



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

TAKETHE 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