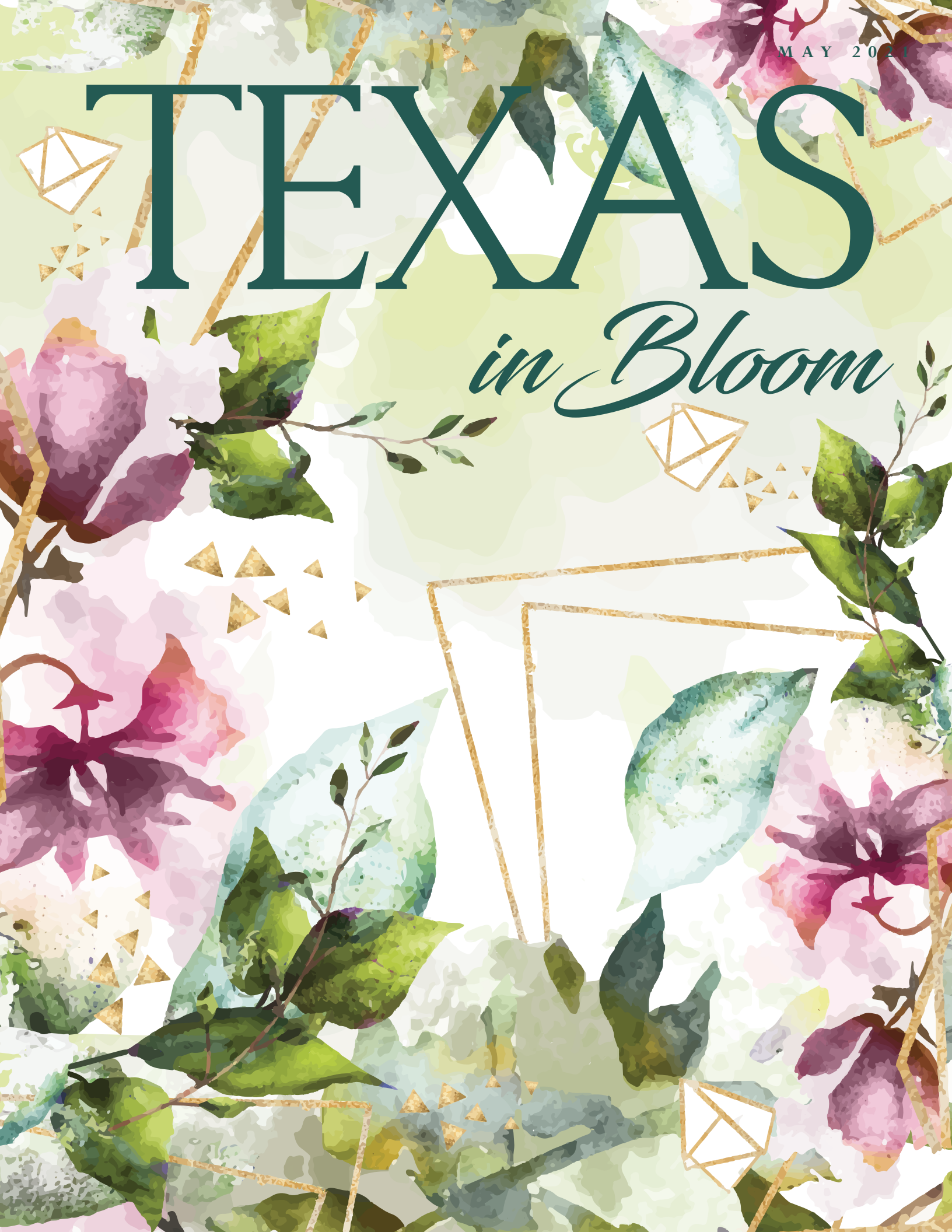


MAY 2021

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM

bloomnetSM
#betterwithbloomnet

CAL FLOWERSTM
California Association of
Flower Growers & Shippers

GOLD



teleflora

SILVER



VICKERY
WHOLESALE GREENHOUSE

Wolfe Wholesale Florist



BRONZE



Flower & Clique



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

Texas in Bloom

MAY 2021 | VOLUME XXXXVII | NUMBER 5

FROM THE President



TSFA President
Gina Waters AAF TMFA

Mother's Day and all it represents has long meant a great deal to me. Our personal family gatherings bring great joy in celebration of those we hold dear. Being able to help my customers honor their loved one perhaps means even more. Flowers so often speak when words cannot be found. Take a moment to remember the importance of the role you play. No matter what segment of the industry you are in, Mother's Day is a time of great importance and whether you grow, ship, sell, design or deliver the celebrated blossoms, you make a difference. Let's not lose sight of that as we move through the days of crazy busy that await us all!

Once these celebrations are experienced and sales fill the registers, take time to click tsfa.org to register for the Expo and make your hotel reservations at the Westin Galleria in Houston! We can then begin to plan our transformation! The concurrent business sessions and design lectures and demonstrations offer unlimited possibilities! Plan to make the most of all that is offered! What do you need to add to your skill set? What do you need to transform into your best self?!

As we move towards the end of May make the most of a member benefit offered at TSFA on Demand. There is no cost to you. You can view at your leisure. Only takes a moment to register for the code to watch each segment of a 15 part series on the Elements and Principles of Design. Join Tim Farrell AAF AIFD PFCI whether you are beginning your career or a seasoned designer. I have no doubt that you will learn a great deal!

August will bring Signature Statements on August 17-19 with Ian Prosser AAF AIFD PFCI NDSF at High Pointe Estates in the Texas Hill Country and TEXAS Floral Showcase on August 11, 2021 in Waco with Jody McLeod AIFD NCCPF! More to come in the Membership Directory in June and TEXAS in Bloom in July!

Hoping to see you in as many places as you can make possible!
Wishing you all the best!

"If love is as sweet as a flower, then my mother is that sweet flower of love."
- Stevie Wonder

Transformations

4 WESTIN GALLERIA RESERVATIONS

5 REGISTRATION

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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THE WESTIN GALLERIA



HAVE YOU MADE YOUR
HOTEL RESERVATIONS?

TEXAS
Floral
E X P O • 2 0 2 1

The Westin Galleria is the Texas Floral Expo's
host hotel where all programming will be presented.

To make your hotel room reservation please call
713.960.8100 to book directly and request the
Texas State Florists' Association rate of \$129.00.



Transformations



REGISTRATION FORM

Westin Galleria Houston

June 25-27, 2021 | Houston, Texas

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

TSFA members receive a 25% Discount on Registration prices

Please circle your event choices and total cost. Send with payment by email: txsfa@sbcglobal.net,
fax: 512.834.2150 OR mail: TSFA | P.O. Box 859 | Leander, TX 78646. Questions? Call TSFA 512.528.0806

CHOICE #1	BEST COMBINATION OF EVENTS	ADVANCED (before 6/21)	REGULAR (after 6/21)
Friday, June 25, 2021 <i>The Smart Designer</i> <i>Lost in Space: Where in the World are my Profits?</i> <i>Crucial Website Strategies to Attract the Hyper-Digitized Consumer</i> Product Gallery Opportunities to Shop and Network Stars of Texas Dinner Event and Presentations TSFA Awards & Recognitions <i>Cultivating your Floral Journey From Roots to Full Bloom Everything's Coming up Roses</i>		\$395	\$505
Saturday, June 26, 2021 Breakfast and Presentation <i>Fast Forward: Marketing in a Post-Pandemic World</i> Product Gallery Opportunities to Shop and Network TSFA Election Texas Designer of the Year Competition Categories 1 & 2 Concurrent Programs: <i>Retail is all about the Details Building Your A-Team</i> Luncheon and Presentation <i>The Creativity of Floral Design: Inspiration through Creative Flair</i> <i>Back to Business: Getting Back to the Business of Weddings</i> <i>Wedding Petals: The Inspiration, the Design & the Details</i>			
Sunday, June 27, 2021 Morning Gathering Coffee and Texas Treats Concurrent Programs: <i>Finding your Sympathy Style Contract Terms Why Florists Can't Afford to Get This Wrong</i> Lecture Demonstration <i>The Impact of Perception</i> Taking the Mystery out of Certification All-Star Panel Discussion with Derrick Myers Luncheon and Presentation Preserved Possibilities TSFA Volunteer Appreciation Texas Designer of the Year Competition Final Round			
CHOICE #2 Friday, June 25, 2021 Please review the Friday programming as noted above		\$155	\$189
CHOICE #3 Saturday, June 26, 2021 Please review the Saturday programming as noted above		\$185	\$209
CHOICE #4 Sunday, June 27, 2021 Please review the Sunday programming as noted above		\$135	\$159
OPTIONAL EVENTS Choices 5-8 noted below include Hands-on Design Workshop and are optional events. We encourage you to consider adding these choices to your selection!			
CHOICE #5 Friday, June 25, 2021 Hands-on Design Workshop Renee Tucci AIFD PFCI <i>Rooted for Growth</i> Limited to the first 30 registered.		\$125	\$150
CHOICE #6 Friday, June 25, 2021 Hands-on Design Workshop Joyce Mason-Monheim AAF AIFD PFCI AZMF <i>Adaptive Mechanics for Today's Floral Design</i> Limited to the first 30 registered.		\$125	\$150
CHOICE #7 Friday, June 25, 2021 Hands-on Design Workshop Jenny Thomasson AAF AIFD PFCI EMC <i>Mixed Media Bouquet</i> Limited to the first 30 registered.		\$125	\$150
CHOICE #8 Saturday, June 26, 2021 Advanced Hands-on Design Workshop Beth O'Reilly AIFD TMF Ace Berry AIFD TMF <i>Story Telling through The Art of Floral Design Ready Set Grow!</i> Limited to the first 20 registered.		\$155	\$195

Total all Choices Here

\$ _____

TSFA Member

subtract your 25% discount here

\$ _____

Member Registration Total

\$ _____

Non Member Registration Total

\$ _____

Attendee Name

Email

Business

Address

City | State | Zip

Phone

Fax

PAYMENT INFORMATION

☐ U.S Check | Money Order (Payable to TSFA)

☐ VISA ☐ MasterCard

☐ American Express ☐ Discover

Credit Card #

Exp _____ Code _____

Billing Zip _____

Date _____

Signature



JUNE 25-27, 2021

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

TEXAS FLORAL EXPO SCHEDULE

FRIDAY, JUNE 25, 2021

10:00 am - Noon

BUSINESS SESSION

The Smart Designer

Ann Jordan AAF AIFD MMFD

Session underwritten by

Texas Floral Education Partner

Founding Silver Level Texas Floral Education

Underwriter FTD

10:00 am - Noon

HANDS-ON WORKSHOP

Rooted for Growth

Renee Tucci AIFD PFCI

Workshop underwritten by

Texas Floral Education Partner

Founding Gold Level Texas Floral Education

Underwriter Teleflora

1:00 pm - 3:00 pm

BUSINESS SESSION

Lost in Space: Where in the world are my profits?

Derrick Myers CPA CFP PFCI

Session underwritten by

Texas Floral Education Partners

Texas Floral Education Underwriters

1:00 pm - 3:00 pm

HANDS-ON WORKSHOP

Adaptive Mechanics for Today's Floral Design

Joyce Mason-Monheim AAF AIFD PFCI AZMF

Workshop underwritten by

Texas Floral Education Partner

Founding Bronze Level Texas Floral Education

Underwriter Accent Decor

3:15 pm - 3:45 pm

TSFA ANNUAL MEETING

4:00 pm - 6:00 pm

BUSINESS SESSION

Crucial Website Strategies to Attract the

Hyper-Digitized Consumer

Renato Sogueco AAF PFCI

Session underwritten by

Texas Floral Education Partner

Founding Platinum Level Texas Floral Education

Underwriter BloomNet

4:00 pm - 6:00 pm

HANDS-ON WORKSHOP

Mixed Media Bouquet

Jenny Thomasson AAF AIFD PFCI EMC

Workshop underwritten by

Texas Floral Education Partners

Texas Floral Education Underwriters

5:00 pm - 7:00 pm

PRODUCT GALLERY

TEXAS FLORAL EDUCATION UNDERWRITERS

TSFA ELECTION

7:30 pm - 10:30 pm

STARS OF TEXAS DINNER EVENT

DESIGN PRESENTATIONS

Presentations underwritten by

Texas Floral Education Partner

Founding Gold Level Texas Floral Education

Underwriter Rio Roses

Cultivating Your Floral Journey

From Roots to Full Bloom

Beth O'Reilly AIFD TMF

Everything's Coming up Roses

From Full Bloom to Everyday Experiences

Ace Berry AIFD TMF

SATURDAY, JUNE 26 2021

8:00 am - 9:30 am

BREAKFAST PRESENTATION

Fast Forward: Marketing in a Post-Pandemic World

Sharon McGukin AAF AIFD PFCI

Presentation underwritten by

Texas Floral Education Partner

Founding Platinum Level Texas Floral Education

Underwriter BloomNet

9:30 am - 4:30 pm

PRODUCT GALLERY

TEXAS FLORAL EDUCATION UNDERWRITERS

TSFA ELECTION

TEXAS DESIGNER OF THE YEAR

COMPETITION CATEGORIES 1 AND 2

Botanical Transformations



Chair Fabian Salcedo

Competition underwritten by

Texas Floral Education Partners

Gold Level Texas Floral Education Underwriter

Texas Grown and Texas Floral Education

Underwriters

10:30 am - 11:30 am

DESIGN LECTURE & DEMONSTRATION

Retail is all about the Details

Merchandising for Consumer Reaction

Joyce Mason - Monheim AAF AIFD PFCI AZMF

Design Lecture & Demonstration underwritten by

Texas Floral Education Partner

Founding Bronze Level Texas Floral Education

Underwriter Accent Decor

10:30 am - Noon

BUSINESS SESSION


Building Your A-Team

Derrick Myers CPA CFP PFCI

Session underwritten by

Texas Floral Education Partners

Texas Floral Education Underwriters

12:30 pm - 2:30 pm	LUNCHEON PRESENTATION <i>The Creativity of Floral Design</i> <i>Inspiration through Creative Flair</i> Ken Senter AIFD Presentation underwritten by Texas Floral Education Partner Founding Bronze Level Texas Floral Education Underwriter Smither-Oasis	8:30 am - 10:00 am	BUSINESS SESSION & PANEL DISCUSSION <i>Contract Terms:</i> <i>Why Florists Can't Afford to Get This Wrong</i> Corrine Heck Session underwritten by Texas Floral Education Partner Bronze Level Texas Floral Education Underwriter Details
3:00 pm - 4:00 pm	BUSINESS SESSION <i>Back to Business</i> <i>Getting Back to the Business of Weddings</i> Sharon McGukin AAF AIFD PFCI Session underwritten by Texas Floral Education Partner Founding Platinum Level Texas Floral Education Underwriter BloomNet	10:00 am - 11:00 am	DESIGN LECTURE & DEMONSTRATION <i>The Impact of Perception</i> Ann Jordan AAF AIFD MMFD Design Lecture & Demonstration underwritten by Texas Education Product Partner Founding Silver Level Texas Floral Education Underwriter FTD
4:30 pm - 6:00 pm	DESIGN PRESENTATION <i>Wedding Petals</i> <i>The Inspiration, the Design & the Details</i> Derrick Vasquez AIFD Presentation underwritten by Texas Floral Education Partner Platinum Level Texas Floral Education Underwriter CalFlowers	11:00 am - 12:30 pm	BUSINESS SESSION AND PANEL DISCUSSION All-Star Panel Discussion with Derrick Myers Session underwritten by Texas Floral Education Partners Texas Floral Education Underwriters
6:00 pm - 7:30 pm	DINNER ON YOUR OWN	11:30 am - 12:30 pm	PANEL DISCUSSION <i>Taking the Mystery out of Certification</i> <i>Experts outline the Steps to Lead you to Success</i> Kassie Baker TMF Jackie Lacey AIFD Ken Senter AIFD
7:30 pm - 10:30 pm	ADVANCED HANDS - ON WORKSHOP Workshops underwritten by Texas Floral Education Partner Founding Gold Level Texas Floral Education Underwriter Rio Roses <i>Story Telling through The Art of Floral Design</i> Beth O'Reilly AIFD TMF <i>Ready Set Grow!</i> Ace Berry AIFD TMF	1:00 pm - 4:00 pm	LUNCHEON PRESENTATION <i>Preserved Possibilities</i> Jenny Thomasson AAF AIFD PFCI EMC Presentation underwritten by Texas Floral Education Partners Texas Floral Education Underwriters TEXAS DESIGNER OF THE YEAR FINAL ROUND Botanical Transformations 
SUNDAY, JUNE 27, 2021			
7:30 am - 8:00 am	MORNING GATHERING Coffee and Texas Treats		
8:00 am - 9:00 am	DESIGN LECTURE & DEMONSTRATION <i>Finding Your Sympathy Style</i> Renee Tucci AIFD Design Lecture & Demonstration underwritten by Texas Floral Education Partner Founding Gold Level Texas Floral Education Underwriter Teleflora		Final Round presented by Joyce Mason-Monheim AAF AIFD PFCI AZMF Competition underwritten by Texas Floral Education Partners Gold Level Texas Floral Education Underwriter Texas Grown and the Texas Floral Education Underwriters

Transformations

TRANSFORMATION IS DEFINED AS A THOROUGH OR DRAMATIC CHANGE.

Study & Select what's Best to Begin your own personal Transformation. Concurrent Business Sessions and Design Lectures and Demonstrations are offered each day in a variety of formats. Select from these concurrent sessions as to which offerings most benefit you! Included throughout the weekend are optional Hands-on Design Workshops with additional registration and limited class size.

Transform Your Skill Set WITH THESE HANDS-ON WORKSHOPS!

Rooted for Growth

Friday, June 25, 2021 | 10:00 am - Noon | Hands-on Workshop | Renee Tucci AIFD PFCI

There's no question that plants are on trend and won't be going away anytime soon. In this hands-on experience, we'll curate botanical composition that will make the most proficient Plant Parent swoon!



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

Adaptive Mechanics for Today's Floral Design

Friday, June 25, 2021 | 1:00 pm - 3:00 pm | Hands-on Workshop | Joyce Mason-Monheim AAF AIFD PFCI AZMF

The essential part of any floral design has always been good sound mechanics. We deal with this every single day by meeting the needs of trending floral compositions. Emerging today we see sustainability playing an important role in design development. Rediscover alternative approaches for stability in floral design using Accent Décor products along with elements of biophilia to satisfy our love and craving for nature with our artistry. Let us repurpose and recycle the products we have, revisit practical ideas we have always known and reduce our use of unsustainable products.



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

Mixed Media Bouquet

Friday, June 25, 2021 | 4:00 pm - 6:00 pm | Hands-on Workshop | Jenny Thomasson AAF AIFD PFCI EMC

Utilizing the skill of a classic European Hand Tied bouquet and a combination of fresh and dried botanicals, you will begin by creating your own organic armature, later enhancing with blooms, color and amazing textures.



Workshop underwritten by
Texas Floral Education Partners Texas Floral Education Underwriters

Story Telling Through The Art of Floral Design *Ready Set Grow!*

Saturday, June 26, 2021 | 7:30 pm - 10:30 pm | Advanced Hands-on Workshop
Beth O'Reilly AIFD TMF | Ace Berry AIFD TMF

Beth will share how to create a floral masterpiece with meaning. When there's a story connected to a flower arrangement or installation, it makes it so much more meaningful. In this advanced hands-on workshop, Beth will share techniques and mechanics that will guide you in creating botanical art that reflects your own unique style. We invite you to tell your story through flowers in this fun and creative workshop.

Ace will open his session talking about building relationships with local funeral homes and about inspired designs. To increase your symphony business with the numerous changes in this area, the subject is one to be addressed with creative thinking to develop long term relationships.



Sessions underwritten by Rio Roses
Texas Floral Education Partner Founding Gold Level Texas Floral Education Underwriter

Cultivating Your Floral Journey

From Roots to Full Bloom

Friday, June 25, 2021 | 7:30 pm - 10:30 pm
Design Presentation
Presenter: Beth O'Reilly AIFD TMF



As one of the top floral competitors on the HBO Max Season 1 series "Full Bloom", Beth O'Reilly AIFD, TMF shares her experience while encouraging every designer to nurture their own unique floral journey. By building a strong foundation of design techniques, incorporating inner confidence and practicing design problem solving skills, Beth provides insight and an actionable road map to blaze your own trail in floristry.



Sessions underwritten by Rio Roses
Texas Floral Education Partner
Founding Gold Level
Texas Floral Education Underwriter

Everything's Coming up Roses

From Full Bloom to Everyday Experiences

Friday, June 25, 2021 | 7:30 pm - 10:30 pm
Design Presentation
Presenter: Ace Berry AIFD TMF



Let's talk about elevating business in a year of change! The Full Bloom experience expanded my business in the year of a pandemic to be the best year ever. Let's talk about elevating design to transform our success to where everything's coming up roses!



Sessions underwritten by Rio Roses
Texas Floral Education Partner
Founding Gold Level
Texas Floral Education Underwriter

Transformations

STARS OF TEXAS DINNER EVENT



RIO ROSES INNOVATIVE STRATEGIES CONTINUE POST PANDEMIC

INTRODUCING OUR INDUSTRY-LEADING BARCODE IMPLEMENTATION

To make the entire distribution chain more seamless, we introduced GTIN barcodes to all our bunches. GTIN, or Global Trade Item Number, has been used in retail for decades but has not been widely utilized in floral distribution—until now. We purchased over 10,000 GTIN barcodes to create barcodes for each product. Each unique barcode provides an identity to individual flower type, variety, grade, and stem length. With the implementation of GTIN barcodes, we are now the only grower and distributor with these barcodes in place: All bunches now arrive directly from our partner farms labeled with the barcodes. Equiflor is now able to connect with all customers and share their information with them directly.

BENEFITS

- Fast, accurate data capture
- Warehouse automation
 - Inventory control
 - Less waste
- Stores historical data
- Better control over distribution and storage
- Improved communication all along the supply chain
 - Electronic Data Interchange

The implementation of GTIN barcodes is a massive upgrade and a major shift in the floral industry, all to the benefit of our customers.

For the past three decades, Equiflor - Rio Roses, a Founding Gold Level Texas Floral Education Underwriter, has managed the growth, distribution, and marketing of roses, spray roses, carnations, and specialty flowers from the world's major growing regions.

As a leader in independent flower growing and distribution, we constantly innovate to bring the highest quality and the most value to every customer.



RIO BRANDS

Our namesake and leading brand, Rio Roses, comprises 150 premium rose varieties grown on our Ecuadorean and Colombian partner farms, including 12 varieties of premium garden roses. Within our Rio Roses brand, we offer our unique Private Collection by Rio Roses, grown exclusively on our Ecuadorean partner farms.

Our Baby Rio Spray Roses brand is distinctive: Our spray roses are non-disbudded, which gives each bunch greater volume, more blooms, and a higher perceived value. We grow over 15 premium varieties year-round.

Our Rio Carnations brand offers more than 70 different varieties, distinct from the rest of the market. Our high-quality carnations are large and open cut, ready for immediate conditioning and use. The flower size and cut are consistent from bunch to bunch, and they have strong, straight, thick stems for ease of use in any design.

Our Rio Specialty Flowers brand offers a diverse collection of floral products, with more than 26 premium varieties and color assortments.

RIO MAGAZINE: LIVRIO

Our monthly magazine, LivRio, has become a floral industry go-to as a fresh source of information and marketing tips. With 50 issues published in a little over four years, LivRio highlights the latest floral trends and features updates from breeders and wholesalers from around the world.

The bright, eye-catching magazine also contains a monthly P.R.E.P. section (Plan, Review, Execute, Profit), with helpful marketing tips to increase sales and profits. Issue themes are geared towards key holidays, such as Valentine's Day and Mother's Day, but also focus on increasing revenue between major floral holidays.

To become a part of our growing publication, please subscribe at www.rioroses.com/livrio/



The Smart Designer

Friday, June 25, 2021 | 10:00 am - Noon | Business Session
Instructor: Ann Jordan AAF AIFD MMFD

Our industry is changing and with that come challenges in the design room. Today's flower shops need high performance people who work passionately, quickly and with profit in mind. In this workshop, you will learn how to create designs that are trendy and innovative while streamlining productivity.



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

Lost in Space Where in the world are my profits?

Friday, June 25, 2021 | 1:00 am - 3:00 pm | Business Session
Instructor: Derrick Myers CPA CFP PFCI

In all business there are areas that suck up money and resources like a black hole in space. In this seminar we will isolate some of the common areas that affect florists. Knowing where to focus and what to avoid can reduce costs and 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 several 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
Texas Floral Education Partners
Texas Floral Education Underwriters

Crucial Website Strategies to Attract The Hyper-Digitized Consumer

Friday, June 25, 2021 | 4:00 pm - 6:00 pm | Business Session
Instructor: Renato Sogueco AAF PFCI

Think consumers were over reliant on their smartphones to shop before the pandemic? These days they are downright addicted after months of social distancing and self-isolation. And you may have reaped the benefits! Many florists truly have flourished during the pandemic, but only if they had a strong digital presence which included a search-engine optimized (SEO) website that featured all the right phrases that vaulted them to top of search results, were active on social media and effectively advertised online.

In this insightful session, Renato shares the stats, consumer trends and of course all the best practices of thriving in this hyper digital market, where consumers rely almost exclusively on digital means to find goods and services. He'll share the most-effective SEO trends, social media practices to engage customers and why you need to invest in search engine marketing, such as Google Ads to capture your lion's share of online flower orders.



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

Building Your A-Team

Saturday, June 26, 2021 | 10:30 am - Noon | Business Session
Instructor: Derrick Myers CPA CFP PFCI

In "Building your A-Team" you will learn how to align your employees to the vision you have established for the company. Once everyone is headed in the same direction you will have time to empower and motivate. These techniques will be explored, strengthening your skills, to lead your team forward. You will quickly see that an efficient and congruent team will visualize more profits and experience a reality that encompasses overall success.



Session underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

Back To Business Getting Back to the Business of Weddings

Saturday, June 26, 2021 | 3:00 pm - 4:00 pm | Business Session
Instructor: Sharon McGukin AAF AIFD PFCI

In one year, everything changed. What will we keep? What will we leave behind? This birds-eye business view explores ideas from consultation to color trends, pricing to products and asks what's next? Post-pandemic profits in the new normal? There is no normal. Grab your wedding planner, we're moving on!



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

Contract Terms Why Florists Can't Afford to Get This Wrong

Sunday, June 27, 2021 | 8:30 am - 10:00 am | Business Session & Panel Discussion
Instructor: Corrine Heck

The strength of your contract is the backbone of any successful floral business. Join Details Founder and CEO, Corrine Heck, for a discussion about everything it takes to create a solid set of terms and conditions that you can count on. It's not just about outlining payment terms and standard operating procedures, your contract is the best defense against the unexpected, however unlikely. We have found that many florists aren't considering valuable terms to protect themselves against common situations and happenings that may disrupt events. Oftentimes new clauses are added after something unpleasant occurs; getting your terms right before something goes wrong is your best defense. We're taking a deep dive into florist contracts and why you can't afford to get your contract wrong!



Session underwritten by Details
Texas Floral Education Partner
Bronze Level Texas Floral Education Underwriter

Transformation

BUSINESS EDUCATION
SATURDAY AND SUNDAY

Botanical Transformations

2021 Texas Designer of the Year Competition

May 21
Entry Deadline

June 26
Categories 1 & 2

June 27
Final Round

To Enter

Maximum of Eight Entries

Visit 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 txsfa@sbcglobal.net and contact the office
at 512.528.0806 to make payment.



Competition underwritten by
Texas Floral Education Partners
Gold Level Texas Floral Education Underwriter Texas Grown and
Texas Floral Education Underwriters

Fabian Salcedo

Texas Designer of the Year Competition Chair



Fabian Salcedo, a graduate of the University of Texas, began his love of all things floral in 2005 starting off at a local, well-known floral shop washing buckets in Austin, Texas. Always learning the craft, he attended the Floral Design Institute in Seattle, Washington. He thrives on the creative processes as well as the teaching, the sharing and learning involved in that journey. The journey led him to be named Texas Designer of the Year in 2008. Seeing himself as an artist first, who draws on flowers as his medium, Fabian is able to translate visions and ideas into reality as well as create stunning designs from his mind's eye. In addition to working in the product development of permanent botanicals, he is currently the Creative Director of Monarch Florals, inspiring innovative designs one event at a time.

The Creativity of Floral Design

Inspiration through Creative Flair

Saturday, June 26, 2021 | 12:30 pm - 2:30 pm | Luncheon Presentation
Presenter: Ken Senter AIFD

Understand the Elements and Principles of Design as guidelines to provide a foundation for impressive florals. Gather a series of tips and techniques that will enable you to step out of the box. Discover simple and quick ideas to enhance your own personal style. Capture Inspiration through Creative Flair.



SMITHERS-OASIS

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

Preserved Possibilities

Sunday, June 27, 2021 | 1:00 pm - 4:00 pm | Luncheon Presentation
Presenter: Jenny Thomasson AAF AIFD PFCI EMC

With the resurgence of preserved flowers and fauna in current lifestyle trends, this presentation will showcase a new and modern way to view these as a sculptural artform. Taking materials in their natural state and manipulating them to be seen as additions to a contemporary interior decor, Jenny will explain, in detail, how to create one of a kind art pieces using the material as the functional and supportive base as well as the decorative element to the finished compositions.



Session underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

TWO PANEL DISCUSSIONS TO EDUCATE AND ENLIGHTEN

Taking the Mystery out of Certification

Experts outline the Steps to Lead you to Success

Sunday, June 27, 2021 | 11:30 pm - 12:30 pm
Kassie Baker TMF | Jackie Lacey AIFD | Ken Senter AIFD

Have you thought about being professionally certified and how such designations may increase your opportunities? Do you have questions about TSFA's NEW Professional Certified Florist program and the steps to becoming a Texas Master Florist? Has the idea of being a member of AIFD crossed your mind? This panel discussion will bring you the "How To" of Floral Certification.

All-Star Panel Discussion with Derrick Myers

Sunday, June 27, 2021 | 11:30 pm - 12:30 pm | Business Session & Panel Discussion
Derrick Myers

Now that you've got a plan for how to Build Your A-Team, join Derrick Myers as he leads a panel discussion with flower shop employees & owners on how to turn your blossoming team into All-Stars. Learn what motivates employees and how to retain them, beyond the paycheck. Plus, management delegation and best practices for running a shop will be discussed. Join us as we talk about how to make sure your A-Team is hitting a home run all through the year.

Transformations

LUNCH & LEARN
PANEL DISCUSSIONS

Fast Forward

Marketing in a Post-Pandemic World

Saturday, June 26, 2021 | 8:00 am - 9:30 am

Breakfast Presentation

Presenter: Sharon McGukin AAF AIFD PFCI



Accelerated change. Coping with crisis. Customer care. From Making to Marketing, we are stronger, smarter and more business-savvy thanks to modern mayhem. Where's the silver lining? The Post-Pandemic world is wide open to market to. Fast Forward! We're moving on.



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

Retail is all about the Details

Merchandising for Consumer Reaction

Saturday, June 25, 2021 | 10:30 am - 11:30 am

Design Lecture & Demonstration

Presenter: Joyce Mason - Monheim AAF AIFD PFCI AZMF



Have you ever said... "Just throw it on a shelf..."? The science behind consumer behavior advises against that. However, finding your strategy for merchandising your product is often the challenge. This is your opportunity to understand customer behavior and discover how your display areas can become a power tool for sales. Together we will walk through this year's Accent Décor trends and identify targeted areas of merchandising that will not only tell a compelling story but will increase sales. Using the elements and principles of design, emotional appeal and sensory attraction, you will learn to create the positive educated experience consumers crave and to have them coming back for more.

Design Lecture & Demonstration underwritten by Accent Decor
Texas Floral Education Partner
Founding Bronze Level Texas Floral Education Underwriter

Wedding Petals

The Inspiration, the Design & the Details

Saturday, June 26, 2021 | 4:30 pm - 5:30 pm

Main Stage Presentation

Presenter: Derrick Vasquez AIFD



Imaginative. Innovative. Classic. Romantic. Inspired. With each petal, experience the brilliance of this award winning event designer. With each petal, experience the magic of inspired designs and learn the necessity of extensive detail. Exceptional at it best to light the way out of the pandemic into a world that will welcome again elaborately adorned celebrations.



Presentation underwritten by Cal Flowers
Texas Floral Education Partner
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Finding Your Sympathy Style

Sunday, June 27, 2021 | 8:00 am - 9:00 am
Design Lecture & Demonstration
Presenter: Renee Tucci AIFD



Join in on this creative exploration of sympathy design as seen from three different perspectives: classic and abundant, on-trend and modern, edgy and avant garde. We'll be reimagining old classics, walking through the designs having a very vogue moment, and opening our minds to potential possibilities for placing yourself on the cutting edge of today's sympathy style.

teleflora.

Design Lecture & Demonstration underwritten by Teleflora
Texas Floral Education Partner
Founding Gold Level Texas Floral Education Underwriter

The Impact of Perception

Sunday, June 27, 2021 | 10:00 am - 11:00 am
Design Lecture & Demonstration
Presenter: Ann Jordan AAF AIFD MMFD



Profitable companies believe image to be their number one asset. Floral product is everywhere, from street corners to the internet. We have one thing that will always be our own, that's our image. This intangible personality is our finger print; it is our reputation. Why is it so important? Self branding creates customer loyalty. If the mystic of image is missing from your company, how much time and money are you willing to put into creating one? In this program, Ann will show you how to create designs that reflect your own brand.



Design Lecture & Demonstration underwritten by FTD
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Transformation

DESIGN EDUCATION SUNDAY

TSFA ANNUAL MEETING AND ELECTION

TSFA Members, you are invited to attend the TSFA Annual Meeting and Meet the Candidates on Friday, June 25, 2021 from 3:15 p.m. - 3:45 p.m. during the TEXAS Floral Expo. The 2021 Election, to elect the 2021 - 2022 TSFA Board of Directors, will open following the Annual Meeting.

VISIT THE PRODUCT GALLERY AND TAKE TIME TO VOTE!

Friday, June 25, 2021 from 5:00 p.m. - 7:00 p.m.

Saturday, June 26, 2021 from 9:30 a.m. - 4:30 p.m.



PRESIDENT

Cheryl Vaughan TMFA | Dripping Springs

I have owned Creative Petal Designs since 1997. Currently, I mostly freelance with most of my time at Blumen Meisters Flower Market. Working on the TSFA Communications Committee and assisting with numerous TSFA events prepared me to chair the Texas Floral Expo in 2019. Serving TSFA as First Vice-President and the Education Committee as a Co-chair continues to prepare me to serve the members of TSFA. I am honored to be considered as President.



SECOND VICE PRESIDENT

Jodi McShan AAF AIFD PFCI TMF | Dallas

As a third generation florist, Jodi understands the importance of TSFA and how it helps all aspects of the floral industry. She remains active through writing for Texas in Bloom, serving on the Education Committee, numerous other TSFA committees, and participating in SAF. Jodi realizes the value of strong leaders who are committed to helping TSFA maintain its position in the forefront of education, technology and networking in the flower industry today and into the future.



RETAIL DIRECTOR (ELECT 2)

Tiffany Albrecht TMF | Sugar Land

My floral career began in 2007 with my family at The House of Blooms, in Sugar Land, Texas. I am passionate about fostering the growth of our industry, and actively work with multiple organizations to see this progress come to fruition. The beginning events of 2020 are unimaginable for the entire world. TSFA members deserve leadership from a Retail Director that continues to inspire the magic and beauty of flowers in our world.



Oralía Espinoza AIFD CFD TMF | San Antonio

Oralía Espinoza is the president and owner of Spring Garden Flower Shop. Since 1990, Oralía has created a successful business serving San Antonio and surrounding communities. She leads a team of knowledgeable designers, production crew and event specialists serving clients such as San Antonio Aids Foundation, CPS Energy, and the American Heart Association. A most rewarding experience was receiving an invitation from American Artist Devon Dikeou to replicate, in flowers, the last sixteen paintings Edouard Manet painted before his death.



Marisa Chanel Guerrero AIFD CFD | El Paso

As Vice President of Debbie's Bloomers and instructor at El Paso Community College, Marisa Guerrero AIFD CFD is a second generation floral designer and educator known for her enthusiasm and wide ranging involvement in the floral industry. She sits on the boards and committees of numerous industry organizations. Marisa has had the pleasure of designing for many prestigious industry events but her goals lie in propelling the floral industry into a successful future.



WHOLESALE DIRECTOR

Tom Wolfe, Jr. | Waco

I am a 6th generation florist at Wolfe Wholesale Florist in Waco and a graduate of Southern Methodist University. I have been around the floral industry my entire life. I have previously served TSFA as a member of the Technology Committee. I have also served on the Board of Directors and numerous committees for WF&FSA. I look forward to the opportunity to serve this vital organization and build on its great successes.

TSFA Calendar of Events

MAY

- 4 National Teacher Day
- 5 Cinco de Mayo
- 6-12 Nurses' Week
- 9 Mother's Day
- 16 TSFA Board of Directors Meeting via ZOOM
- 21 TSFA On Demand Release Date TEXTURE | Part 4 of a 15 Part Series Tim Farrell AAF AIFD PFCI tsfa.org
- 31 Memorial Day

JUNE

- 4 TSFA On Demand Release Date PATTERN | Part 5 of a 15 Part Series Tim Farrell AAF AIFD PFCI tsfa.org
- 18 TSFA On Demand Release Date FRAGRANCE | Part 6 of a 15 Part Series Tim Farrell AAF AIFD PFCI tsfa.org
- 25-27 2021 Texas Floral Expo The Westin Galleria Houston, Texas tsfa.org

JULY

- 4 Independence Day
- 9 TSFA On Demand Release Date SIZE | Part 7 of a 15 Part Series Tim Farrell AAF AIFD PFCI tsfa.org
- 23 TSFA On Demand Release Date COLOR | Part 8 of a 15 Part Series Tim Farrell AAF AIFD PFCI tsfa.org
- 25 Parent's Day

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TSFA On Demand

Presents Tim Farrell AAF AIFD PFCI

with instruction on each of the fifteen Elements and Principles of Design

Each segment will be released at TSFA *on Demand* to learn at your leisure, in the comfort of your own home 24/7!

March 26 • LINE
April 9 • FORM
April 23 • SPACE
May 21 • TEXTURE
June 4 • PATTERN

June 18 • FRAGRANCE
July 9 • SIZE
July 23 • COLOR
August 20 • BALANCE
September 10 • PROPORTION

September 24 • DOMINANCE
October 8 • CONTRAST
October 22 • RHYTHM
November 5 • HARMONY
November 19 • UNITY

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To Register visit tsfa.org

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