

TEXAS

Floral

2017 • SHOWCASE • 2018

Texas is *trending* in 2018
 April 11, 2018 | Fort Worth, Texas

Texas is *trending* and Sharon McGukin will be with us throughout the year as she travels to the three Texas Floral Showcase locations. This presentation will highlight the *trending* points that retail florists must learn, understand, and apply to stay in business. This well researched presentation written exclusively for Texas will take us to the top!



Sharon McGukin AIFD AAF PFCI inspires others to 'celebrate life with flowers'. She is nationally known for her floral expertise, southern charm, and energetic connection with audiences as an entertaining and informative speaker.

She began her career as a small town florist with floral adventures leading her around the world. She has consulted in Asia for the home

décor industry and presented flower demonstrations and tracked floral trends across the United States, Canada, and Europe. From decorating floats at the Rose Bowl Parade to designing flowers for the White House, this floral fashionista has lots of flower stories to share.

Within the floral industry, Sharon is quite involved. She is the Smithers Oasis Design Director and Floral Blogger. She is a Past President of the American Institute of Floral Designers. She is a member of Professional Floral Communicators International and recognized in the American Academy of Floriculture. She often contributes articles or design tips for industry and lifestyle magazines, national newspapers, and blogs.

Sharon and her husband, Tim, live in Carrollton, Georgia. They enjoy a busy life filled with grandbabies, grandpuppies, gardening, and large, noisy southern mealtime gatherings of family and friends.

Texas is delighted to welcome Sharon McGukin to travel Texas in 2018!

Register Today at tsfa.org
 or call 512.834.0361

Design Presentation | Dinner | Product Gallery
 Registration \$65.00

- 6:00pm | Shop the Product Gallery and see all that is New!
- 7:00pm | Dinner and Time to Network
- 8:00pm | Sharon McGukin to present *trending*
- 9:30pm | Purchase a Design from the Program to support Texas Continuing Education

Texas Floral Showcase
 April 11, 2018
 City Club
 Fort Worth, Texas

Staying the night in Fort Worth?

Here are a few hotels near the City Club:
 Courtyard by Marriott | 817.885.8700
 Embassy Suites | 817.332.6900
 Renaissance Worthington | 817.870.1000

Texas Floral Showcase Education and Product Partners

These companies are going the extra mile to bring Sharon McGukin to Texas!

Cal Flowers | Design Master | Oasis Floral Products
 Rio Roses | Texas Floral Endowment
 TSFA Past Presidents

A Texas Thank You to Greenleaf!
 New Gold Level Texas Floral Education Underwriter
 Greenleaf! will receive the floral products for the Spring Showcases!