



Basics to Brilliance

July 17-20, 2015

Presented by the Texas State Florists' Association
Partially underwritten by the Texas Floral Endowment

FRIDAY, JULY 17, 2015

1:00pm – 3:00pm **Classy Glass** | A Hands on Design Experience
Jerome Raska AAF AIFD PFCI CFD
Presentation underwritten by Syndicate Sales
Silver Level Texas Floral Education Demonstration
Texas Floral Education & Product Partner

Just a Pretty Table | An Interactive Demonstration
Jacob McCall AAF AIFD CFD
Presentation underwritten by The Elite Flower
Silver Level Texas Floral Education Underwriter
Texas Floral Education and Product Partner

3:00pm – 5:00pm **The Art of the Bouquet** | A Hands on Design Experience
J. Keith White AIFD CFD
Presentation underwritten by FTD, Inc.
Silver Level Texas Floral Education Underwriter
Texas Floral Education Partner
Flowers Provided by Pikes Peak of Texas
Gold Level Texas Floral Education Underwriter
Texas Floral Product Partner

Marketing to a Social World | An Interactive Demonstration
Ashley DeFranco
Presentation underwritten by Flower Shop Network
Gold Level Texas Floral Education Underwriter
Texas Floral Education Partner

4:00pm – 5:00pm TSFA Annual Meeting
5:00pm – 7:00pm Product Gallery Opening and Reception
5:30pm – 6:30 pm Product Power | **Save the Date...Let the Events Begin**
7:15pm – 10:00pm Stars of Texas Event
Texas Cup Competition | Awards | Presentation | Dinner

Sweet Beginnings
Interpretative Design | Bouquet | Surprise Situation
Commentary by Rich Salvaggio AAF AIFD PFCI
Presentation underwritten by Teleflora
Gold Level Texas Floral Education Underwriter
Texas Floral Education Partner

SATURDAY, JULY 18, 2015

9:00am – 10:00am **Basics 101...Anything But Basic**
Celebrating TSFA's 101st Year!!!!
J Schwanke AAF AIFD CFD PFCITMF
Presentation Underwritten by
Acolyte Designs, Inc | Chrysal Americas | Design Master
Greenleaf Wholesale Florists | Priest International, Inc
Rio Roses | Southern Floral Co | TSFA Growers Division
Texas Floral Education Underwriters
Texas Floral Education & Product Partners
\$101 Winner to be Awarded

10:00am – 6:30pm Product Gallery
10:00am Wake up Texas!! Morning Coffee Bar in the Product Gallery
10:15am – 10:45am Product Power | **New Products Showcase**
\$101 Winner to be Awarded

11:00am – Noon **Pure Inspiration**
Hitomi Gilliam AIFD
Presentation underwritten by Teleflora
Gold Level Texas Floral Education Underwriter
Texas Floral Education Partner

12:00pm – 1:30pm Product Gallery | Lunch on your own
12:15pm – 12:45pm **Behind the Curtain with Hitomi**
Hitomi Gilliam AIFD
Presentation underwritten by Teleflora
Gold Level Texas Floral Education Underwriter
Texas Floral Education Partner

1:30pm – 3:00pm **Making Every Day's Life Extraordinary**
Pim van den Akker | Presentation underwritten by BloomNet
Platinum Level Texas Floral Education Underwriter
Texas Floral Education Partner

3:15pm – 3:45pm Product Power | **Parties on Parade**
\$101 Winner to be Awarded

4:00pm – 5:00pm **Parties...Basic yet Brilliant**
Jacob McCall AAF AIFD CFD
Presentation underwritten by The Elite Flower
Silver Level Texas Floral Education Underwriter
Texas Floral Education & Product Partner

5:15pm – 5:45pm **Behind the Curtain with Jacob**
Jacob McCall AAF AIFD CFD
Presentation underwritten by The Elite Flower
Silver Level Texas Floral Education Underwriter
Texas Floral Education and Product Partner

4:00pm – 6:30pm It's 5:00 Somewhere
5:00pm – 6:00pm Product Power | **New Products Showcase**
\$101 Winner to be Awarded

5:30pm - 6:30pm Book Signing | Meet the Designers
6:30pm Product Gallery Closes
6:30pm Take the Night Off!! Dining out with Friends

SUNDAY, JULY 19, 2015

8:30am – 10:00am Wake Up Texas! Breakfast with Randy Pennington
Make Change Work
Presentation Underwritten by Vickery Wholesale Greenhouse
Silver Level Texas Floral Education Underwriter
Texas Floral Education Partner

8:30am – 5:00pm **Everything's Coming Up Roses** — A Presentation of New Varieties
10:15am – 11:00am **The Sweet Smell of Success** | **The Business of Roses**
Oscar Fernandez
Presentation underwritten by Rio Roses
Gold Level Texas Floral Education Underwriter
Texas Floral Education and Product Partner

10:15am – 11:15am **A Dozen Roses** | **A Dozen Ways**
Jerome Raska AAF AIFD PFCI CFD
Presentation underwritten by Syndicate Sales
Silver Level Texas Floral Education Underwriter
Texas Floral Education and Product Partner
Flowers Provided by Rio Roses
Gold Level Texas Floral Education Underwriter
Texas Floral Product Partner

11:30am – 12:45am **First Impressions...Endless Possibilities**
Matt Wood AIFD PFCI | Presentation underwritten by Winward
Bronze Level Texas Floral Education Underwriter
Texas Floral Education and Product Partner

12:45am – 1:45pm Lunch on your own
1:45 pm – 3:15pm **Flowers Styled for the White House**
Laura Dowling
Flowers Provided by Southern Floral Co.
Silver Level Texas Floral Education Underwriter
Texas Floral Product Partner

3:45pm – 5:00pm **Roses on Parade**
J. Keith White AIFD CFD | Presentation underwritten by FTD, Inc.
Silver Level Texas Floral Education Underwriter
Texas Floral Education Partner
Flowers Provided by Pikes Peak of Texas
Gold Level Texas Floral Education Underwriter
Texas Floral Product Partner
Announcement of Grand Prize

5:00pm TSFA Past Presidents Flower Sale benefitting Texas Floral Education and the Texas Floral Endowment

5:15pm – 7:45pm A Hands on Design Experience
Life Changing Mechanics and Techniques for Today's Florist
Hitomi Gilliam AIFD | Presentation underwritten by Teleflora
Gold Level Texas Floral Education Underwriter
Texas Floral Education Partner

MONDAY, JULY 20, 2015

9:00am – 4:00pm **Develop and Grow Your Own Personal Floral DNA**
Pim van den Akker | Presentation underwritten by BloomNet
Platinum Level Texas Floral Education Underwriter
Texas Floral Education Partner