past year and a half, we have seen growth in our virtual learning programming and another successful Texas Floral Expo.

I must take a moment to encourage you to visit TSFA on Demand to watch the series on the Elements and Principles of Design. This is free, as part of your TSFA membership! Take time to review and then plan to share as training videos at your place of business. This is only one of many ways that TSFA adds to the value of your TSFA membership!

We will offer Texas Master Florist hands-on classes October 1-3 at the Texas School of Floral Design in Leander. There is still time to complete the qualifying design and seven online classes needed. With these seven and the three hands-on you will be on your way to successfully completing your Texas Master Florist designation!

I want to remind you that we have one more educational opportunity in 2021 featuring Jody McLeod AIFD! The Texas Floral Showcase will be in Lubbock on October 6th, with Kassie Baker TMF as chair. Thank you, Kassie, for always being willing to step up to new challenges! Jody will present "Variations," which will showcase numerous transformations seen in our botanical world. This presentation is sure to inspire you and sharpen your floral design skills. Don't miss this opportunity! He will also instruct a hands-on class the same day! It will be well worth your time to attend!

Planning has begun for the 2022 year with outstanding education and networking opportunities throughout our state. The following issues of TEXAS in Bloom will outline these events as well as share followup to the Expo! I want to encourage you to reach out to me or to those in the office and let us know how you would like to be involved with TSFA! I want to challenge each of you to reach out to those new faces and friends, that you met at the Texas Floral Expo, make them feel welcome, and involve them in this great association!


I am honored to serve as President of the Texas State Florists' Association and I look forward to an amazing year with inspirational education and opportunities to connect with our community. Thank you to the TSFA Board Members, Past Presidents, Committee Members and every member of this organization for your continued support of this organization. I hope to see you at an event soon, and until then, stay safe, stay involved and stay connected!

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KNOW TO ACHIEVE YOUR
TEXAS MASTER FLORIST

An Apology from the Printer

We appreciate TSFA and the long standing relationship that we have with the organization. We have corrected the reason for our mishap. Please accept our apology for the late receipt of the August issue.

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION
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Virtual Learning

AT ITS FINEST

This 15 part series was launched at TSFA on Demand in March offering instruction on each of the Elements and Principles of Design. The best part about TSFA on Demand is that the instruction is provided to TSFA members at no charge 24-7, in the comfort of your home, PLUS...TSFA members may share these online classes as part of your in-store training sessions! If you have not yet watched, schedule time to do so and pick up on the remaining Principles yet to be released! Take a Look!

PROPORTION RELEASE DATE SEPTEMBER 10

“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”



DOMINANCE RELEASE DATE SEPTEMBER 24

“the visual organization within a design that emphasizes one or more aspects. When one element is emphasized, others are subordinate.”

CONTRAST RELEASE DATE OCTOBER 8

“emphasis by means of difference; strength through opposition”





HARMONY RELEASE DATE NOVEMBER 5
 “compatibility; a pleasing or congruent arrangement of parts”

RHYTHM RELEASE DATE OCTOBER 22
 “visual movement through a design, usually achieved through repetition or gradation”



UNITY RELEASE DATE NOVEMBER 19
 “oneness of purpose, thought, style and spirit”



TO ENHANCE YOUR VIRTUAL LEARNING AND SUPPORT YOUR TEXAS MASTER FLORIST STUDIES

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 instruction to achieve the Texas Master Florist designation. The information is most important in testing for Certified Floral Designer (CFD) through AIFD.

TEXAS WELCOMES ANN JORDAN AAF AIFD MMFD

THE SMART DESIGNER

BUSINESS SESSION

Written by: Yolanda Amos TMFA

Ann Jordan AAF AIFD MMFD brought thirty years in retail floral experience to the recent Texas Floral Expo. Her business session, The Smart Designer, was nothing short of a masterpiece in business strategy. Allow me to try and sum it up. She brilliantly outlined how best to adapt to a changing industry and why creativity, as well as productivity, quality and service are pivotal and must be at the forefront of providing value to today's customer.



THE INDUSTRY IS CHANGING

AND WITH THAT COMES

CHALLENGES IN THE DESIGN ROOM



Photography Credit | Kris Ann Photography

"The industry is changing, and with that comes challenges in the design room" expressed Ann. While Ann highlighted countless vital points, consistency was the foundation of the strategic plan. With that said, the customers' expectations of value are what we must adapt our business model to meet.

Although I could not agree more, it was how Ann decided to support her statement that captured my attention. Let me go into detail to best explain! Have you ever had a moment when a loud sound interrupted an activity and redirected your attention? Well, that's what happened to me when Ann mentioned "employee expectation." In particular, to coach and train with an approach tailored to your business brand was discussed in great detail! Her examples of giving each new employee a journal, requiring personnel to know customer names and preferences set

the stage for quality customer service. As a consumer, I can tell you what keeps one coming back and that is unique quality service. All things considered, attention to detail during the hiring process starts with determining what characteristics will complement your exclusive customer experience.

All in all, Ann gave example after example of hiring the right employees. She also spoke on streamlining productivity, customer trends, and being budget-conscious. As a designer amongst a vast industry of designers, we all know very well that creativity involves being up to date on the latest trends. However, Ann took creativity to another level and incorporated a profit-minded perspective to help our industry adapt to the changes moving forward.



Session underwritten by FTD
Texas Floral Education Partner
Founding Silver Level
Texas Floral Education Underwriter



Photography Credit | Kris Ann Photography

ALL STAR PANEL RECAP

Written by: Lori Wilson

The All-Star Panel Discussion was a session designed to be interactive between the audience and panelists. Derrick Meyers CPA CFP PFCI facilitated the presentation that focused predominantly on employee retention. The panel featured Ken Freytag, Owner of Freytag's Florist in Austin, Texas., Lori Wilson, Director of Community for Flower Clique and Tom Wolfe Jr., President of Wolfe Wholesale Florist in Waco, Texas. Derrick divided the content into three points of discussion.

BUILDING YOUR TEAM

One of the main ideas the panelists agreed on was when building your team, look from within first. Take a look at each of your employees and observe what each does best. Then, have a one-on-one conversation and find out if there are other parts of the job that are of interest. Another idea was to define the roles and responsibilities first. Then, check with your employees and see if anyone has the skills to fit that specific role. Ask good questions...what do you like about your job? If you could give away part of your job, which part would it be? You might find out you have people that simply need a change in role!

MOTIVATING YOUR TEAM

Everyone agreed that it's very important to motivate your employees. In order to do that, you need to know what makes them tick! For example, Tom Wolfe, Jr shared if his employee desires more design education, he will help that employee find a program and cover the cost. In doing so, not only will the employee feel valued, but will also be even better at their job. Something to remember is that each team member is motivated differently. It's your job to have conversations and figure out what the motivations are.

REWARDING YOUR TEAM

Rewards and incentives are very important in upholding employee morale. One audience member said she hired a massage therapist to come in during a busy holiday week and provide 20-minute massages for the staff. Another said they give "swag bags" to their staff right before a holiday. She fills the bag with personalized items, and the staff looks forward to the bag every season. Additional ideas for rewarding the team were gift cards, catered lunches, group tip jar, and a cash bonus to name a few.

The panel discussed the importance of creating a positive culture in your shop. Lori Wilson said, "It needs to feel like a safe space where every employee knows they have value. When an employee feels like part of the team, they feel a sense of belonging." Another important thing to note is what YOU do and how YOU act will affect your team's actions. Good management and leadership go hand in hand. If you have a zero tolerance for being late, then you need to abide by it too. Good leadership goes a long way towards maintaining a productive and motivated team.

COMMUNICATION IS KEY

when it comes to creating a great team. The more you can clarify your expectations for the employee, the more likely they are to be successful at their job. Your communication style sets the tone for everyone on the team. Ways to communicate more effectively are:

INTUITIVE COMMUNICATION

Sometimes, what looks like a small problem to you might be a big problem for someone else. If a team member comes to you with what they see as a big problem, help them walk through the solving process using simple steps that can lead to a positive outcome.

OPEN DOOR

Be open to suggestions from your employees. Not only will it help them feel like a valuable team member, but you might also just implement a great idea that increases your revenue!

CLARITY

I can't say this enough. If you are not clear with your expectations and goals for your employees, they will probably fail. Ken Freytag mentioned when he gets a new employee, they know each day what they will be trained on. They have a system in place, so the new employee is fully aware of what is expected of them.

SUPPORT

Support one another. Don't allow "drama" that will be hurtful to another employee. If you have a staff member learning something new, make sure you or another team member is there to walk alongside him or her and answer questions that might arise.

2021 TEXAS DESIGNER OF THE YEAR COMPETITION

Written by Norman Northen TMFA

The tables are set! The flowers are counted!
The containers are placed! The designers
are ready! The Interpretive design prop is
qualified! The emotions are running high!



Photography Credit | Kris Ann Photography

Botanical Transformations



CATEGORIES I AND II

The Five competitors clockwise from top:
Tiffany Albrecht TMF | House of Blooms | Sugarland
Jimmy Burrage TMF | Marvel's Flowers | Killeen
Michael McCarthy AIFD TMFA | The Blooming Idea | The Woodlands
Hallie Morrison AIFD | Amanda Bee's Floral Design | The Woodlands
Iulia Prokhorova TMF | Wild Veggie Bouquet | Corpus Christi



It's Saturday morning at the Texas Floral Expo and there are high hopes and big dreams of being named 2021 Texas Designer of the Year! Five contestants and their families and friends, who watched close by, were ready for this day to begin!

Former Texas Designer of the Year Fabian Salcedo chaired the competition designating the overall theme as Botanical Transformations.

During a Mandatory Meeting to review Official Rules and answer questions, each prop was qualified. Category I would feature products that are found in the very beginning



and early stages of botanical transformations on an inspired prop designed and provided by the competitor. Category II was to incorporate the idea of advancing growth at its finest stage with florals and container provided.

At the conclusion of Category II, the first day of the competition was complete! All would now wait for the judge's evaluations and the announcement of the three competitors with the highest scores at the close of Saturday's educational programming.

The three competitors, with the highest scores, were Michael McCarthy AIFD TMFA, Hallie Morrison AIFD and Iulia Prokhorova TMF. The waiting begins once again! Category III will take center stage during the Sunday luncheon where these three finalists will compete main stage for all to see!

The nerves return! The remaining flowers and containers return!

The designers return on Sunday for all of us to watch and see!

Category III progresses with vision and inspiration providing all to complete the transformation. Each designer was introduced with Texas' favorite Joyce Mason-Monheim AIFD to share highlights about each designer and design information while each designer completed their arrangement. She discussed what the judges would be looking for, pointed out the Elements and Principles of Design, and as each designer completed their work, she asked questions of each.

At the close of Jenny Thomasson's program, the final results were announced. The highest points in Category I were tied. Hallie Morrison and Michael McCarthy each received \$100! Hallie Morrison went on to score the highest number of points in Category II and Category III bringing her \$100 for each category!



It was now time for the long awaited announcement! The 2021 Texas Designer of the Year was then named! Hallie Morrison AIFD received the coveted Texas Cup with flowers, \$1,000, 1st place ribbon and up to \$1,000 towards expenses to compete in the prestigious Sylvia Cup at SAF Convention.

She was presented a crystal star and named a Star of Texas! 2nd place finisher was Michael McCarthy AIFD TMFA who received \$300, flowers and the 2nd place ribbon. 3rd place was announced! Iulia Prokhorova TMF received \$200 and the 3rd place ribbon and flowers, of course!



Photography Credit | Kris Ann Photography

THE 2021 TEXAS DESIGNER OF THE YEAR **HALLIE MORRISON AIFD**

Hallie Morrison is an award-winning floral designer based in The Woodlands, Texas. Raised in College Station, Hallie was inspired by her high school FFA classes to pursue a career in floral design. She graduated from Texas A&M University with a Bachelor of Arts in Horticulture Arts in 2016. In the summer following graduation, she was named SAIFD Student Competition Designer of the Year and honored as an AIFD Foundation Scholar. She considers her design style traditional with garden-like flair. It is her hope to one day create a platform to share her passion for floral design to educate, inspire and encourage others to follow their dreams. Hallie was inducted into the American Institute of Floral Designers in 2019. Texas State Florists' Association named her a Star of Texas and the 2021 Texas Designer of the Year.

Winners are pictured with
2019 Texas Designer of the Year
Ace Berry AIFD TMF and
2021 Competition Chair and
2008 Texas Designer of the Year
Fabian Salcedo



2nd place Michael McCarthy AIFD TMFA



3rd place Iulia Prokhorova TMF

CONGRATULATIONS TO THESE AWARD WINNING DESIGNERS!

TAKING THE MYSTERY OUT OF CERTIFICATION

Written by: Kassie Baker TMFA

During this informative Q & A style program, the three panelists Kassie Baker TMF, Jackie Lacey AAF AIFD PFCI, and Ken Senter AIFD joined together to take the mystery out of certification. Whether it be TMF or CFD or AIFD, information was shared so that all could better understand the process! Kassie started the program, providing information about the Texas Master Florist program. She outlined the steps to receive TMF certification and highlighted the requirements.

Once questions were answered, Kassie turned the program over to Jackie Lacey to talk about CFD and AIFD. He answered questions about the requirements for AIFD. Jackie explained that Texas State Florists' Association is an AIFD Education Provider. Receiving your Texas Master Florist designation opens an opportunity to test with AIFD to additionally receive the CFD designation and be named a Certified Floral Designer.

Ken Senter then discussed several designs as examples in review of the elements and principles of design. He showed simple mechanic failures that may cause the arrangement to not evaluate well. He also discussed various schools that offer preparatory classes to assist in preparation to test for AIFD. The TSFA School of Floral Design, through Texas State Florists' Association, is one of those.

The session wrapped up with more questions and one of the most popular ones was how people can obtain additional information to achieve TMF. All were referred to the TSFA website, www.tsfa.org and provided a TMF brochure.

THE 5 STEPS TO TMF

1. Complete and return the PCF application that is available at tsfa.org, or contact the TSFA office at 512.528.0806.
2. Upon approval of the application, successfully complete the in person qualifying design and register for the seven online courses.
3. After successfully completing the seven online courses, you may register for the three hands-on courses. The Fall 2021 Schedule is noted on Page 14 of this issue.
4. Once the ten courses are successfully completed you may register for the overall exam to achieve the Texas Master Florist certification.
5. Upon receipt of the Texas Master Florist (TMF) designation, you may apply to test for Certified Floral Designer (CFD) through AIFD. The TMF designation also provides eligibility to enroll in the preparatory course provided by TSFA to assist in preparing you to test for AIFD.



CRITICAL WEBSITE STRATEGIES TO REACH THE HYPER-DIGITIZED CONSUMER

By Renato Cruz Sogueco AAF PFCI
Vice President Digital Strategy and Education
BloomNet Floriology Business Instructor

Photography Credit | Kris Ann Photography



The pandemic has changed the flower customer for the better! This is according to an IPSOS study conducted in collaboration with the Society of American Florists (SAF). The research confirmed consumers are more aware of flowers as gift choices, have increased purchases of flowers year over year (YOY) and will more likely purchase from a florist, whom they view a convenient, more “unique” gift source versus other channels, including grocery stores.

The caveat? Florists can only leverage these trends if they have a strong digital presence. The study further revealed that consumers are trained even more to rely on digital tools having lived in isolation for so long. During the recent Texas Floral Expo, I had the honor of presenting a session with the same name as this article to attendees. We'd like to pass on the essence of that session to you by sharing the 4 KEY TAKEAWAYS!

1

MARKETING STRATEGY MUST SHIFT TO YOUNGER CONSUMERS

Millennials (21-39 years of age) and younger have arrived as the primary floral consumer, according to the study. Data from this past Mother's Day revealed this group accounted for \$143 million in spend versus \$44 million of those aged 55+ an incredible increase YOY from 2020 and 2019.

Although Facebook has and should continue to be a go-to platform as it includes a wide demographic range, efforts need to be shifted to platforms where Millennials live. Immediate recommendations would be Instagram with 1 billion users, YouTube at 2 billion users and explore TikTok. Although a new platform, it's quickly becoming a Millennial favorite given it's short, fun video format.

2

MARKETING MUST BE AUTHENTIC AND OF HIGH QUALITY

Given Millennials are your primary target, your social media post must be authentic, consistent and feature high quality media - photos and videos. With customers unable to physically visit shops and younger customers reluctant to pick up the phone, they turn to your social to confirm they'd like to do business with you. Yes, you heard right, like.

Be sure to tell your story in your posts. How long have you been in business? Why do you like to be a florist? How do you engage with your community? By the time they walk in your door, they should know you, your staff, store layout, and what you have to offer, as it was captured and conveyed through your social media through beautiful photos and videos.

Best way to improve your media? Lighting! Wherever you capture media of your flowers or you (in videos), be sure you cascade the subject in bright 5000k LED light. Ask me later for the slides which include recommended equipment. Also, start to think video first. Recall, YouTube stands at 2 billion users, mostly Millennials and younger and TikTok is the hottest, fastest growing platform today, and it's video based. Recommendation is to start capturing short, how-to videos at the shop, you giving a tour, interviewing one of your designers, or showcasing product choices and pushing these as Facebook videos, posted or LIVE. Once you have a few, start working on a YouTube channel. Then give TikTok a go as you gain video capture and editing skills.

3

SEO STILL MATTERS

So far, we've focused on social, but the primary driver of clicks to your website is through search results. If your website is not search engine optimized (SEO), it won't rank high on page 1 of results – real stat: only 0.15 percent of people with serious buying intent ever visit page 2!

Solid SEO starts with keywords consumers use to find you – here's a quick sample: flower delivery, florist near me, flower shop, flowers near me, send flowers. This is all based on actual Google Search data so be sure to include these keywords in <Title>, <meta="description"> and <h1> tags in your site, in addition to on-page text. If this is Greek to you, it's time to brush up on this concept as it's critical to your business.

Next SEO item on the checklist is claiming, owning and nurturing your Google My Business (GMB) listing. You probably have done two of three things mentioned but when we say nurture, we mean, combing through your listing every week, updating any pertinent information like hours, holiday info and/or updating GMB with photos and video. In fact, you can easily convert the photos and videos you upload into Google posts. Think of GMB as a social media that requires this type of care and attention.

4

PAID ADVERTISING IS A MUST

You know what you'll see if you search for "florist, city, state" in Google? Competitors at the very top paid listings. Also search for your own business name. If these advertisers still appear, they are using your business name to hi-jack your orders! Think of it. Who else would be searching for your business name but your current customers? Unfortunately, they'll likely click these links thinking it is you.

Primary reason to start a Google Ads campaign is to protect your brand from this practice. Once you start, after a couple months, you'll be spending around a \$1 per click for your name as a keyword but these competitors will be spending about \$5-6, which will hopefully price them out of your market. Recommended budget for this campaign is about \$200-300 a month. Spend more once you have a 3 to 1 ratio in spend to revenue to build order volume.

Missed the session (or attended) and want the slides? Please email me at renato@floriologyinstitute.com and I'll mail you a copy ASAP which will include links to resources and the useful gadgets you need to up your content game.

RENATO CRUZ SOGUECO AAF PFCI

Renato Cruz Sogueco AAF PFCI, serves as Vice President of Digital Strategy and Education at BloomNet, a premier florist services company. His primary role is to serve member florists by developing customized services and solutions focusing on digital marketing strategies such as search engine optimization (SEO), search engine marketing (SEM), social media, content marketing and mobile strategy to help them build web traffic and engage customers. He also serves as lead educator for new technology, digital marketing strategy and business, consumer and demographic trends at the Floriology Institute in Jacksonville, Florida and the new online learning platform, Floriology Now. Prior, he served as Chief Information Officer (CIO) for the Society of American Florists (SAF), the floral industry's trade organization providing marketing, technology and government relations for flower growers, suppliers, wholesalers and retailers.

JACKIE LACEY AAF AIFD PFCI

Jackie Lacey has over thirty years of experience in the retail floral market and floral education field. Jackie now utilizes his experience to provide education and instructional design programs, market showroom set up, private retail consulting, product development as well as design and event planning. His current position as Director of Education and Industry Relations for BloomNet and Floriology and Senior Editor for Floriology Magazine keep him on top of market trends, current design trends, industry education and retail marketing. Jackie has won numerous awards in floral design competitions in both multi state, national and local floral associations. Jackie has been published in Floriology Magazine, SAF publications, *Flowers &*, *Modern Bride*, *Inside Weddings* and many others. National Television exposure includes designing and participation for WE TV programs *Platinum Weddings* and *I Do Over* as a Celebrations.com Floral Expert. Previous work for noted celebrities has come easily through participation with floral design on several major motion pictures. His position as AIFD President 2019 and 2020 and his extensive travels across the country, Hong Kong, China and Europe afford many opportunities for him to interact with designers of all levels and share this extensive background and experience to florists everywhere.



Here's what you need to know to Achieve your Texas Master Florist



There's still time to schedule it all if you plan now!

Successfully complete the In Person Qualifying Design.

Successfully complete the Seven Online Classes.

Complete the three In Person Design Classes.

Test to successfully achieve your Texas Master Florist Certification!

TAKE A LOOK AT THIS COMPREHENSIVE STUDY

Seven Online Classes Available Online

Advertising and Marketing

Care of Cut Flowers and Foliage

Care and Handling of Foliage and Flowering Plants

Floral Business Procedures and Policies

Floral Sales and Profitability for the Retail Florist

Flower Shop Delivery Concepts

The Art of Effective Visual Merchandising

2021 HANDS-ON COURSE SCHEDULE

Friday, October 1, 2021

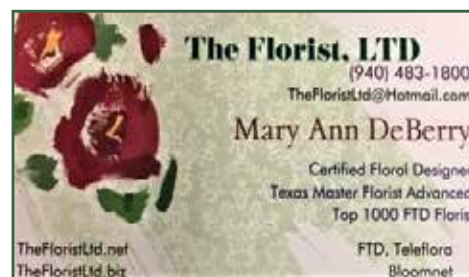
The Elements and Principles of Design

Saturday, October 2, 2021

Celebration of Life: Sympathy Design

Sunday, October 3, 2021

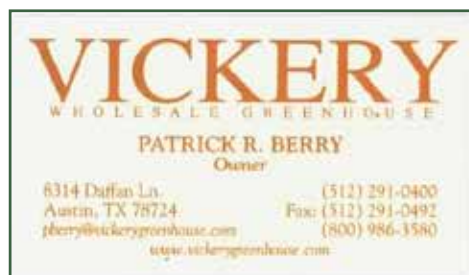
Wedding Florals from Consultation to Completion



DENTON



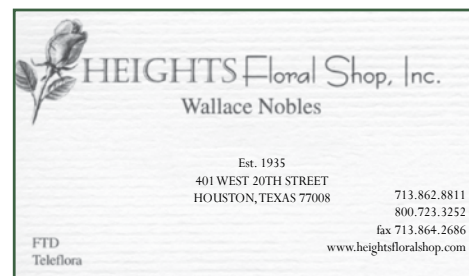
AUSTIN



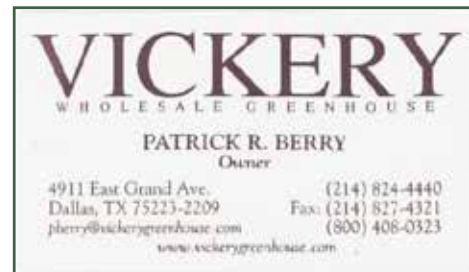
AUSTIN



MIAMI



HOUSTON



DALLAS

TSFA Calendar of Events

SEPTEMBER

- 1 TSFA Teacher Level 1
Hands-on Training and Certification
Teacher Level 1 Floral Design Certification
Region 8 Education Service Center
Pittsburg, Texas
Visit tsfa.org to register
- 2 TSFA Level 2
Hands-on Training and Certification
Teacher Level 2 Floral Design Certification
Region 8 Education Service Center
Pittsburg, Texas
Visit tsfa.org to register
- 6 Labor Day
- 10 TSFA On Demand Release Date
PROPORTION at tsfa.org*
Part 10 of a 15 Part Series
- 10-12 TSFA School of Floral Design
Basic Design | Wedding Design |
Sympathy Design
Visit tsfa.org to register
- 24 TSFA on Demand Release Date
DOMINANCE at tsfa.org*
Part 11 of 15 Part Series
- 28 TSFA Teacher Level 1
Hands-on Training and Certification
Teacher Level 1 Floral Design Certification
TSFA School of Floral Design
Leander, Texas
Visit tsfa.org to register
- 29 TSFA Level 2
Hands-on Training and Certification
Teacher Level 2 Floral Design Certification
TSFA School of Floral Design
Leander, Texas
Visit tsfa.org to register

OCTOBER

- 1-3 Texas Master Florist
Hands-on Classes
TSFA School of Floral Design
Leander, Texas
Visit tsfa.org to register
- 6 Texas Floral Showcase
Louise Hopkins Center for the Arts
Lubbock, Texas
Visit tsfa.org to register
- 8 TSFA on Demand Release Date
CONTRAST at tsfa.org*
Part 12 of 15 Part Series
- 19 TSFA Teacher Level 1
Hands-on Training and Certification
Teacher Level 1 Floral Design Certification
TSFA School of Floral Design
Leander, Texas
Visit tsfa.org to register
- 20 TSFA Level 2
Hands-on Training and Certification
Teacher Level 2 Floral Design Certification
TSFA School of Floral Design
Leander, Texas
Visit tsfa.org to register
- 22 TSFA on Demand Release Date
RHYTHM at tsfa.org*
Part 13 of 15 Part Series
- 25 TSFA Teacher Level 1
Hands-on Training and Certification
Teacher Level 1 Floral Design Certification
Region 17 | Lubbock, Texas
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