



APRIL 2017

TEXAS

in Bloom

...all roads lead to the Expo

I ♥ FLORISTS
2017 PROMOTIONS
and **SWEEPSTAKES**



We're passionate about helping all BloomNet Professional Florists thrive!

Send Love
some
Sweepstakes!

Earn a \$6.00 Rebate & a Chance to WIN a Vacation of a Lifetime!

The more orders you send, the more chances to WIN!

- ♥ Send 1 - 20 orders in a month and earn 3 chances to win
- ♥ Send 21 - 45 orders in a month and earn 5 chances to win
- ♥ Send 46+ orders in a month and earn 10 chances to win

Share the Love

Refer a Florist and Earn a \$100 Credit!

Calling all passionate florists to help share the love and strengthen the florist network in our "Share the Love" Referral Program!

- ♥ Refer a fellow Florist to join BloomNet
- ♥ Ensure they stay active for 90 days
- ♥ BloomNet will credit you \$100 on your BloomNet Clearinghouse Statement for sharing the love!

Love to Learn
Sweepstakes!

Enter For a Chance to WIN*

A **FREE** Floriology® Institute Course & 1 Day Expert Floral Designer Consultation!

- ♥ 2017 Floriology Institute Course
- ♥ **FREE** Airfare, Hotel & Transportation!
- ♥ 1 Day Expert Floral Designer Consultation

FREE I Heart Florists - Send Some Love T-Shirt

Submit a selfie wearing your I Heart Florist T-shirt to earn a chance to WIN

Visit [facebook.com/bloomnet](https://www.facebook.com/bloomnet) to Enter Today!



To learn more about BloomNet and to join our select network of professional retail florists...

Call: 1-800-BloomNet (1-800-256-6663) • **Email:** sales@bloomnet.net,
Visit: www.bloomnet.net • **Follow:** www.facebook.com/bloomnet.net

From the *President*



Norman Northen TMFA

"And Spring arose on the garden fair,
Like the Spirit of Love felt everywhere;
And each flower and herb on Earth's dark breast
rose from the dreams of its wintry rest."

- Percy Bysshe Shelley, *The Sensitive Plant*

April brings the first of Spring and the wonderful message that Percy Bysshe Shelley penned. Through our amazing Association, we have the opportunity to share this spirit through education, providing opportunities to flourish in all that we do.

All Roads Lead to the Texas Floral Expo where the selected designers and business leaders will present the absolute best in programming to enhance our businesses. This issue of *TEXAS in Bloom* outlines all you need to know to mark your calendar July 28 - 31!!! I invite you to attend all that you can and make the most of all that is offered. This four day statewide event will drive your success and nurture the love you have of this industry. You will be in the right SPOT at the Texas Floral Expo!

Blessings for you and yours at this most Holy of seasons.
From my family to my floral family, wishing you a Happy Easter.

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

P.O. Box 170760 | Austin, Texas 78717 | 512.834.0361 | FAX 512.834.2150 | 800.375.0361 | www.tsfa.org | E-mail txsfa@sbcglobal.net

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TEXAS

Floral

2017 • SHOWCASE • 2018

Exceeding Expectations with Tim Farrell AIFD

In addition to the overall support of the Texas Floral Education Underwriters, these companies have partnered with Texas and *Exceed Expectations*.

Acolyte | Design Master Color Tool, Inc.
Go Texan | J.B. Parks Wholesale Florist
Priest International, Inc. | Oasis Floral Products
Rio Roses | Southern Floral Co. | TSFA Past Presidents
TSFA Growers Division

Texas Thanks You

for not only providing the product to make these ideas profitable to produce but also for the additional funding to bring these ideas to Corpus Christi, Waco, Houston, and Odessa.

Texas Floral Showcase Travels to Houston

Exceeding Expectations

The Texas Floral Showcase presented in the Gulf Coast and Central Regions of the state of Texas has received rave reviews!!! This presentation will travel to Houston *Exceeding Expectations* on June 7th at The Racquet Club.

Plan now to be there!

Tim Farrell AIFD AAF PFCI is an accomplished floral designer, known throughout the United States. His understanding and ability to teach the elements and principles of floral design make him a sought after presenter. He opened Farrell's Florist in Drexel Hill, PA in 1983, while attending Villanova and received a Bachelor's Degree in Accounting from Villanova University in 1984. Tim served as the 2014-2015 President of the Board of Directors of the American Institute of Floral



Designers. Tim's work has been showcased at the Philadelphia Flower Show. The American Academy of Floriculture inducted Tim into its membership in 2001. Tim was inducted into Professional Floral Communicators International in 2006, and is a member of the World Flower Council. Tim's work has appeared several times in the national publication FLOWERS&. He also designed for several national and international events to include the 2001 Presidential Inauguration Ball in Washington, D.C. Since 2014 he has assisted White House staff of floral decor with special events. In 2016 he designed flowers for the U.S. Papal visit of Pope Francis in Washington, D.C. and Philadelphia, PA. Tim most recently was a featured presenter at the annual meeting of the World Flower Council in Kenya, Africa.

Texas is thrilled to welcome this most accomplished designer and well spoken businessman as the 2017 Texas Floral Showcase presenter.

"In our industry there is incredible talent in the art of floral design. Many of these designers are instinctive in relationship to their craft but it has been my experience that the very best are those that study the art of floral design. One may do this by being ultimately conscious of the elements and principles of design and by taking opportunities to experience design through the eyes of fellow floral artists. To study with a fellow artist is by far the best way to master the art of design and increase your understanding of the elements and principles that provide the needed foundation."

Tim Farrell AIFD



SHOWCASE REGISTRATION

Attendee Name

Business Name

Address

Phone

Email

June 7, 2017

The Houston Raquet Club
10709 Memorial Dr.
Houston, Texas 77024

- 6:00PM | Shop the Product Gallery and see all that is New!
7:00PM | Dinner and Time to Interact with your Floral Friends
7:30PM | Tim Farrell will present *Exceeding Expectations*
9:00PM | Product Gallery Shopping
Design Auction to support the Texas Floral Endowment
Floral Scholarships

Exceeding Expectations

With a marketplace that offers our customers expanded options
Exceeding Expectations is a key to successful retailing.

Exceeding Expectations in every component of the business is a must to ensure success today. Whether it be the quality and variety of product or the visual value of design or perhaps it is the first impression entering the front door or the receipt of the florals that are delivered out the back, each and every aspect of retailing and the importance of *Exceeding Expectations* will be addressed in this well thought out presentation.

Tim Farrell AIFD AAF PFCI is the perfect presenter for this topic. With his knowledge of design combined strategically with his accounting background and long term business success he has what it takes to take the lead on this multi level subject that is most important to the success of today's retailer.

So get ready for the 1-2-3 of how to exceed all that is expected! Get ready to learn how you can take your business to the next level creating customer loyalty and securing your success.

\$65 Registration Includes
Dinner | Design Presentation
Product Gallery Shopping

Take 30% off Showcase Registration
as a TSFA Member

_____ I am registering for the June 7th
Showcase in Houston.
At the door registration will be an
additional \$10.00.

\$_____ Showcase Registration

\$_____ Total Enclosed

_____ Credit Card No.

_____ Expiration

_____ Code

_____ Zip Code

_____ Signature

Mail check to:

Texas State Florists' Association
PO Box 170760 | Austin, TX 78717

OR REGISTER ONLINE AT TSFA.ORG

Staying the night in Houston?

TSFA has confirmed \$119.00 room rates,
including a full breakfast buffet,
single or double at the Sheraton Houston
Brookhollow Hotel. Call 888.627.8196
to confirm rates. Ask for code TSFA to
confirm the special pricing.

SIX TEXAS DESIGNERS INTERPRET THE TIMES THAT
SIX FLAGS FLEW OVER TEXAS AT TSFA

Legislative Action Day

TEXAS STATE CAPITOL | AUSTIN, TEXAS



Six designers shared their amazing talent interpreting the times that each of the six flags flew over the state of Texas at the recent Texas Legislative Action Day in Austin. Displayed in the ground floor of the Rotunda, each design was staged in a gallery concept with the representative flag alongside. The amount of research and creative thought that went into the planning of the event was evident in the interpretations. Chair Chad Freytag and Legislative Action Committee members Tiffany Houck and Jodi McShan attended with great enthusiasm. Past President Jimmy Klepac, Past President and Grower Director Pat Berry, TSFA Board member Sandy Alford, and TSFA member Clay Honeycutt joined the committee throughout the day to greet State Senators, State Representatives, and those staff members who took the time to share their day.

“This event is important for many reasons. It offers a platform to bring awareness of our industry and our small business challenges to the forefront while sharing the beauty of our product with those in the Capitol,” explained Chad Freytag. “I know that I can speak for the florists of Texas when I say that we are grateful for the generous support of these designers, recognize their incredible talent and appreciate their tremendous work on this project.”

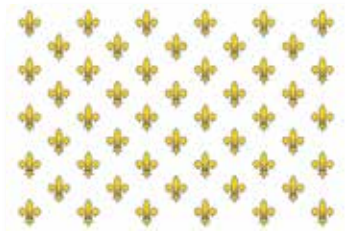


LORRI MEDINA SPAIN

"I chose to represent Spain because of the historical and cultural influence on our land at the times the Spanish flag flew over Texas. I am a proud Texan and it was a privilege to showcase my work reflecting this history."



The design was inspired by the rich culture and religious influence of Spain. It portrayed geographical diversity bringing this influence to these vast lands. The dramatic line in the design appears windswept circling back to the focal of the arrangement as well as the religious significance symbolized by the cross. The gold container reflecting the wealth of Spain serves not only as the foundation for the arrangement but speaks to world expansion and the establishment of the Catholic Spanish Missions in Texas. The roses, tulips, acacia, and cymbidium orchids highlight the red and golden hues of the Spanish flag. These extensions exemplify the tumultuous times as each returns to the focal and thus to the significance of this time.



SHERI JENTSCH FRANCE

"The French Flag flew over the State of Texas during the period of 1685-1690. I was asked to recreate a floral design to represent that specific era. Baroque was the style of the day and the French interpretation of Baroque captured many elements from the Flemish style of design. These designs were symmetrical, oval shaped and lavished with opulence and extravagance. I had to rethink my way of designing to accomplish the task of representing this era."



In the true Flemish style available components including embellishments of fresh fruit and bird's nests made up the arrangements. Most of today's commercially available flowers do not have the same shape and elegance of the garden flowers grown during that period. To incorporate other inspirations that I discovered important to this period enhanced the overall concept. At that time, the Italian harp and other string instruments typically entertained King Louis XVI and his Court. Thus the metal harp shaped magazine rack adorned with lush fruited kumquat foliage was featured as an accent. To complete the design, patterned baroque fabric and an oversized ornate tassel adorned the pedestal.



NORMAN NORTEN MEXICO

"Mexico is all about history, symbolism and heritage. It was my pleasure to interpret this culture through the beauty of flowers."



The design interpretation for the flag of Mexico and the times that the flag flew over Texas came from the Mexican heritage that is an integral part of my wife's family. Having married into this proud family, the Lerma-Flores-Silva family history has been shared with my children over the years. The floral design featured floral products that are historically important to Mexico. Some of the flowers are commonly grown flowers and exported today. The design was placed in a shimmering gold container and embellished with beaded tassels featuring the flair of the Maximilian and Carlotta era.



FABIAN SALCEDO REPUBLIC OF TEXAS

"The initial inspiration for the design representing the Republic of Texas was the color palette of the flag that flew over Texas during this time. With the color established I was able to move forward interpreting the various elements that were evident during these times."



It was important to me to bring in wood textures and tones to represent the ruggedness of what Texas truly was during this time. Longhorns and other game roamed the state and so it made sense to me to add representative elements into the design for added interest and authenticity. I kept the flowers pretty wild and natural similar to the landscape. I added midolino extenders covered in the blueish brown yarn as it fit with the palette and added a cool texture to the entire composition. The twists and turns of the extenders reminded me of a lasso whipping through the air, and what's more Texas than that!! ... and of course if you look deep into the design, you see the lone star made of bark that also screams Texas!



ALAN MASTERS CONFEDERATE STATES OF AMERICA

"It was an honor to design for the Greatest State in the Union. To create a design representing the times that centered around the days that the Confederate flag was flown meant a great deal in that these times are a part of my family's history. General Robert E. Lee is my 5th great Uncle, so this was very emotional for me."



My research led me to discover that the days that the Confederate flag flew over Texas was during the Victorian period. Not wanting to create a traditional style design, my thoughts led me to interpreting the Civil War. I chose flowers in shades of red to represent the blood shed. The black flat cane was twisted and tangled to symbolize the brambles and vines that the soldiers walked through. Torn shreds of grey cloth symbolized a torn nation. The sacrifice of each of the men and boys was represented in the petals of the gerbera placed petal by petal representing how truly fragile life is.



JIMMY BURRAGE UNITED STATES

"During the research for this design, I found that the natural resources from Texas found to be most beneficial to the United States progressed from cotton to timber and finally to oil. To represent these resources in the design while staying with the colors of the flag was my ultimate goal."



Gypsophilia to appear as if cotton is growing across Texas covered the shape of the state and created the base of the design. The oil derrick and all it represents which placed Texas on the map years ago was crafted of timber showcasing the second most beneficial resource and providing the source for the third. Blue bella donna delphinium, appearing as oil extending from the derrick, showcased the resource that is most important today. Creatively presented in a way easily understood, this design certainly highlighted the importance of Texas to the United States of America.



Making Texas Floral Education Possible

PLATINUM



GOLD



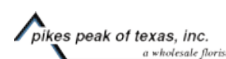
SILVER



Our Business Is Blooming!



BRONZE



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



Produced in partnership with the Texas State Florists' Association | Partially underwritten by the Texas Floral Endowment

July 28-31, 2017 | Embassy Suites by Hilton, San Marcos Hotel, Conference Center & Spa

Plan now to travel to the Texas Hill Country and Flourish at the Texas Floral Expo. Whether you browse the following pages or read each and every word, we invite you to set the dates on the calendar, reserve a room at the Embassy Suites San Marcos and click tsfa.org to register today!

You will *Flourish* at the Texas Floral Expo

For the first time the Texas Floral Expo will offer two courses of study rather than an exclusive focus on design. You asked and we listened! The Design Course of Study and the Business Course of Study relate to the needs of the individual offering the best possible education whether your passion is design or whether you feel the need to expand your business skills. If design is your focus then you will be able to register for presentations that cover a multitude of design topics presented by the best in the industry. If you are all about business, there will be two and half days of specific programming covering a range of topics! As these pages unfold and the Courses of Study are revealed, we know you will agree that this is the event to attend!

DESIGN COURSE OF STUDY

From unexpected elements to european study, from layers of living to introspective stylings, to be surrounded by love and reminisce about just another saturday night the design course of study will take you down the aisle with style to amazing experiences.

BUSINESS COURSE OF STUDY

The Business minded will discover the business of weddings while you take your brand up a notch offering wine and roses and building an online business with digital marketing. Making each call count and recognizing profit in the design room and in the office will make the time spent at the Texas Floral Expo worthwhile!

PRODUCT GALLERY

The best of the best will present their product offerings in a gallery concept for an experience to remember. Lots of shopping time with product demonstrations from former Texas Designers of the Year will make the Product Gallery a Go To kind of place!

HANDS ON DESIGN EXPERIENCES

We are bringing the world to you with these design experiences so plan your time to study hands on with the absolute best during these five workshops. Register today for these incredible learning experiences. You will find that something wonderful is sprouting, that color unplugged and the answer to being all dolled up and what to wear will be answered! Whether you want to expand your expertise with everyday flowers every day or take an intrinsic approach to artistic florals there is a class or two for you!

BEHIND THE CURTAIN

Be guaranteed a front row seat and up close and personal time with selected designers at the Texas Floral Expo.

STARS OF TEXAS EVENT

This is an event that promises to be *fantabulous and festive*! You may just need to look up the word *fantabulous* to know that this is an event not to be missed!!

LUNCHEON PRESENTATION

The retail industry is smarter, stronger and more competitive than ever before. Florists today have more opportunities to expand sales and broaden markets. Enjoy lunch and learn how to make this your best year ever! *It's a Great Time to be a Florist!!*

TEXAS FLORAL EDUCATION UNDERWRITERS GALLERY OF NEW VARIETIES AND SHOWCASE OF NEW PRODUCTS

Walk through a selection of new varieties and new products from the Texas Floral Education Underwriters providing you with the most up to date product information and florals that are available! Gather ideas and sources from these incredible offerings to make a difference in your business every day!

Fantabulously FESTIVE

Underwritten by:

Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter
Winward

Fantabulous is an adjective meaning something is of the highest quality. It is a word which gained momentum in the 50's. It is a word that was commonly used in London in the 60's and 70's to describe various aspects of pop culture and fashion and is still in use in England today. Fantabulous is defined as a word to describe something that is fantastically fabulous and fabulously fantastic! It is sort of like "fabulous" but much more fabulous than the word "fabulous" can convey. Somewhat like supercalifragilisticexpialidocious but shorter and easier to spell! Generally speaking it sets the tone beyond belief or expectation which is exactly what this Stars of Texas Event presentation will bring to the stage.

The combined talent of Jim Marvin AIFD and Matt Wood AIFD is a kaleidoscope of imagination that will span the stage and open the Texas Floral Expo with Fantabulously Festive ornamentation and ideas.

Jim Marvin's talent as a product designer and importer of floral and holiday decor has captivated our industry for decades. His 20 year involvement with the annual holiday decorating at the White House combined with Matt Wood's expansive knowledge and one of kind approach to the design of permanent botanicals will expand the processes applied to the development of design styles and the sales opportunities that exist during this most important season. The Stars of Texas will truly align during this Fantabulously Festive event that will open the Texas Floral Expo!



Jim Marvin AIFD

Jim Marvin began his career in Nashville, Tennessee in 1957 after early studies in Design and Floriculture encompassing all segments of the floral and holiday industries. After 19 years devoted to a retail business, Jim, as CEO, directed two very successful importers, Garden Path Imports and Hanford's FloralMasters International, before eventually beginning Jim Marvin Enterprises, LTD Inc. While at FloralMasters International he trademarked the Jim Marvin Collection in 1980 after traveling Europe, Asia, Thailand, and India to research, develop, import, and market floral, home decor, and holiday products. The creation of Jim Marvin Enterprises in 1985 soon led to involvement in many international events gathering an impressive customer list. Jim enjoyed high visibility internationally with the Mandarin and Landmark Hotels in Hong Kong and the Diamau and Mitsukoshi in Japan.

His greatest pride is his twenty year involvement with the annual holiday decorating of The White House as well as creating special events for inaugural parties, state dinners for The Emperor of Japan and Queen Elizabeth II, the Millennium Collection and The Georgetown Collection. In 2003 Jim was asked to create the Jacqueline Kennedy Christmas Theme and Ornament Collection based on the gowns worn by the First Lady to state dinners. Saffron, fuchsia, and tones of red and orange dominated this look for Chicago's 96th installation of the historical downtown tree!

Jim Marvin's talent as a product designer and importer of floral and holiday decor has captivated our industry for decades and now he brings that magic to Winward. With a unique sense of color and a keen eye on trends Jim's creative touch can be seen on HGTV White House Christmas, in Architectural Digest, House Beautiful, Elle Decor and other magazines...and, of course, in WINWARD showrooms in Atlanta, Dallas and Fremont, California!



Matt Wood AIFD

Born and raised in a small town in Mississippi, Matt Wood AIFD has long been inspired by the lush natural scenery and rich graceful heritage of America's Southern states. He is particularly moved by the seasons of the year, which mark not only the glorious changes in the physical world but moments of our lives as well. To talk with Matt, one soon learns that his personal mission has long been to bring the field of permanent botanicals into a new light. For individuals to see these flowers as another way to express a love of the flora and fauna that surround each of us has long been his passion.

Matt is an exceptional designer. His incredible sense of color and texture, combined with his ability to breathe life into the same permanent botanicals he spends so much of his time creating in factories around the world, is simply unparalleled. When designing, he gently turns the flower's head to face the light source and flexes the leaves as if they have just received a long cool drink of fresh water. All these special touches result in floral designs that may fool even the most avid of gardeners. Matt Wood AIFD is the Creative Director with Winward.



JULY 28-31, 2017

Presented by the Texas State Florists' Association | Partially Underwritten by the Texas Floral Endowment

DESIGN COURSE OF STUDY

FRIDAY, JULY 28, 2017

1:00 pm - 3:00 pm

HANDS ON DESIGN EXPERIENCE

Color Unplugged

Jacob McCall AAF AIFD CFD FSMD

Experience underwritten by Texas Floral Education and Product Partner

Silver Level Founding Texas Floral Education Underwriter

The Elite Flower

HANDS ON DESIGN EXPERIENCE

Something Special is Sprouting

Jenny Thomasson AIFD PFCI EMC

Experience underwritten by Texas Floral Education Underwriters

3:00 pm - 3:45 pm

TSFA ANNUAL MEETING

4:00 pm - 6:00 pm

HANDS ON DESIGN EXPERIENCE

All Dolled Up!! What to Wear?

John Hosek AIFD CFD PFCI CAFA MCF

Experience underwritten by Texas Floral Education and Product Partner

Gold Level Founding Texas Floral Education Underwriter Teleflora

5:00 pm - 7:00 pm

PRODUCT GALLERY OPENING & RECEPTION

5:00 pm - 7:00 pm

TSFA BOARD OF DIRECTORS ELECTION

5:30 pm - 6:00 pm

PRODUCT GALLERY FEATURED DEMONSTRATIONS

Uncork Success with Texas Wine & Flowers

Autumn on my Mind

Designers Chris Collum AIFD CFD TMF & Alan Masters AIFD CFD

Demonstrations underwritten by Texas Floral Education Underwriters

7:30 pm - 10:30 pm

STARS OF TEXAS EVENT

Fantabulously Festive!

Designers Jim Marvin AIFD & Matt Wood AIFD

Presentation underwritten by Texas Floral Education and Product Partner

Bronze Level Founding Texas Floral Education Underwriter Winward

SATURDAY, JULY 29, 2017

9:00 am - 6:00 pm

TEXAS FLORAL EDUCATION UNDERWRITERS' SHOWCASE OF NEW VARIETIES

Flowers for Every Day

TEXAS FLORAL EDUCATION UNDERWRITERS' GALLERY OF NEW PRODUCTS

9:00 am - 10:00 am

MAIN STAGE DESIGN PRESENTATION

Unexpected Elements featuring Everyday Flowers

Donald Yim AIFD CFD

Presentation underwritten by Texas Floral Education and Product Partners

Bronze Level Founding Texas Floral Education Underwriters

Accent Decor and Oasis Floral Products

10:00 am - 6:00 pm

PRODUCT GALLERY

10:00 am - 4:00 pm

TSFA ELECTION

10:15 am - 10:45 am

PRODUCT GALLERY FEATURED DEMONSTRATIONS

Rediscovering Every Day

Designers Chris Collum AIFD CFD TMF & Alan Masters AIFD CFD

Demonstrations underwritten by Texas Floral Education Underwriters

11:00 am - Noon

MAIN STAGE DESIGN PRESENTATION

A European Study of Plant Design

Jenny Thomasson AIFD PFCI EMC

Presentation underwritten by Texas Growers' Division and the

Texas Floral Education Underwriters

Noon - 1:30 pm

GRAB & GO LUNCH IN THE PRODUCT GALLERY

Grab Lunch & Go Shop!

12:00 pm - 6:00 pm

PAST PRESIDENTS SALE

Benefiting Texas Floral Education

1:45 pm - 2:45 pm

MAIN STAGE DESIGN PRESENTATION

Layers of Living

Charlie Groppetti AIFD

Presentation underwritten by Texas Floral Education and Product Partner

Park Hill Collection

3:00 pm - 3:30 pm

Behind the Curtain with Charlie

Charlie Groppetti AIFD

3:15 pm - 3:45 pm

PRODUCT GALLERY FEATURED DEMONSTRATIONS

I See Green Again! Pantone Greenery 2017

Uncork Success with Texas Wine & Flowers

Designers Chris Collum AIFD CFD TMF & Alan Masters AIFD CFD

Demonstrations underwritten by Texas Floral Education Underwriters

4:00 pm - 5:00 pm

MAIN STAGE DESIGN PRESENTATION

The Introspective Stylings of Leopoldo Gomez

Leopoldo Gomez

Presentation underwritten by Texas Floral Education and Product Partner

Platinum Level Founding Texas Floral Education Underwriter

BloomNet

5:00 pm - 7:00 pm

PARTY IN THE PRODUCT GALLERY

Product Gallery

5:15 pm - 5:45 pm

Behind the Curtain with Leopoldo

Leopoldo Gomez

6:30 pm

TAKETHE NIGHT OFF!! DINNER WITH FRIENDS

SUNDAY, JULY 30, 2017

8:00 am - 8:30 am

DEVOTIONAL

9:00 am - 6:00 pm

TEXAS FLORAL EDUCATION UNDERWRITERS' SHOWCASE OF NEW VARIETIES

Flowers for Every Day

TEXAS FLORAL EDUCATION UNDERWRITERS' GALLERY OF NEW PRODUCTS

9:00 am - 10:00 am

MAIN STAGE DESIGN PRESENTATION

Surrounded by Love

Jacob McCall AAF AIFD CFD FSMD

Presentation underwritten by Texas Floral Education and Product Partner

Silver Level Founding Texas Floral Education Underwriter

The Elite Flower

10:45 am - 11:45 am

MAIN STAGE DESIGN PRESENTATION

It's Just Another Saturday Night!

John Hosek AIFD CFD PFCI CAFA MCF

Presentation underwritten by Texas Floral Education and Product Partner

Gold Level Founding Texas Floral Education Underwriter

Teleflora

Noon - 1:30 pm

LUNCHEON PRESENTATION

It's a Great Time to be a Florist!

Vonda LaFever AIFD CFD PFCI

Presentation underwritten by Texas Floral Education Partner

TeamFloral

2:00 pm - 6:00 pm

PAST PRESIDENTS SALE

Benefiting Texas Floral Education

2:00 pm - 3:30 pm

MAIN STAGE DESIGN PRESENTATION

Weddings with Style

Ian Prosser AAF AIFD PFCI NDSF

Presentation underwritten by Texas Floral Education and Product Partner

Silver Level Founding Texas Floral Education Underwriter

FTD

4:00 pm - 6:00 pm

HANDS ON DESIGN EXPERIENCE

Everyday Flowers Every Day

Donald Yim AIFD CPFD

Presentation underwritten by Texas Floral Education and Product Partners

Bronze Level Founding Texas Floral Education Underwriters

Accent Decor and Oasis Floral Products

MONDAY, JULY 31, 2017

9:00 am - 4:00 pm

HANDS ON DESIGN EXPERIENCE

An Intricate Approach to Artistic Florals

Leopoldo Gomez

Presentation underwritten by Texas Floral Education and Product Partner

Platinum Level Founding Texas Floral Education Underwriter

BloomNet



HOTEL ACCOMMODATIONS

The Embassy Suites by Hilton San Marcos Hotel Conference Center and Spa is the Texas Floral Expo's host hotel and conference center where all programming will be presented. The Texas Floral Expo has a special room rate at the Embassy Suites of \$159.00 single or double. To make your hotel room reservations and receive the special rate of \$159.00 call 1-800-445-8667 and ask for the TSFA Expo rate when making reservations by telephone. Or you may visit tsfa.org/txfloralexpo.html and click the "book your group rate here" link. The \$159.00 rate is valid through July 3, 2017 or whenever the group block is full.



Texas Welcomes

2017 Texas Floral Expo Featured Designers presenting
the Design Course of Study in order of appearance
on Saturday, July 29, 2017



Donald Yim
AIFD CFD

Unexpected Elements featuring Everyday Flowers

Presentation underwritten by
Texas Floral Education and Product Partners
Bronze Level Founding Texas Floral Education
Underwriters
Accent Decor and Oasis Floral Products

"Slow down. Take a moment. Breathe. Appreciate what you already have on hand and what you can easily find. Gather items while enjoying the day. Connect your surroundings to your style."

Take a moment to remove yourself from our fast paced world, to slow down and join us for an exciting presentation. Become engaged as unique floral designs

come to life with the incorporation of

various materials to demonstrate the transformation that can be made with the simple addition of familiar, everyday material. The presentation allows you to take the time to watch how the style and emotion can change by the addition of these items. Leave with inspiration to discover your own unique materials to incorporate into your next arrangement!

Donald Yim AIFD CFD is the Creative Director at West Van Florist in Vancouver, Canada and is a Floriology Institute Education Specialist. He began his exploration in floral design over twenty five years ago and today creates innovative and award winning designs.

His enthusiasm is fueled by a genuine passion to share and exchange ideas. He enjoys connecting with new students as well as fellow designers in a multitude of settings. Incorporating his design and trend knowledge to create eye-catching permanent arrangements offers showrooms aesthetically appealing displays of merchandise. His industry service includes representation on the AIFD Northwest Regional Chapter Board of Directors.

He is an artist and avid amateur photographer winning social media photo competitions. His designs have been featured internationally in numerous publications to include the *Canadian Florist*, *Floriology*, *France's Les Editions Nacre*, and *UK's Fusion Flowers*. He is a multiple award winning designer and has participated in internationally renowned shows such as the Philadelphia Flower Show and AIFD National Symposia.

Donald has criss-crossed the world, learning, teaching, and sharing floral discoveries in his on-going journey and we are thrilled to welcome him to the Texas Floral Expo.



Jenny Thomasson
AIFD PFCI EMC

A European Study of Plant Design

Presentation underwritten by
Texas Growers' Division and the
Texas Floral Education Underwriters

"The most important thing for us as creators is to shine, and to shine unapologetically. I feel like when we do that people respond!"

Keeping your finger on the pulse of leading edge floral design and pushing the envelope by practicing a creative approach combining unique and new materials everyday is what this presentation is all about! To have studied and designed side by side with some of the most trend setting floral designers from around the world these amazing European perspectives and techniques with a focused study on plant material and design will stand above and beyond the norm.

Jenny Thomasson AIFD PFCI EMC is the Design Director & Principal, of Stems Florist in St. Louis, Missouri with nineteen years experience in the floral industry.

In 2011, Jenny was inducted into the American Institute of Floral Designers AIFD, and in 2016 she earned the European Master Certificate EMC, and was inducted into the Professional Floral Communicators International PFCI. Jenny is an Education Specialist for Teleflora and a Past President of the Lewis & Clark Division of Teleflora.

Jenny has been honored to be part of the Decorating the White House for Christmas, The AIFD Team at the Philadelphia Flower Show, presented a main stage presentation at the 2015 AIFD Symposium in Denver, and was honored to represent North America in *Fleur Amour 2016* in Brugges, Belgium

Jenny has been honored to have her work published in *Fleur Magazine*, *Flowers&*, *Martha Stewart Weddings*, and *TheKnot* as well as several local publications. Her work has been featured at the St. Louis Art Museum's "Art In Bloom" where she also won the "Iron Florist" competition. Jenny loves keeping her finger on the pulse of leading edge floral design, pushing the envelope to expanded opportunities. Texas welcomes Jenny Thomasson with great anticipation.

You will Flourish at the Texas Floral Expo



Charlie Groppetti AIFD

Layers of Living

Presentation underwritten by
Texas Floral Education and Product Partner
Park Hill Collection

"Everything we do comes from a real place or a memory, influenced by growing up on a farm. There is a reason for everything. There is a story for everything. We try to re-create the appearance of 'layers of living' which is a term we use for the look and style of objects gathered over a lifetime."

and product combinations as examples of this trend setting style that recalls days long gone, yet an age-less classic for today's living.

Texas anxiously awaits the stories that will be told and the thoughts that will be shared by Charlie Groppetti AIFD.

After graduating from Cal Poly, San Luis Obispo, California with a degree in Ornamental Horticulture, Charlie became a florist and was in retail for over twenty years. He was inducted into the American Institute of Floral Designers in 1987. Several years later he presented a Main Stage Presentation at AIFD National Symposium. His skills in landscape design and floristry later became very useful as a top product development designer in China.

These experiences inspired him to co-found the Park Hill Collection based in Little Rock, Arkansas. Park Hill Collection is a leader in the gift and home decoration industry with wholesale showrooms in Atlanta, Dallas and Las Vegas.

In addition to his responsibilities at Park Hill involved in product development and marketing, Charlie is an avid gardener and enjoys spending time at his farm in rural Arkansas. Park Hill Collection celebrates ten years and Texas is thrilled to share in this celebration. When we discussed bringing a Trends program to the stage it was immediately decided that rather than an overview, the most would be gained with a focused study on the one ever so popular trend here at home. Texas is delighted that Charlie will be here to present the very essence of farmhouse.



Leopoldo Gomez

The Introspective Stylings of Leopoldo Gomez

Presentation underwritten by
Texas Floral Education and Product Partner
Platinum Level Founding Texas Floral Education
Underwriter BloomNet

"Take time to look around you and a moment here and there to look within yourself. Become part of your surroundings. Find inspiration from what you see each and every day as well as from within."

The florals shared in this presentation feature striking color palettes, vivid combinations of textures, and masterfully crafted armatures and structures. These *Introspective Stylings* capture the essence of nature and discovered intrinsic treasures. From the ultra modern architecture to the beautifully preserved historical landmarks enriched with life and culture, the inspiration shared will encompass it all. To welcome a world class artist to the stage brings considerable possibilities for one to expand knowledge while reviewing technique and opening a new approach to the possibilities for floral interiors.

Leopoldo Gomez is a renowned international teacher of floral design, based out of Mexico City. His style is widely acclaimed and sought after world wide. Gomez's captivating body of work has been published world wide in numerous periodicals including *Flowers&*, Belgium's *Fleur Créatif*, Korea's *Today Magazine*, Spain's *Revista Clip*, France's *Nacre*. The most notable publication thus far is Isabel Gilbert Palmer's trendsetting book, *Formidable Florists* published in 2014.

After several years of working and teaching for Smithers Oasis Mexico, Gomez co-founded the Centro de Arte Floral, which offers a full curriculum for floral professionals and novices. Gomez teaches year-round in Mexico City at Centro de Arte Floral offering international courses on-site as well as intensive courses abroad.

In 2016, Gomez placed 5th in Barcelona's World Flower Cup early in the year, followed by the distinguished honor of being invited to present a program on the Main Stage at AIFD National Symposium as one of the International Guest Designers. Gomez later traveled to Valencia, Spain to share his talents with hundreds of wholesalers, producers, and specialized florists at the Mercator Facilities. In 2017, Gomez' journey of instruction and teaching continues in Asia, England, and the United States. Texas is thrilled that the Texas Floral Expo is one of many U.S. events on this tour!

Texas Welcomes

2017 Texas Floral Expo Featured Designers presenting
the Design Course of Study in order of appearance
on Sunday, July 30, 2017



Jacob McCall
AIFD AAF CFD FSMD

Surrounded by Love

Presentation underwritten by
Texas Floral Education and Product Partner
Silver Level Founding Texas Floral Education
Underwriter The Elite Flower

"How fortunate those of you are who work in a flower shop to be there for your customers when they lay a loved one to rest. What a need you fill. What a service you offer. To be able to provide a way that their love may be expressed through flowers offers a level of comfort that is often needed. The flower shop is a place one comes to share what is close at heart when there are simply no words."

We hope these flowers will remind you that you are in our thoughts and prayers. May these flowers express the words that we are unable to speak. May you be comforted by the outpouring of love that surrounds you. We hope these flowers sent in sympathy bring comfort. May you be surrounded by flowers and the love represented.

Surrounded by flowers. Surrounded by love. Flowers express the love of those who do not always know what to say. They act as a reminder of the love and support of family and friends. *Fill the room with flowers when I am gone. Remember me and the times we have shared with flowers.* These floral tributes offer lasting impressions. This presentation will offer a portfolio of designs and the techniques to create, bringing meaningful expressions for celebrations of life.

Jacob McCall AAF AIFD CFD FSMD is known for his cutting edge trends and color expertise. He is a seasoned designer, having over seventeen years in the floral industry. He was inducted into the prestigious American Institute of Floral Designers in 2010 and later inducted into the American Academy of Floriculture in 2012. You may recognize his face from the hit television show "Who's Wedding is it Anyway?" on the Style network. Jacob has presented two main stage programs at the AIFD national symposium and currently travels throughout North and South America educating both consumers and peers. He is the current director of design and marketing for The Elite Flower. Jacob was nominated to represent the USA in the World Cup of Floral Design that was held in Berlin, Germany in 2015. Jacob also represented the USA in the 2011 America's Cup in Brazil. Competing against nine other countries he placed first runner up! He also won Iron Designer of America for two consecutive years. His enthusiasm about the floral industry is infectious and his southern charm adds to his down home approach in this encore presentation. Welcome back Jacob!



John Hosek
AIFD CFD PFCI CAFA MCF

It's Just Another Saturday Night!

Presentation underwritten by
Texas Floral Education and Product Partner
Gold Level Founding Texas Floral Education
Underwriter Teleflora

"Fine tuning my love of 'playing' with flowers has made all the difference in my life. I hope you too have found the difference in all that you do each and everyday! I believe that then we find what truly makes us happy!"

1000 hydrangeas, 2500 Roses, 100 Orchids, 300 Tulips, 500 Lilies... *It's Just Another Saturday Night!*... and as the song goes ... "Oh what a night!" The demands of event design are quite different today than in years past. The expectations as well as the opportunities are far greater. Those who succeed in this area open increased profit centers for the business and an abundance of creative success. The inspired thoughts of this presentation will amaze while the business information educates. Whether you are a florist, and event designer, or a wedding specialist the idea exchange will truly make a difference.

John Hosek is the owner of Surroundings Events and Floral and is known for his innovative and original style of work and ability to think on his feet. With a degree in Supervision and Engineering Graphics from Purdue, he first began selling his floral artistry while employed at General Motors. His forward thinking and design talents have placed him on top in numerous competitions. He is the Sylvia Cup winner for 2011. He received the Designer of the Year award at the 1999 Michigan Floral Association annual convention, and was a member of the design team for the Oscars for 10 years.

In 2001 he was asked to present a symposium-styled program in Sydney, Australia. In 2008, working in a chicken cooler, he helped produce a downtown London event for 600 guests including royalty and celebrities! That year, he accepted the invitation to join Teleflora's prestigious team of Education Specialists and in 2010 became a member of Professional Floral Communicators International.

A continuing opportunity for John takes him to Scotland, to contribute innovative and provocative new floral artistry and techniques to the international magazine *Fusion*. Texas welcomes John Hosek to the stage!



Ian Prosser
AIFD AAF PFCI

Weddings with Style

Presentation underwritten by
Texas Floral Education and Product Partner
Silver Level Founding Texas Floral Education
Underwriter FTD

"Understanding style and knowing trends is only part of capturing the type of market you hope to work within. You must see yourself there in the image most needed to place you in that lifestyle. To present in Texas is a privilege and I accepted the invitation without hesitation. Because of what I have learned from many over the years I have been very fortunate in my business. I hope to pay it forward in all that I have to share."

Weddings with Style is unlike any other wedding program you have seen. Master designer and celebrity stylist Ian Prosser will Wow!! you with ceremony and reception settings promising to take your business to the next level! Sharing how to sell and increase your wedding flower sales, as well as be in control of the entire visual segment of the wedding, is the core of this presentation. Bouquets on the runway set as the finale will provide full circle all you need to know about the latest trends to create a signature look that will set you apart from the competition.

Ian Prosser's list of accolades and achievements, as well as the list of celebrities he calls clients, runs long. Ian approaches each event with the utmost creativity and care, making him one of the most sought-after floral designers in the world. He began his career more than thirty years ago with ownership of shops in both Scotland and Tampa, Florida. This success led to his current business Botanica. This International Design & Décor Studio is where it all takes place designing weddings and events for the most influential on an international stage. In 2012, he established Ian Prosser Productions, thus expanding his design division to include creative event opportunities. From concept to completion he brings the simplest or the ever so grand event to the greatest of detail. His client list continues to add to his renowned success.

Ian's most recent industry achievements include being named the recipient of the 2012 Paul Ecke Jr. Award by the Society of American Florists and receiving the 2011 Wedding Innovator of the Year Award by Rockstar Wedding Planner. In 2010, Ian was awarded Designer of the Year at the Event Solutions Spotlight Awards. He won the prestigious Sylvia Cup at the 2007 SAF Convention. Also in 2007, he was inducted into the Professional Floral Communicators International. Ian's most prized acclaim includes invitations by SAF to serve as the Floral Design Chairperson for the second inauguration of President George W. Bush and to design the inaugural decorations for President Bill Clinton.

Ian was inducted into the American Academy of Floriculture in 1994 and the American Institute of Floral Designers in 1992. He has also been a featured presenter at AIFD National Symposia. Ian earned his National Diploma of the Society of Floristry, the highest European honor in floral design, and was the youngest person to receive the honor of Floral Designer of the Year in Scotland.

Join is for Lunch on Sunday at the Expo!

It's a Great Time to be a Florist!

Presentation underwritten by Texas Floral Education Partner TeamFloral

2017 is the best year ever to be a florist. The retail industry is smarter, stronger and more competitive than ever before. Florists today have more opportunities to expand sales and broaden markets. As weaker shops leave the industry, local retail competition has decreased so there is more business for remaining shops. Adding to this is the fact that consumers are wising up to the poor quality of the national advertisers. Social media and the Internet offer inexpensive and effective ways to reach customers. Taken together, this creates a world of opportunity for the shop owner willing to use technology, employ new sales methods and set new pricing.

Learn how to have your best year ever from Vonda LaFever AIFD PFCI. Vonda has helped some of the most successful shops in America reach their potential. She is a former shop owner who knows the day-to-day issues that florists face everyday. She is a nationally recognized designer known for her innovative and profitable designs.

In her role as Vice President of TeamFloral, she has personally developed Wedding, Sympathy and Social Media marketing programs that have helped hundreds of shops achieve dramatic growth in sales over the past few years. The Sales Surge program alone enables almost any shop to grow sales by 20 percent in a just a few months.

This presentation promises to enlighten, energize, and excite! The luncheon will offer time to visit with friends and meet others in the industry! You will soon agree that

It's a Great Time to be a Florist!

*It is also a great time to be at the
Texas Floral Expo!*

This is a first to offer both a Design Course of Study and a Business Course of Study! This luncheon presentation is included in both pathways in that the information is essential whether you are a designer of concentrated study or one who is all about the business! These related details of the two courses of study are outlined on the respective schedules. Take a moment to review and determine the courses and presentations best suited for you! Through the experience of this carefully outlined education we will all agree as we depart the Expo that

It's a Great Time to be a Florist!



JULY 28-31, 2017

Presented by the Texas State Florists' Association | Partially Underwritten by the Texas Floral Endowment

BUSINESS COURSE OF STUDY

FRIDAY, JULY 28, 2017

3:00 pm - 3:45 pm

TSFA ANNUAL MEETING

4:00 pm - 6:00 pm

BUSINESS SESSION

The Business of Weddings

Ian Prosser AAF AIFD PFCI NDSF

Session underwritten by Texas Floral Education and Product Partner

Silver Level Founding Texas Floral Education Underwriter FTD

5:00 pm - 7:00 pm

PRODUCT GALLERY OPENING & RECEPTION

5:00 pm - 7:00 pm

TSFA BOARD OF DIRECTORS ELECTION

5:30 pm - 6:00 pm

PRODUCT GALLERY FEATURED DEMONSTRATIONS

Uncork Success with Texas Wine & Flowers

Autumn on my Mind

Designers Chris Collum AIFD CFD TMF & Alan Masters AIFD CFD

Demonstrations underwritten by Texas Floral Education Underwriters

7:30 pm - 10:00 pm

STARS OF TEXAS EVENT

Fantabulously Festive!

Designers Jim Marvin AIFD & Matt Wood AIFD

Presentation underwritten by Texas Floral Education and Product Partner

Bronze Level Founding Texas Floral Education Underwriter

Winward

SATURDAY, JULY 29, 2017

9:00 am - 6:00 pm

**TEXAS FLORAL EDUCATION UNDERWRITERS' SHOWCASE
OF NEW VARIETIES**

Flowers for Every Day

**TEXAS FLORAL EDUCATION UNDERWRITERS' GALLERY OF
NEW PRODUCTS**

9:00 am - 10:30 am

BUSINESS SESSION

Become Your Customer's First Thought

Raul Marrero

Session underwritten by Texas Floral Education and Product Partner

Gold Level Founding Texas Floral Education Underwriter

Rio Roses

10:00 am - 6:00 pm

PRODUCT GALLERY

10:00 am - 4:00 pm

TSFA ELECTION

10:15 am - 10:45 am

PRODUCT GALLERY FEATURED DEMONSTRATIONS

Rediscovering Every Day

Designers Chris Collum AIFD CFD TMF & Alan Masters AIFD CFD

Demonstrations underwritten by Texas Floral Education Underwriters

11:00 am - Noon

BUSINESS SESSION

Wine & Flowers ~ A Perfect Pair

Linda Ryan | Thomas Graham | Daniel Kelada

Presentation underwritten by Texas Department of Agriculture

Noon - 1:30 pm

GRAB & GO LUNCH IN THE PRODUCT GALLERY

12:00 pm - 6:00 pm

PAST PRESIDENTS SALE

Benefiting Texas Floral Education

1:45 pm - 2:45 pm

MAIN STAGE DESIGN PRESENTATION

Layers of Living

Charlie Groppetti AIFD

Presentation underwritten by Texas Floral Education and Product Partner

Park Hill Collection

3:00 pm - 4:00 pm

BUSINESS SESSION

Build Online Business with a Digital Marketing Plan

Renato Cruz Sogueco

Presentation underwritten by Texas Floral Education Partner

Bronze Level Texas Floral Education Underwriter Floriology

3:15 pm - 3:45 pm

PRODUCT GALLERY FEATURED DEMONSTRATIONS

I See Green Again! Pantone Greenery 2017

Uncork Success with Texas Wine & Flowers

Designers Chris Collum AIFD CFD TMF & Alan Masters AIFD CFD

Demonstrations underwritten by Texas Floral Education Underwriters

5:00 pm - 7:00 pm

PARTY IN THE PRODUCT GALLERY

Product Gallery

6:30 pm

TAKE THE NIGHT OFF!! DINNER WITH FRIENDS

SUNDAY, JULY 30, 2017

9:00 am - 6:00 pm

**TEXAS FLORAL EDUCATION UNDERWRITERS' SHOWCASE
OF NEW VARIETIES**

Flowers for Every Day displayed

9:00 am - 10:00 am

BUSINESS SESSION

Profit in the Design Room | Profit in the Office

Vonda LaFever AIFD CFD PFCI

Presentation underwritten by Texas Floral Education Partner

TeamFloral

10:45 am - 11:45 am

BUSINESS SESSION

Sales: Making Every Call Count

Lori Wilson

Presentation underwritten by Texas Floral Education Partner

TeamFloral

Noon - 1:30 pm

LUNCHEON PRESENTATION

It's a Great Time to be a Florist

Vonda LaFever AIFD CFD PFCI

Presentation underwritten by Texas Floral Education Partner

TeamFloral

2:00 pm - 6:00 pm

PAST PRESIDENTS SALE

Benefiting Texas Floral Education

Texas Welcomes

2017 Texas Floral Expo Featured Designers presenting the Business Course of Study



Renato Cruz Sogueco

Build Online Business with a Digital Marketing Plan

Business Session underwritten by
Texas Floral Education Partner
Bronze Level Texas Floral Education Underwriter
Floriology

In this highly informative session, Floriology Institute's Renato Cruz Sogueco shares Four Specific Strategies to Build Online Business.

- Search engine optimization
- Search engine marketing
- Accurate citation and reviews
- Creating consistent content to keep the business relevant

With today's need to capture online business and create a presence on social media this course of study will strengthen your online strategy to develop a digital marketing plan to build online business. Renato serves as lead business educator at the Floriology Institute and Vice President of Digital Strategy where he develops digital products and services for BloomNet florists, and oversees the online brands and initiatives for BloomNet, NAPCO, World Flowers and the Floriology Institute. He is the former Chief Information Officer (CIO) at the Society of American Florists (SAF) where he invested 20 years helping floral businesses adopt innovative technologies to thrive in the digital marketplace leveraging social media, search engine optimization, online advertising, shop automation and mobile. He is a frequent speaker at industry events sharing his expertise, writes a regular column in Floriology magazine and blog, and stays current of the latest technology, e-marketing and consumer trends that will impact floral business.

Celebrity Designer Ian Prosser Presents

The Business of Weddings

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

There is a fine line between profit and loss in this industry and it is a line that is easy to cross. Simply stated the cost of goods sold is the line. However understanding costs is only a part of this study. Reviewing the needed elements in documents, the importance of policies, the perceived image of location and persona, and the benefits of consultation are a few of the many points of discussion. Bouquets down the aisle and the beauty of abundant florals in ceremony settings and reception locations are most enjoyed when the work produced adds to the bottom line. This course of study will provide the skill set to do just that. Weddings will no longer be just a creative success but also make the most of the financial opportunities presented from the point of sale.



Raul Marrero

Become Your Customer's First Thought

Business Session underwritten by
Texas Floral Education and Product Partners Founding
Texas Floral Education Underwriter Rio Roses

Effective and successful branding represents unique challenges and opportunities for retail florists. Creating or rebuilding a brand requires a greater understanding of your target audience and customer base. It is vital to cultivate long-term customer loyalty through high-effective brand strategies and tactics.

When retail florists are not able to create hooks in their offers, customer loyalty decreases. Every time your employees are interacting with new or existing customers there's an opportunity to build brand equity. Understanding the different branding strategies that can be applied to your business will help you become your customer's first thought when it comes to buying flowers. Through this presentation, you will learn different tools that you can apply in your own business. The following tools include:

- Developing your brand story and identity
- Defining the strategic vision on how to assess your marketplace
- Identify your target market and competitive threats
- Identifying the strategies for greater returns

Raul Marrero is currently the Sr. Vice President and Shareholder of Equiflor Corporation | Rio Roses. Originally from Chicago, Illinois, he studied business at the University of Illinois. Mr. Marrero also attended the Darden Business School in Charlottesville, Virginia as well as Miami Dade College in Miami, Florida.

In 1980, Mr. Marrero started his career in the floral industry with the Southern Rainbow Corporation in the area of operations and sales. In 1991, Mr. Marrero joined Equiflor Corporation as the Sr. Vice President of Sales and Marketing and Shareholder. In 2008, he then became the Sr. Vice President-Shareholder of the company. Mr. Marrero developed and implemented the educational seminar called Rio Roses + Romance = Revenue. This started the core mission of the company to become not only a superior floral supplier but to also provide education and marketing to its many partner wholesale florists. Mr. Marrero has presented his RRR Shows to over 1000 retail florists and hundreds of our wholesale partners since its inception.

Mr. Marrero has been married to his lovely wife Evelyn Marrero for 30 years and has two amazing sons Ryan and Eric.

Wine & Flowers ~ A Perfect Pair

How to make money by selling wine!

Business Session underwritten by Texas Department of Agriculture



This informative one hour workshop led by the Texas Department of Agriculture's Wine Marketing Coordinator, Linda Ryan, will cover all you need to know to successfully add a wine delivery program to your current business. From getting your permits, to record keeping, compliance, and marketing, TABC's Thomas Graham will cover the in's and out's of selling alcohol in Texas. Daniel Kelada of the Texas Wine Journal will share his expertise on Texas Wines, and discuss purchasing, handling, pricing, selling, and knowing the right wines for your customers. Come ready to taste and learn!



Linda Ryan

Linda Ryan serves as Marketing Coordinator for the Texas Department of Agriculture's Texas Program, supporting Texas growers, businesses and communities to grow and thrive. Previously, she served as the agency spokesperson for the Texas Department of Agriculture (TDA), working as a liaison between the agency and media at the local, state and national levels. She works alongside leadership and staff at TDA to coordinate a consistent message and promote the positive impact TDA has across the state, around the world and throughout the agriculture industry. Linda spent more than 20 years in the coffee and agriculture industry with a focus on sustainability. Her background in international trade, community development, and social impact in developing countries gives her a unique perspective on issues relating to agriculture and the men and women who feed the world. Linda is a graduate of the Texas Agricultural Lifetime Leadership program and serves as President of the Board of Directors for the Pioneers Youth Leadership program. Her passion is to support youth leadership development, individuals involved in agriculture who live in rural communities, and helping urban and rural communities work together.



Thomas Graham

Thomas Graham began his career with the Texas Alcoholic Beverage Commission TABC in 2005 as an Auditor and was assigned to field offices in Waco, Bryan, San Marcos, and Austin. His primary responsibilities were consulting with business owners to ensure they were in compliance with state law and conducting financial audits. In 2008, he was promoted to Marketing Practices Supervisor in the Austin Headquarters office. Thomas reviewed and approved statewide marketing programs for alcoholic beverage manufacturers and distributors. He conducted training for TABC employees and members of the alcoholic beverage industry on commercial relationships between business owners. In 2013, Thomas was promoted to Director of Excise Tax and Marketing Practices. He currently oversees the testing and label approval of alcoholic beverages, the collection of more than \$200 million in excise taxes annually, and marketing practices regulation. Thomas holds a Bachelor of Arts in Government from the University of Texas at Austin and is a graduate of the Governor's Executive Development Program at the Lyndon B. Johnson School of Public Affairs, University of Texas at Austin.



Daniel Kelada

Daniel is an Executive Sommelier, Master Candidate, and Senior Wine Instructor with the International Wine & Spirits Guild and through the Guild teaches accredited wine certifications and seminars in Texas and around the country. He has a background in BioChemistry from the University of Texas at Austin and in 2008, he founded GUSTO Tastings, a wine education company where he could utilize his 16+ years of hospitality experience with a focus and expertise in consulting and event curation. In 2012 he became one of four founding partners in Vinovium Partners, a Texas négociant and winery that specializes in premium wines on tap from Texas and around the world. Daniel is also the current board President and a founding member of the Texas Wine and Food Consortium Inc., a Texas nonprofit organization and the current Tasting Director of the Consortium's subsidiary, the Texas Wine Journal; whose mission is to build awareness for Texas wine via independent, credible and objective ratings.

TeamFloral is one of the companies leading innovation in our industry. By providing real-world solutions to the most important issues florists face, this company has emerged as the go-to source for shops looking for growth amid the economic downturn.

TeamFloral has been described as “One of the most influential companies in the floral industry” and “The provider of modern day solutions to challenges we all face today”.

Most importantly, the company was founded by a true Longhorn, Dan McManus, who received his MBA from the University of Texas.



Plant Your Shop's Identity

Consumers go to the internet to buy flowers. When you can make your shop visible in a crowded marketplace, you get more visitors to your website.



Turn Shoppers into Buyers

It's your website - not you, your store, or your staff- that determines which shoppers will become buyers. That's why it's the most important aspect of your growth.



Turn Buyers Into Customers

Consumers hear thousands of messages and can easily forget who you are. Re-marketing to your customers determines whether you grow or stay stagnant.



Vonda LaFever AIFD CFD PFCI

Profit in the Design Room *Profit in the Office*

Business Session underwritten by
Texas Floral Education Partner
TeamFloral

We find that there are two centers in every business that control profit. There is potential for increased profit on every sale in the Design Room and opportunities to control expenses in the Office.

Profit in the Design Room | The design room is the place where profits are made or lost. In this session, the techniques that will assist designers in creating profitable designs as well as tips to increase overall productivity will be discussed.

Profit in the Office | Knowing your target numbers and tracking them in the office is the key to profit. Learn how a few minutes a week can make a difference in your bottom line. This session will take a close look at these two areas of the business with real-world advice from a former shop owner who has made a significant impact on our industry.

Team Floral Vice President Vonda LaFever AIFD CFD PFCI is responsible for breakthrough products and services that empower some of the top retailers in the country to compete more effectively. Her insight as a designer and business advice is featured regularly in *Flowers&* magazine. She has presented at hundreds of floral events to include the White House and the Oscars.

Ms. LaFever is an accredited member of the American Institute of Floral Designers and has served on the national board, the membership committee, and is an AIFD Certified Evaluator | Judge. She is a Teleflora Educational Specialist. She enjoys sharing her passion and love of the industry and is a proud grandmother, loves to cook and is an advocate of healthy living.



Lori Wilson

Sales: Making Every Call Count

Business Session underwritten by
Texas Floral Education Partner
TeamFloral

Increasing your average sale is the fastest and easiest way to boost sales. In this interactive session, you will learn why sales training with follow up is essential to growth. A single untrained salesperson can cost your shop thousands of dollars in lost sales. That's why it is so important to have every person that answers the phone attend this session.

TeamFloral Sales Manager Lori Wilson is passionate about educating florists on the methods and strategies they need in order to grow their business. Her strength comes through her unique ability to use her experiences to understand the knowledge and skills one needs to increase their performance and productivity. Her focus is not only on training, but on subjects such as sales and leadership effectiveness, employee motivation and overall performance.

With degrees in education and communication, Lori has the background to make learning meaningful and her passion for helping florists makes it fun. Lori is the co-author of TeamFloral's Sales Surge. This strategy is the newest and most comprehensive sales program in the floral industry.



BUSINESS COURSE OF STUDY REGISTRATION

Early Registration Deadline is July 24th

One form per person. This form may be copied to accommodate additional registrants or you may go online to register at tsfa.org.

Attendee Name _____ Email _____

Shop | Business _____ Address _____ City | State | Zip _____

Phone _____ Fax _____

Please circle your event choices and cost, total and send with payment by email: txsfa@sbcglobal.net,

Fax: 512.834.2150 OR mail: TSFA, P.O. Box 170760, Austin, TX 78717. Questions? Call TSFA 512.834.0361

PRODUCT GALLERY IS OPEN FRIDAY 5PM-7PM AND SATURDAY 10AM-7PM

BUSINESS COURSE OF STUDY

		ADVANCED <small>(before 7/24)</small>		AT THE DOOR <small>(after 7/24)</small>	
		Member	Non-Member	Member	Non-Member
CHOICE #1	"I WANT IT ALL" AT THE TEXAS FLORAL EXPO Friday Product Gallery Opening Reception Friday Stars of Texas Event to include <i>Fantabulously Festive</i> Presentation Awards Dinner Saturday Product Gallery with Grab & Go Lunch Saturday and Sunday Business Sessions Saturday. "Layers of Living" Design Presentation Friday and Saturday Product Gallery Featured Demonstrations <i>It's a Great Time to be a Florist</i> Lunch Presentation Showcase of New Varieties	\$195	\$295	Not Available	
CHOICE #2	Only on Friday Package Friday Product Gallery Opening Reception Product Gallery Featured Demonstrations One Business Session Gallery of New Products Showcase of New Varieties Friday Stars of Texas Event <i>Fantabulously Festive</i> Presentation Awards Dinner	\$85	\$125	\$105	\$145
CHOICE #3	Only on Saturday Package Saturday in the Product Gallery to include Grab & Go Lunch with Product Gallery Featured Demonstrations <i>Layers of Living</i> Design Presentation Three Business Sessions Showcase of New Varieties Gallery of New Products	\$135	\$205	\$165	\$235
CHOICE #4	Only Sunday Package <i>It's a Great Time to be a Florist</i> Presentation and Lunch Two Business Presentations Showcase of New Varieties	\$135	\$195	\$165	\$235
Hands on Design Experiences — Limited to the first 25 attendees					
CHOICE #5	Friday, July 28, 2017 — <i>Color Unplugged</i> Jacob McCall	\$55	\$75	\$75	\$95
CHOICE #6	Friday, July 28, 2017 — <i>Something Special is Sprouting</i> Jenny Thomasson	\$55	\$75	\$75	\$95
CHOICE #7	Friday, July 28, 2017 — <i>All Dolled Up! What to Wear!</i> John Hosek	\$55	\$75	\$75	\$95
CHOICE #8	Sunday, July 30, 2017 — <i>Everyday Flowers Every Day</i> — Donald Yim	\$75	\$125	\$95	\$150
CHOICE #9	Monday, July 31, 2017 — <i>An Intricate Approach to Artistic Florals</i> Leopoldo Gomez All day experience includes lunch	\$185	\$255	Not Available	

PAYMENT INFORMATION

☐ U.S. Check | Money Order *(Payable to TSFA)*
☐ VISA
 ☐ MasterCard
 ☐ American Express
 ☐ Discover

Credit Card # _____ Exp _____ Code _____ Billing Zip _____

Signature _____ Date _____

TOTAL _____



DESIGN COURSE OF STUDY REGISTRATION

Early Registration Deadline is July 24th

One form per person. This form may be copied to accommodate additional registrants or you may go online to register at tsfa.org.

Attendee Name _____ Email _____

Shop | Business _____ Address _____ City | State | Zip _____

Phone _____ Fax _____

Please circle your event choices and cost, total and send with payment by email: txsfa@sbcglobal.net,

Fax: 512.834.2150 OR mail: TSFA, P.O. Box 170760, Austin, TX 78717. Questions? Call TSFA 512.834.0361

PRODUCT GALLERY IS OPEN FRIDAY 5PM-7PM AND SATURDAY 10AM-7PM

DESIGN COURSE OF STUDY

PRODUCT GALLERY IS OPEN FRIDAY 5PM-7PM AND SATURDAY 10AM-7PM		ADVANCED <small>(before 7/24)</small>		AT THE DOOR <small>(after 7/24)</small>	
DESIGN COURSE OF STUDY		Member	Non-Member	Member	Non-Member
CHOICE #1	"I WANT IT ALL" AT THE TEXAS FLORAL EXPO Friday Product Gallery Opening Reception Friday Stars of Texas Event to include <i>Fantabulously Festive</i> Presentation Awards Dinner Saturday Product Gallery Saturday and Sunday Design Presentations Friday and Saturday Product Gallery Featured Demonstrations <i>It's a Great Time to be a Florist</i> Lunch Presentation Gallery of New Products Showcase of New Varieties	\$195	\$295	Not Available	
CHOICE #2	Only on Friday Package Or to register for individual events	\$85	\$125	\$105	\$145
CHOICE #3	Friday Product Gallery Opening Reception Product Gallery Featured Demonstrations	\$35	\$50	\$45	\$60
CHOICE #4	Friday Stars of Texas Event <i>Fantabulously Festive</i> Presentation Awards Dinner	\$55	\$85	\$65	\$95
CHOICE #5	Only on Saturday Package Or to register for individual events	\$135	\$205	\$165	\$235
CHOICE #6	Saturday in the Product Gallery to include Grab & Go Lunch with Product Gallery Featured Demonstrations	\$50	\$75	\$60	\$85
CHOICE #7	Four Design Presentations Gallery of New Products Showcase of New Varieties	\$150	\$200	\$160	\$210
CHOICE #8	Only Sunday Package	\$135	\$195	\$165	\$235
CHOICE #9	<i>It's a Great Time to be a Florist</i> Presentation and Lunch	\$35	\$50	\$45	\$60
CHOICE #10	Three Design Presentations Gallery of New Products Showcase of New Varieties	\$125	\$175	\$155	\$185
Hands on Design Experiences — Limited to the first 25 attendees					
CHOICE #11	Friday, July 28, 2017 — <i>Color Unplugged</i> Jacob McCall	\$55	\$75	\$75	\$95
CHOICE #12	Friday, July 28, 2017 — <i>Something Special is Sprouting</i> Jenny Thomasson	\$55	\$75	\$75	\$95
CHOICE #13	Friday, July 28, 2017 — <i>All Dolled Up! What to Wear!</i> John Hosek	\$55	\$75	\$75	\$95
CHOICE #14	Sunday, July 30, 2017 — <i>Everyday Flowers Every Day</i> — Donald Yim	\$75	\$125	\$95	\$150
CHOICE #15	Monday, July 31, 2017 — <i>An Intricate Approach to Artistic Florals</i> Leopoldo Gomez All day experience includes lunch	\$185	\$255	Not Available	
Behind the Curtain — Includes front row seating					
Saturday, July 29, 2017					
CHOICE #16	“Behind the Curtain” with Charlie	\$25	\$45	Not Available	
CHOICE #17	“Behind the Curtain” with Leopoldo	\$25	\$45	Not Available	

PAYMENT INFORMATION

☐ U.S. Check | Money Order (Payable to TSFA) ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Credit Card # _____ Exp _____ Code _____ Billing Zip _____

Signature _____ Date _____

TOTAL

Jacob McCall AAF AIFD CFD FSMD*Color Unplugged*

Experience underwritten by:
 Texas Floral Education and Product Partner
 Silver Level Founding Texas Floral Education Underwriter
 The Elite Flower

In life, color balances and connects us to our surroundings and emotions. The color sequence seen throughout the day may inspire joy, incite energy, or experience a world where all seems to slow down. One can almost breathe the essence of some colors while resonating with others.

In design, color is yet another tool in the designer's toolbox. In *Color Unplugged* will take an in depth look at color and how we can expand our choices taking design to yet another level through the use of color!

Join America's representative to the World Cup Jacob McCall as he shares his talent in this focused study on the importance of color. Be prepared to experience some rather unexpected applications of the artist's palette.

Jenny Thomasson AIFD PFCI EMC*Something Special is Sprouting*

Experience underwritten by:
 Texas Floral Education and Product Partners
 Texas Growers' Division and Texas Floral Education Underwriters

Something Special is Sprouting which will make a difference each and every day in your business! The incredible value of plants in design is an area that has gone unnoticed. In this design experience a European approach to plant stylings will be shared with multiple techniques that may be used each and every day! Today's consumer is all about value. What better way to increase value than with a long lasting design featuring plants styled creatively.

John Hosek AIFD CFD PFCI CAFA MCF*All Dolled Up!!
What to Wear?*

Experience underwritten by:
 Texas Floral Education and Product Partner
 Gold Level Founding Texas Floral Education Underwriter
 Teleflora

The dress is selected! The formal wear is set!

All Dolled Up!! What to Wear?

In this time of high school proms, Texas Homecomings, Father Daughter Dances, and Mother Son Events the occasions for flowers to wear have increased tenfold. Are you making the most of these opportunities?! Are you showcasing the latest in products and design?! This informative and inspiring Hands On Design Experience will highlight concepts and provide you with the skill set needed to make the most of these moments!

Donald Yim AIFD CFD*UNEXPECTED ELEMENTS
FEATURING EVERYDAY FLOWERS*

Presentation underwritten by:
 Texas Floral Education and Product Partners
 Bronze Level Founding Texas Floral Education Underwriters
 Accent Decor and Oasis Floral Products

The world is so fast these days, everything coming at you at once! There is no time to sit and appreciate what is right in front of you. Come join us and take time to slow down to see the beauty in everyday flowers in a whole new way.

Using different elements, you will learn a modern and contemporary spin to use every day to create your everyday flower designs! Fresh new inspiration will brighten your work and give you a whole new perspective on using everyday flowers every day!

Leopoldo Gomez*The introspective stylings of
Leopoldo Gomez*

Presentation underwritten by:
 Texas Floral Education and Product Partner
 Platinum Level Founding Texas Floral Education Underwriter
 BloomNet

A vision. An abundance of style. An incredible approach. A floral view of inspired art. This and much more will develop the pathway to the introspective stylings of Leopoldo Gomez. This world class designer has the incredible ability to discuss one on one the details of his thinking. He understands the importance to offer the specifics behind the overview of the art and the techniques that he will share. Oftentimes we attend an event and leave wondering how or why or what if I could bring that idea in and make it my own. Wonder no more. These stylings will be shared with a thoughtful approach and the education needed to develop understanding of all that is to be shared.

Join Texas Designers of the Year

Chris Collum and Alan Masters at the Texas Floral Expo!

Texas Designers of the Year Chris Collum and Alan Masters will share their incredible knowledge in the Product Gallery over two days in scheduled demonstrations. Take time to learn all that you can from these amazing designers who bring to the stage a talent that has noted success each and everyday.



Chris Collum AIFD CFD TMF

Chris Collum began his floral career twenty two years ago as a delivery driver at a flower shop in Levelland, Texas. Working his way through the opportunities presented over the years and continuing to increase his knowledge of all things floral continue to direct his path today.

Chris' love for competitive design started with local design competitions leading to statewide competition wins with the WTNM Silver Cup in 1997. He was awarded the prestigious Texas Cup in 2015 at the Texas Floral Expo.

Chris received the designation of Texas Master Florist in 1998. He was inducted into the American Institute of Floral Designers in 2010. Chris presented at AIFD National Symposium. His passion for the floral industry is strong and evolves everyday through creativity and a belief in the importance of continued education.

In 2004 after years in retail, Chris started a freelance business. This experience took him all over the United States. For three years, he worked for several flower shops and event planners always learning new techniques and business smarts along the way. In 2007 Chris, along with his partner Tom Williams, accepted a management position at Flowerland in Midland, Texas, where they have successfully been the past nine years.

Chris has served as a member of the AIFD South Central Regional Board, and is a Past President of WesTexas New Mexico Florist Association.

Chris is currently on the Accent Décor Design Team and Direct Export Design Team.

He and his partner, Tom Williams, reside in Midland, Texas.

Friday 5:30pm - 6:00pm

Uncork Success with Texas Wine & Flowers

Autumn on my Mind

Saturday 10:15am - 10:45am

Rediscovering Every Day

Saturday 3:15pm - 3:45pm

I See Green Again! Pantone Greenery 2017

Uncork Success with Texas Wine & Flowers



Alan Masters AIFD CFD

Floral design has been the career focus for Alan Masters AIFD CFD for thirty three years. It all began in junior high at a small home town florist in Lufkin, Texas. Through the years he has designed florals and managed several flower shops, mass market and craft store floral departments. In 2003 he opened a shop with two partners, in the North

Shore area of Houston, called "The Toile Shed". The store was a combination flower shop and antique store bringing together his two passions of floral design and home decor. After closing the store Alan looked to the future and what might be next. He even questioned his stay in this industry. In 2008 he joined the staff at Compton's Florist in La Porte and also became the Worship Leader and Associate Pastor at Family Worship Center in Cloverleaf.

In 2013, Alan began competing in design competitions. The Texas Cup Competition held in Mesquite Texas at the Texas State Florist Convention was his first competition placing second out of twenty. In February of 2014 he competed in the Rodeo Cup at the Houston Livestock Show and Rodeo and again placed second, but this time out of forty and in April of that year he placed fourth in the Houston Cup Competition.

Alan became a member of the American Institute of Floral Designers in 2015. He placed first that same year winning the Houston Cup. In 2016 he was named Texas Designer of the Year and went on to represent Texas where he won and was named the 2016 NAFA Designer of the Year. The state of Louisiana named him Louisiana Designer of the Year the following year. In March of 2017 Alan took first place in the inaugural Jim Johnson Cup in Houston, Texas.

Alan was one of six designers to design in the Rotunda at the Texas State Capital building interpreting one of the six flags that have flown over the state of Texas. He also presented *Tips & Trends* during *Your Wedding Experience* by David Tutera.

Alan's passion for floral design continues to develop with a strong commitment to education. Sharing his talent through presentations and industry participation, he will long be involved in his love of floral design.



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Texas State Florists' Association is pleased to announce...

TSFA MEMBERS TO ELECT 2017-2018 OFFICERS AND DIRECTORS

The TSFA Nominating Committee announces the slate of candidates for consideration. Candidates will be introduced and speak at the TSFA Annual Meeting to be held on Friday, July 28, 2017 at 3:00 pm. Voting will be held at the Texas Floral Expo beginning Friday July 28, 2017 at 5:00 pm.

The Nominees are:

PRESIDENT

Debbie Woltmann TMFA | Brenham Floral Company | Brenham

SECOND VICE PRESIDENT

Gina Waters AAF TMFA | The Flower Forrest | San Antonio

RETAIL DIRECTOR (elect 1)

Chris Collum AIFD CFD TMF | Flowerland | Midland
Charles Ingram | Dr. Delphinium Designs & Events | Dallas
Amy Neugebauer TMFA | The Blooming Idea | The Woodlands

GROWER DIRECTOR

Jack Weatherford | Weatherford Farms Inc. | Stafford

Please see TSFA Bylaws, Article M, Section 6 for additional information.

Please forward any additional member nominations by petition to:
Jimmy Klepac, Nomination Committee Chair,
c/o TSFA, PO Box 170760, Austin, TX 78717

TSFA *Calendar of Events*



APRIL

- 12 TSFA Finance Committee Meeting
3:00 pm Telephone Conference Call
- 16 Easter
- 25-26
Florescence Waves Art by
Invitation-America's Cup
The Museum of Fine Arts, Houston
River Oaks Garden Club
The Garden Club of Houston
The Garden Club of America
- 26 Administrative Professional Day



MAY

- 14 Mother's Day
- 21 TSFA Board of Directors Meeting
TSFA Office | Cedar Park, Texas
- 29 Memorial Day



JUNE

- 7 Texas Floral Showcase
The Raquet Club | Houston
- 9-11
Texas Certified Florist Classes
TSFA School of Floral Design
Cedar Park
- 18 Father's Day

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- 27 McShan Florist | 800.331.3349 | www.mcshanflorist.com
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- Back Cover** Teleflora | 800.421.2815 | www.myteleflora.com
- 26 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
- 26 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
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