

FEBRUARY 2025

# TEXAS

*in Bloom*

  
*Texas State Florists' Association* ASSOCIATION PRESENTS

# SECRETS

TEXAS FLORAL EXPO 2025

JUNE 27-29, 2025

SOUTH SHORE HARBOUR HOTEL  
LEAGUE CITY

CHAIR MARISA GUERRERO AIFD CFD TME

# TEXAS Floral SHOWCASE • 2025

SCALE

DEPTH

PROPORTION

BALANCE

TRANSITION

CONTRAST

VARIATION

PATTERN

SIZE

COLOR

LINE

FOCAL

OPPOSITION

REPETITION

FORM

ACCENT

SPACE

DONINANCE

TENSION

RHYTHM

EMPHASIS



Joyce Mason-Monheim  
AAF AIFD CFD PFCI AZMF

As an award-winning floral artist, floral industry educator and influencer, Joyce has never faltered in her love of flowers and the enjoyment of teaching. Spanning her floral career of several decades, she has spent the greater part of her career experiencing floral retail shop operation, floral design theory, traveling the globe creating with flowers and becoming one of the floral industry's sought-after educators and presenters. TSFA is thrilled to have her share her vast knowledge on the subject of elements and principles of floral design in Lubbock this spring!

## THURSDAY, MARCH 27, 2025

Lubbock ISD Agri-Stem Complex  
102 Quaker Avenue • Lubbock, Texas  
Chair Cassie Sanders AIFD CFD TMF



TO REGISTER

Scan the QR code or visit [tsfa.org/lubbockshowcase](https://tsfa.org/lubbockshowcase)

### “UNLOCKING ELEMENTS AND PRINCIPLES OF DESIGN”

Hands-on Workshop

We have all studied the elements and principles of design and the importance of them in our art, but understanding them can be intimidating no matter how many years you have been designing. We will apply these common rules to our floral designs and unlock the secrets of how to enhance the rules to be flexible and easier to understand. This will lead to numerous ways that we can create floral art that follows the rules of design with limitless imagination.

### “NURTURING ELEMENTS AND PRINCIPLES ”

Presentation

As a floral artist, we interpret nature into art. Our creativity comes from within our education, inner thoughts and heart of what we do, but along with our creative thoughts, we know we must use the established guidelines for artistic organization. Sometimes we are rebellious at following these rules, but the elements and principles of design are our common language and help us all understand and learn. See how to turn a basic rule of design into a world visual and physical creative expression that is limitless. We can advance our creativity and follow the rules at the same time.

# Texas in Bloom

FEBRUARY 2025 | VOLUME LI | NUMBER 1

## FROM THE *President*



TSFA President  
Ed Fimbel  
CFD TMFA

2025 IS HERE and in full swing!

Can you believe that in 11 months 25% of this century will be complete! WOW! Time flies when you are having so much fun working with a beautiful product like we do. Flowers are forever!

Speaking of flowers, I would imagine that preparation for the BIG DAY is well underway. A gentle reminder that your wholesaler is your best friend, especially if your chosen company is one of TSFA's underwriters. These companies support the education that TSFA provides throughout the year. Please support these companies as each supports TSFA.

It's time to renew your TSFA membership to receive member discounts on all the upcoming activities. The LINK and QR code, at the close of my message, make it easy to renew! While on the TSFA website, check out the schedule for upcoming classes at the TSFA School of Floral Design and the 2025 regional events scheduled across the state in Lubbock, San Antonio and Tyler. Take a look and schedule the programing of most interest.

The TSFA Education Committee is working with TSFA Director of Education and Certification Carole Sayegh to coordinate the high school knowledge-based and virtual design tests, held in classrooms, as well as the seven on-site certifications throughout the state. TSFA looks to another record year. A big THANK YOU to the TSFA members who generously give of their time in support of this endeavor.

Next, it's spring and the floral holiday is Easter, filled with joy and hopefulness, which is illustrated in the classic Easter lilies that adorn naves, chapels and cathedrals. Don't forget about Peter Cottontail, as he hops around hiding brightly colored eggs for all the kids. This is closely followed by Mother's Day, when we celebrate moms around the world, thanking them for helping us to be where we are today. Of course, dad certainly did his part in believing in us and in June, we celebrate Father's Day.

As the month of June approaches, we move toward the most important event of the year – one that we will begin to reveal a few SECRETS about in this issue...

EXPO 2025...SECRETS will be held at the South Shore Harbour Resort and Conference Center, League City, Texas (just outside of Houston), June 27-29. Texas Floral Expo Chair Marisa Guerrero AIFD CFD TMF, together with committee chairs, is planning an outstanding weekend of floral design programs with renowned designers, hands-on classes and good food with education, fun and fellowship to be enjoyed by all. In this issue, you will find a list of the presenters and EXPO committee chairs. Volunteers are always welcome to serve on these committees. Please contact the appropriate chairperson and volunteer. I hope to see you there!

Remember... "LET'S BAND TOGETHER FOR TSFA".  
Ed

"Surround yourself with those who lift you up. Positive energy is contagious, and together, you can achieve greatness. Find your tribe and let them inspire you."  
– Anonymous

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visit [tsfa.org/application](https://tsfa.org/application) or scan the QR code



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2

TEXAS FLORAL SHOWCASE  
MARCH 27, 2025  
LUBBOCK, TEXAS

4

TEXAS FLORAL SPOTLIGHT  
APRIL 3, 2025  
SAN ANTONIO, TEXAS



5

TEXAS FLORAL EXPO  
CHAIRS

6

TEXAS FLORAL EXPO  
PRESENTERS

8

BLOOMING WITH BRANDY



# TEXAS FLORAL SPOTLIGHT SHINES BRIGHTLY IN SAN ANTONIO!



**THURSDAY, APRIL 3, 2025**

Bill Doran Company  
710 Nogalitos Street • San Antonio, Texas

Chair Cheryl Vaughan CFD PFCI TMFA



## TO REGISTER

Scan the QR code or visit [tsfa.org/spotlight](https://tsfa.org/spotlight)

As a benefit to TSFA members, your registration is **FREE**, but please register so we know you are attending!  
Non-members \$35

With 25 years of experience, Beth has gained extensive knowledge in almost every aspect of the industry, from traveling abroad handling product development and design trends for a permanent botanical manufacturer in China, to working and owning a retail shop of her own for many years. Most recently, she honed her skills in the growing, procurement and supply chain side while developing educational programs within the wholesale sector. Now more than ever, she believes that new growth and success in the industry lie in connections – connecting the consumer to flowers, the grower and wholesaler to the florist and the joy of each flower for everyone to experience. Whether you're seasoned in the industry and want to expand your knowledge, starting a new floral business and need help, or if you just love flowers and want to learn more – there is something here for you!

## SCHEDULE

<b>4:00 p.m.</b>	Shop Bill Doran Company Specials Throughout the Store!
<b>5:00 p.m.</b>	Enjoy Refreshments Drawings for 5% - 20% Discounts
<b>6:15 p.m.</b>	TSFA Welcome
<b>6:30 p.m.</b>	Design Presentation
<b>7:30 p.m.</b>	Time to Network and Shop
<b>8:00 p.m.</b>	Farewell

## FIESTAS WITH FLAIR

A KALEIDOSCOPE OF FLOWERS AND CELEBRATIONS

featuring

Beth O'Reilly AIFD CFD TMF

Get inspired with vibrant florals in a kaleidoscope of colors and themes. From spring weddings and quinceañeras to every celebration in between, Beth O'Reilly AIFD CFD TMF will wow you with the latest design trends and techniques. Attendees will discover how to increase their current skill set and utilize their resources to design arrangements that burst with joy.

**Bill Doran Company will offer SPECIALS throughout the store  
and DRAWINGS for 5% - 20% discounts!**



**JUNE 27-29, 2025**  
**SOUTH SHORE HARBOUR HOTEL**  
**LEAGUE CITY**

**TEXAS FLOREAL EXPO CHAIR**  
Marisa Guerrero AIFD CFD TMF

**EXPO CHAIRS**

**DESIGN PRESENTATIONS**

Dawson Clark TMF

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Susan Piland AIFD CFD TMF

**BUSINESS SESSIONS**

Jimmy Burrage CFD TMF

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Dan Hinson

**PRESIDENTIAL SUITE DECOR**

Debbie Woltmann AIFD CFD TMFA

**ANNUAL MEETING DECOR**

Iuliia Prokhorova CFD TMF

**UNDERWRITERS' LUNCHEON**

Melanie Hugel CFD

**STARS OF TEXAS DECOR**

It's a Secret

**SATURDAY LUNCHEON DECOR**

Marcia Wilson AAF

**SUNDAY BRUNCH DECOR**

Brandy Ferrer AIFD CFD TMF

**TEXAS DESIGNER OF THE YEAR COMPETITION**

Brandy Ferrer AIFD CFD TMF

**PRESENTATION BOUQUETS**

Ellie Grande AIFD CFD EMC

Tricia Won AIFD CFD EMC

**VIP FLOWERS**

Mary McCarthy AIFD CFD TMFA

**ELECTION**

Tom Wolfe, Sr.

Debbie Woltmann AIFD CFD TMFA

**PAST PRESIDENT'S PRODUCT SALE**

Bruce Easley AAF AIFD CFD TMFA

**PRODUCT GALLERY GREETER**

Yolanda Amos TMFA

**FRESH FLOWER PROCUREMENT**

Cheryl Vaughan CFD PFCI TMFA

**HARD GOODS PROCUREMENT**

Tom Wolfe, Jr.

**FRESH FLOWER RECEIVER**

Bill Doran Company Houston

**HARD GOODS RECEIVER**

Taylor Wholesale Florist

**WORKROOM**

Cassie Sanders AIFD CFD TMF

Teia Bennett AIFD CFD PFCI TMF

# ARE YOU READY TO LEARN A FEW SECRETS?

6 DESIGN PRESENTATIONS • 2 BUSINESS SESSIONS  
7 HANDS-ON WORKSHOPS • 1 ADVANCED HANDS-ON WORKSHOP



Chris Collum-Williams AIFD CFD TMF

## EVENT AND WEDDING DESIGN • WHAT'S YOUR BEST KEPT SECRET?

Hands-on Workshop

## INNOVATIVE FLORAL STYLINGS FOR WEDDINGS AND EVENTS

Stars of Texas Presentation



Sessions underwritten by Accent Decor  
Texas Floral Education Partner  
Founding Bronze Level Texas Floral  
Education Underwriter



Renato Cruz Sogueco AAF PFCI

## UNLOCKING SOCIAL MEDIA BEST PRACTICES

Business Workshop

## UNCOVERING THE LATEST IN WEBSITE TIPS, TRICKS AND TRENDS

Business Session



Sessions underwritten by BloomNet  
Texas Floral Education Partner  
Founding Silver Level Texas Floral  
Education Underwriter



Brandy Ferrer AIFD CFD TMF

## SECRETS OF AI-POWERED FLORAL ARTISTRY

Hands-on Workshop

Session partially underwritten by Texas Floral Education Underwriters



Session partially underwritten by the  
AIFD South Central Chapter Morley Haynes Grant



Hitomi Gilliam AIFD

## STYLING UNIQUE EVERYDAY FLORALS

Breakfast Presentation

Presentation underwritten by Teleflora Texas Floral Education Partner  
Founding Silver Level Texas Floral Education Underwriter



## SHEEP AND CANE

Hands-on Workshop

Hands-on Workshop underwritten by Texas Floral Education Partners  
Texas Floral Education Underwriters







**Charlie Gropetti AIFD**

**SECRETS FOR CREATING MARKETING VIDEOS**

Hands-on Workshop

**CHRISTMAS SECRETS REVEALED**

Luncheon Presentation



Sessions underwritten by  
Texas Floral Education Partners  
Texas Floral Education Underwriters



**Brenna Quan AIFD**

**FLORAL SORCERY: TRANSFORMING IDEAS INTO ART**

Main Stage Presentation

**ENCHANTING CASCADES**

Advanced Hands-on Workshop



Sessions underwritten by BloomNet  
Texas Floral Education Partner  
Founding Silver Level Texas Floral  
Education Underwriter



**Rocio Silva AIFD and Frank Feysa AIFD CFD PFCI**

**MASTERING THE SECRETS OF SYMPATHY FLORALS**

Hands-on Workshop

**THE SECRET LANGUAGE OF SYMPATHY FLOWERS**

Design Presentation



Sessions underwritten by Smithers-Oasis  
Texas Floral Education Partner  
Founding Bronze Level Texas Floral  
Education Underwriter



**J. Keith White AIFD**

**UNLOCKED SECRETS**

Hands-on Workshop

**YOUR GATEWAY TO INSPIRATION**

Brunch Presentation



Sessions underwritten by FTD, Inc.  
Texas Floral Education Partner  
Founding Silver Level Texas Floral  
Education Underwriter



**Derek Woodruff AAF AIFD CFD CF PFCI**

**THE SECRETS TO SUSTAINABILITY IN BESPOKE DESIGN**

Hands-on Workshop



Session underwritten by Syndicate Sales  
Texas Floral Education Partner  
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# Blooming with Brandy



## REVOLUTIONIZING FLORISTRY: HOW CHATGPT CAN HELP YOU BLOOM

### A NEW BLOOM FOR YOUR BUSINESS

Imagine an assistant in your flower shop who never needs coffee, never calls in sick and has all the answers (without the side-eye when you ask twice). Meet ChatGPT—a friendly AI tool here to help you juggle the chaos of running a flower shop while keeping your creativity blooming. It's not just tech; it's your go-to partner for managing, creating and thriving. Think of ChatGPT as a chatty, knowledgeable friend who's always available. Whether you need floral design inspiration, social media tips or help managing inventory, it's got your back. Ask it a question, and you'll get practical advice or creative solutions tailored to your shop. Even better, the more you use it, the more it learns your style—becoming your personalized floral sidekick.

### HOW CHATGPT HELPS YOUR FLOWER BUSINESS

This tech tool isn't just about data—it's about helping you thrive. Here are some real-world applications:

#### • Customer Service That Shines

Quickly answer questions about flower care, availability or order status, giving your customers the seamless experience they crave.

#### • Creative Inspiration on Demand

From breathtaking floral arrangements to themed displays, ChatGPT can spark ideas that set your shop apart from the rest.

#### • Business Management Made Easy

Florists juggle countless responsibilities daily, from tracking bloom schedules to managing client appointments. The new "Tasks" feature in ChatGPT allows you to set reminders for key events like delivery deadlines or supplier follow-ups, ensuring nothing gets overlooked.

#### • Enhanced Customer Collaboration

Customers often share photos of arrangements they love. With ChatGPT's text and image analysis capabilities, you can upload these photos to receive tailored suggestions for recreating or customizing designs. Plus, with audio assistance, you can voice your queries while multitasking, letting ChatGPT respond with actionable insights—perfect for a busy florist on the go.

By integrating these features into your workflow, you can focus on what you do best: creating artful designs that touch lives.

### GETTING STARTED WITH CHATGPT: A FLORIST'S REAL-LIFE EXPERIENCE

If the idea of using AI feels overwhelming, don't worry—ChatGPT is designed to make your life easier, even when faced with unique challenges. Let me share a real-life example of how it became my creative ally in a tricky situation.



### A UNIQUE REQUEST: THE VINTAGE CIRCUS HALLOWEEN ANNIVERSARY

A customer walked into my shop with a heartfelt request. It was his wedding anniversary, and he wanted to surprise his wife with a floral arrangement that paid tribute to their special day. Sweet, right? But then came the details: They were married on Halloween, the wedding theme was a 1950s vintage circus, and the color scheme was red, white and turquoise. Oh, and could I somehow combine all of that into one bouquet? No pressure.

I smiled and assured him, "Of course!" But inside, my brain was scrambling. Do I look like a magician? Where does one even start with "vintage circus meets spooky elegance in turquoise"? Cue my secret weapon—ChatGPT.



## TURNING TO CHATGPT FOR INSPIRATION

Feeling stuck, I typed the details into ChatGPT:

"I need ideas for a floral arrangement for a Halloween wedding anniversary. The theme is a 1950s vintage circus, and the colors are red, white and turquoise."

ChatGPT delivered in seconds. It suggested:

- Bold red roses and white hydrangeas for a classic 1950s look.
- Turquoise accents using ribbon or painted foliage for a pop of color.
- Striped ribbon reminiscent of circus tents to tie the theme together.
- Playful touches like cobwebs or whimsical textures to honor the Halloween vibe.

With this direction, I combined striking red roses, vibrant yellow craspedia, fluffy white hydrangeas and turquoise-painted leaves. I added striped ribbon for a circus feel and cobwebs for just the right touch of spooky nostalgia. The result? A bouquet that looked like it was straight out of a vintage circus daydream.

When the customer picked it up, he beamed, saying, "This is perfect—she's going to cry!" (A florist's gold medal moment.) Later, he shared that his wife loved it and said it brought back wonderful wedding memories. Mission accomplished — somewhere out there, a 1950s circus ringmaster gave me a nod of approval.

## GETTING THE BEST OUT OF CHATGPT: TIPS FOR SUCCESS

To make ChatGPT an indispensable part of your flower shop, keep these pointers in mind:

### • Be Clear and Specific

Specific questions yield better answers. Instead of, "Help with flowers," try, "What are some popular flowers for autumn centerpieces?"

### • Use Keywords Strategically

Incorporate relevant terms like "floral marketing tips" or "modern bouquet trends" to get targeted, actionable advice.

### • Ask Follow-Up Questions

Are you curious about an idea? Dive deeper. For example, "How can I promote this on social media for Valentine's Day?" turns a generic suggestion into a tailored strategy.

### • Explore Its Versatility

From drafting newsletters to brainstorming workshop themes, ChatGPT's potential is only limited by your imagination.

## A BRIGHT FUTURE AWAITS

Every great journey begins with a single step, and embracing AI could be the one that takes your flower shop to new heights. ChatGPT isn't just a tool—it's a partner in your journey.

By blending your artistic passion with smart business strategies, you're shaping a future where floristry thrives like never before. Together with AI, your business can bloom brighter than ever.

## SAMPLE CHATGPT PROMPTS

- **Write instructions for caring for specific types of flowers:** "Write detailed care instructions for roses, lilies and tulips, including tips on watering, sunlight and extending their vase life."
- **Generate ideas for holiday window displays:** "Generate creative ideas for holiday window displays for a flower shop, focusing on themes for Valentine's Day and Easter."
- **Generate color palette ideas for summer bouquets:** "Generate vibrant and seasonal color palette ideas for summer bouquets, incorporating bright and bold colors typical of summer flowers."

## TSFA *On Demand*

Available exclusively to TSFA members  
24/7 to learn at your leisure!

Brandy Ferrer AIFD CFD PFCI will teach  
a two part series centered around  
the use of Artificial Intelligence and ChatGPT.

### EPISODE 1 • AVAILABLE MARCH 7

#### **Secrets of AI for Florists: Unlocking Creativity**

This episode will provide a beginner-friendly introduction to AI and ChatGPT, addressing misconceptions and building excitement about its potential in floristry.

### EPISODE 2 • AVAILABLE MAY 15

#### **Secrets to AI-Enhanced Creativity: Transforming Floral Design with Technology**

Build on the concepts from Video 1 with a deeper focus on using AI for creative inspiration and practical applications in floral design. Highlight collaboration with AI-generated visuals and advanced brainstorming techniques.

# IULIA PROKHOROVA CFD TMF SHARES HER STORY!

A story that centers around an approach to Valentine's that works well for her and her clientele!

Valentine's Day requires a well developed plan. The majority of my clients are women, as most of my marketing efforts are invested in Instagram, where 80% of users are women of all ages and only 20% are men. I ask my audience to tell their special someone where best to order flowers! After all, we cannot expect them to simply know!

**Two Weeks Before.** Wild Veggie Bouquet is a floral design studio, operating since 2017, with a developed client base. So a friendly reminder is texted to husbands, who previously ordered, on February 1 with 95% placing orders!

**One Week Before.** A V-Day-inspired floral design class for flower


enthusiasts is offered a week before Valentines creating high-quality photo and video content to build excitement on social media. Emails are sent to all customers with images of special designs that will be offered.

**Three Days Before.** A polite phone message is recorded to redirect people to the website.

**Two Days Before.** All orders are in and we complete at least 60% of the orders so we are ready to deliver first thing on February 14 to those who requested morning delivery.

**On the Day Of.** Our team finishes designs and deliveries with the goal to complete by 6:00 p.m. and then we are off to celebrate Valentine's Day!

I love our plan and look to continue this strategy in the future. The plan works for me and this is my Valentine's story!

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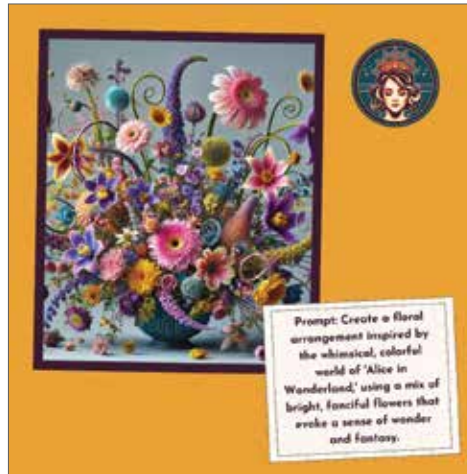
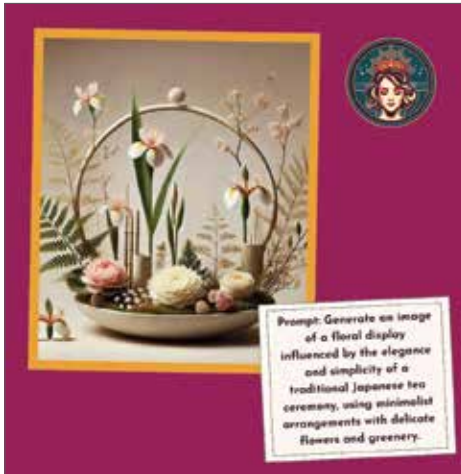
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# TSFA Calendar of Events

Photography Credit | Brandy Ferrer AIFD CFD TMF and Chat GPT



## FEBRUARY

- 14 Valentine's Day
- 17 President's Day
- 22 High School Certification Testing
- 24-25 Flowers to Wear Class in Leander

## MARCH

- 2 Texas Independence Day
- 3 Caregiver Appreciation Day
- 4 National Son's Day
- 4 High School Certification Testing
- 8 International Women's Day
- 9 Daylight Savings Time Begins
- 17 St. Patrick's Day
- 26 High School Certification Testing
- 27 Texas Floral Showcase in Lubbock

## APRIL

- 3 Texas Member Spotlight  
Bill Doran Company | San Antonio
- 10 High School Certification Testing
- 12 Passover Begins
- 13 Palm Sunday
- 16 National Orchid Day
- 20 Easter
- 22 Earth Day
- 24 High School Certification Testing
- 29 High School Certification Testing

# TSFA School of FLORAL DESIGN

Providing the Best in Education

February 24-25, 2025  
Flowers to Wear

May 16-19, 2025  
Texas Master Florist Class

**TO REGISTER**  
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# Making Texas Floral Education Possible

## PLATINUM



## GOLD



## SILVER



## BRONZE



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