

# *Floral Superhero*

SPREADING POSITIVE ENERGY THROUGH FLORAL ART



Are you ready to become a *Floral Superhero* and spread positive energy through floral art?! Join us for an exciting presentation that combines floral design with inspiring thoughts and techniques.

In this program, we will use Oasis floral products to create stunning arrangements that will leave a lasting impression. But more than that, we will explore how floral design skills can be used to create positive environments for our customers and our communities.

As a *Floral Superhero*, you will learn how to harness the power of flowers and plants to transform any space into a peaceful and welcoming haven. From simple arrangements to intricate installations, we will show you how to use floral design to create a positive and uplifting atmosphere that will leave a lasting impact on your customers.



We will also discuss the importance of sustainability in the floral industry and how we can use our skills to create exquisite arrangements while minimizing our impact on the environment. By using Oasis floral products, we can create stunning arrangements that are not only beautiful but also eco-friendly.

But the real power of floral design lies in its ability to spread positive energy and joy. As a *Floral Superhero*, you will learn how to use your skills to create an environment that is both beautiful and uplifting. Whether it's a simple bouquet or an elaborate installation, every floral arrangement has the power to brighten someone's day and bring a smile to their face.

Whether you're a seasoned professional or just starting out, there is something for everyone so join us as we explore the world of floral design. Get ready to be inspired and uplifted by the beauty of flowers and the power of floral design so that you emerge as a *Floral Superhero*!



SMITHERS-OASIS

Presentation underwritten by Smithers-Oasis  
Bronze Level TEXAS Floral Education Underwriter

# Immerse Yourself IN THESE HANDS-ON WORKSHOPS! GENERATIONAL DESIGN – MAKE IT AND MARKET!

Friday, June 23, 2023 | 9:00 a.m. - 11:00 a.m. | Hands-on Design Workshop | Jackie Lacey AAF AIFD PFCI

Each generation approaches every purchase with pre-conceived notions. Marketing pressure is applied at every possible click. It is up to you to know your market. What is your demographic? What sets you apart from your competition? Why should the consumer click to purchase from you? Designing for each generation starts with understanding what each generation is and how to connect on their terms. Join us as we create various generational styles to learn how to best design, market and capture the sale.



Workshop underwritten by Texas Floral Education Partner BloomNet  
Founding Gold Level Texas Floral Education Underwriter

## EXPLORING KEY PRINCIPLES AND ELEMENTS OF DESIGN

Friday, June 23, 2023 | Noon - 2:00 p.m. | Hands-on Design Workshop | Amy Balsters

The Principles and Elements of Design are fundamental and have been a key source for improving my design work over the years. Rather than seeing them as rigid rules to follow, they offer a rich structure of guidelines that allow our floral work to flourish. Come explore key principles and elements that I use regularly in this hands-on floral design class. You will practice application by making a petite "loose and airy" vase arrangement using balance, proportion, form and line and utilize different categories of flowers and foliages as our guide.



Workshop underwritten by our Texas Floral Education Partners  
Texas Floral Education Underwriters

## TODAY'S DESIGN : BESPOKE FLORAL FOR A NEW AGE

Saturday, June 24, 2023 | 5:00 p.m. - 7:00 p.m. | Hands-on Design Workshop | Derek Woodruff AAF AIFD PFCI CF

Generation Next has a taste for the "Free-form", "Asymmetrical" and the "Bespoke" in floral design. Though this trend seems counterintuitive to the principles and elements of floral design, it's not! Practice makes perfect in this hands-on design session showcasing the best ways to create the most bespoke of bouquets. You will see multiple demonstrations using different styles of containers, tools and mechanics for creating these free-form beauties before putting on your creative hat to construct your own with guidance from the instructor.



Workshop underwritten by Texas Floral Education Partner Syndicate Sales  
Silver Level Texas Floral Education Underwriter

## TROPICAL NOUVEAU HAND-TIED BOUQUET

Saturday, June 24, 2023 | 5:00 p.m. - 7:00 p.m. | Advanced Hands-on Design Workshop | Hitomi Gilliam AIFD EMC

We will create an artful structure suitable for easily blending the mixture of tropicals with garden flowers into a hand-tied bouquet with emphasis on economy of means.



Workshop underwritten by Texas Floral Education Partner Teleflora  
Founding Gold Level Texas Floral Education Underwriter

## SEEING COLOR IN NEW WAYS

Sunday, June 25, 2023 | 8:00 a.m. - 10:00 a.m. | Hands-on Design Workshop | Amy Balsters

Let's talk color in this hands-on workshop focusing on real world application of color theory in floral design! Color can be intimidating and complex to understand so let's take it back to the fundamentals of how we see color and how we can use it to elevate our work. Through multiple hands-on exercises, we will practice identifying specific color harmonies, creating harmonizing color palettes and seeing color in a fresh way using flowers as our guide. The takeaway: more color confidence!



Workshop underwritten by our Texas Floral Education Partners  
Texas Floral Education Underwriters

## THE EMERSION PHASE

Friday, June 23, 2023 | 7:45 p.m. - 10:30 p.m.  
Dinner and Design Presentation  
Presenter Jody McLeod AIFD PFCI NCCPF

The world, in general, has been submerged since the onset of 2020 opening some daily yet basic opportunities for the floral industry to provide a variety of ways to share expressions of emotion. We, as floral designers and business owners, have been there, doing all possible to grow our business, as we navigated a pandemic, continue to work to survive an unpredictable economy and deal with constraints on our inspiration and creativity. But now, it is time to enter what will come to be called "The Emersion Phase." This is the time that we will rise with a broader understanding, unlimited inspiration and expanded creativity. To do so, we will look to nature and let her show us just how she works through being held under into thriving in an environment. We will explore and witness just how the ordinary becomes extraordinary.



Session underwritten by our Texas Floral Education Partners  
Texas Floral Education Underwriters

Jody McLeod recently curated color and taught a **SOLD-OUT** Hands-on Workshop during the Texas Floral Showcase in Houston with rave reviews!

**We know that you will not want to miss seeing him at the Expo!**

Don't miss the May issue of TEXAS in Bloom when we highlight Jody and his take on Curating Color!

If you missed his program in Houston, you can see it in the Fall!!  
Mark your Calendars!



**SEPTEMBER 13, 2023**  
Fort Worth, Texas

EMERSION

STARS OF TEXAS DINNER EVENT

**PICTURE PERFECT**

Friday, June 23, 2023 | 2:30 p.m. - 4:00 p.m. | Floral Photography Workshop  
Cody Ash | G. Alan Masters AIFD PFCI

A picture is worth 1000 words so they say. We have come to see that photography and floral design go hand in hand. Your creativity and hard work will no doubt stir up a conversation with your clients as you learn to master techniques in lighting, depth of field, composition, editing and more. Enjoy highlighting your designs in your digital store, on social media and in print. Join Alan and Cody as they take you on a journey of design and photography.



Session underwritten by our Texas Floral Education Partners  
Texas Floral Education Underwriters

**HIDDEN TREASURE  
FINDING THE GOLD IN YOUR BUSINESS**

Friday, June 23, 2023 | 9:00 a.m. - 11:30 a.m. | Business Session | Derrick Myers CPA CFP PFCI

Hidden in your business are areas of cost that if reduced would greatly increase the profit of your business. A dollar saved in cost is a dollar added to your bottom line profit. It takes about eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. In this session we deep dive into the six main cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible.



Session underwritten by our Texas Floral Education Partners  
Texas Floral Education Underwriters

**BUSINESS MEGATRENDS :  
IMPACTING YOUR FLORAL BUSINESS NOW AND INTO THE FUTURE**

Friday, June 23, 2023 | 1:00 p.m. - 2:30 p.m. | Business Session | Renato Cruz Sogueco AAF PFCI

Covid. Mass Markets and Grocery Stores. Millennials. Globalization. Sustainability. If any of these words triggered any emotion in you - good or bad, these trends affected your business in the past few years and will continue to do so. Join Renato as he presents data, research and analysis of how you can potentially leverage these trends for success. Focus will be on the changing demographics, consumer trends and digital strategies.



Session underwritten by Texas Floral Education Partner BloomNet  
Founding Gold Level Texas Floral Education Underwriter

**THE BEST OF THE BEST  
HOW TO HIRE, TRAIN AND KEEP THE EMPLOYEES THAT YOU WANT**

Friday, June 23, 2023 | 3:00 p.m. - 4:00 p.m. | Business Session | Derrick Myers CPA CFP PFCI

In "The Best of the Best" you will learn how to align your employees to your vision for the company. Once everyone is headed in the same direction, you will learn how to empower and motivate and lead them to reach far and beyond that vision and make it a reality. Build a company and team that nobody will ever leave. An efficient and congruent team is a more profitable team.



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# FROM BUD TO BLOOM

2023 TEXAS DESIGNER OF THE YEAR COMPETITION

**June 12**  
Entry Deadline

**June 23**  
Categories 1 & 2

**June 25**  
Final Round

## To Enter

Visit [tsfa.org](https://tsfa.org) to Review Competition Rules and Entry Qualifications  
Download the Entry Form and Mail the completed form with the Entry Fee to  
Texas State Florists' Association, PO Box 859, Leander, TX 78646  
OR email the form to [tsfaadmin@tsfa.org](mailto:tsfaadmin@tsfa.org) and contact the office  
at 512.528.0806 to make payment.

## Mary McCarthy AIFD

Texas Designer of the Year Competition Chair



Mary McCarthy AIFD TMFA has been involved in the floral industry and owner of The Blooming Idea Florist in The Woodlands for 20 years. She took her first floral design classes at the Houston School of Floral Design in 2002. She attained TMF in 2007, TMFA in 2009 and has been involved with TSFA, both on the board and on various committees. She was inducted into AIFD in 2014 and became an AIFD Certified Floral Evaluator in 2017.

Always wanting to keep up with the latest design techniques and trends, she takes every opportunity to attend design shows, workshops and has competed in several design competitions, culminating in winning Texas Designer of the Year in 2022.