



**JUNE 23-25, 2023**

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

## TEXAS FLORAL EXPO SCHEDULE

### FRIDAY, JUNE 23, 2023

9:00 am – 11:00 am  
Ames

**HANDS-ON DESIGN WORKSHOP**  
*Generational Design Make it and Market!*  
Jackie Lacey AAF AIFD PFCI  
Workshop underwritten by  
Texas Floral Education Partner  
Founding Gold Level Texas Floral Education  
Underwriter BloomNet

9:00 am – 11:30 am  
Belford

**BUSINESS SESSION**  
*Hidden Treasure*  
*Finding the Gold in Your Business*  
Derrick Myers CPA CFP PFCI  
Session underwritten by  
Texas Floral Education Partners  
Texas Floral Education Underwriters

9:00 am – 4:45 pm  
San Gabriel G-H

**SILENT AUCTION**  
**RAISING FUNDS FOR EDUCATION**  
Texas Floral Endowment

Noon – 2:00 pm  
Ames

**HANDS-ON DESIGN WORKSHOP**  
*Exploring Key Principles and Elements of Design*  
Amy Balsters  
Workshop underwritten by  
Texas Floral Education Partners  
Texas Floral Education Underwriters

1:00 pm – 2:30 pm  
Belford

**BUSINESS SESSION**  
*Business Megatrends : Impacting your Floral  
Business Now and into the Future*  
Renato Cruz Sogueco AAF PFCI  
Session underwritten by  
Texas Floral Education Partner  
Founding Gold Level Texas Floral Education  
Underwriter BloomNet

2:00 pm – 4:00 pm  
Pre-Assembly 4

**TEXAS DESIGNER OF THE YEAR  
COMPETITION CATEGORY I**

**TEXAS DESIGNER OF THE YEAR  
COMPETITION CATEGORY II**

2:30 pm – 4:00 pm  
Taylor

**FLORAL PHOTOGRAPHY WORKSHOP**  
*Picture Perfect*  
Alan Masters AIFD PFCI and Cody Ash  
Workshop underwritten by  
Texas Floral Education Partners  
Texas Floral Education Underwriters

3:00 pm – 4:00 pm  
Belford

**BUSINESS SESSION**  
*The Best of the Best : How to Hire, Train and Keep  
the Employees that You Want*  
Derrick Myers CPA CFP PFCI  
Session underwritten by  
Texas Floral Education Partners  
Texas Floral Education Underwriters

4:45 pm – 5:15 pm  
San Gabriel J-K

**TSFA ANNUAL MEETING**

6:30 pm – 7:30 pm  
Pre-Assembly 2-4

**PRODUCT GALLERY OPPORTUNITIES  
SHOP & NETWORK**

7:45 pm – 10:30 pm  
San Gabriel F

**STARS OF TEXAS EVENT**  
*The Emerson Phase*  
Jody McLeod AIFD PFCI NCCPF  
Presentation underwritten by  
Texas Floral Education Partners  
Texas Floral Education Underwriters

### SATURDAY, JUNE 24, 2023

8:00 am – 9:30 am  
San Gabriel F

**BREAKFAST AND DESIGN PRESENTATION**  
*Engaging Customers with Project-Based  
Purchases*  
Derek Woodruff AAF AIFD PCFI  
Presentation underwritten by  
Texas Floral Education Partner  
Silver Level Texas Floral Education Underwriter  
Syndicate Sales

9:00 am – 6:00 pm  
San Gabriel G-H

**SILENT AUCTION**  
**RAISING FUNDS FOR EDUCATION**  
Texas Floral Endowment

9:30 am – 12:30 pm  
Pre-Assembly 2-4

PRODUCT GALLERY OPPORTUNITIES  
SHOP & NETWORK

10:30 am – 11:30 am  
San Gabriel E

MAIN STAGE PRESENTATION  
*Tropical Nouveau : Traveling through Flowers*  
Hitomi Gilliam AIFD EMC  
Presentation underwritten by  
Texas Floral Education Partner  
Founding Gold Level Texas Floral Education  
Underwriter Teleflora

12:45 pm – 2:45 pm  
San Gabriel F

LUNCHEON AND DESIGN PRESENTATION  
*Entertaining Events : Expect the Unexpected*  
Mandy Majerik AIFD PFCI  
Presentation underwritten by  
Texas Floral Education Partner  
Founding Bronze Level Texas Floral Education  
Underwriter Accent Decor

3:15 pm – 4:15 pm  
San Gabriel E

MAIN STAGE PRESENTATION  
*Retail Design for Today's Generational Market!*  
Jackie Lacey AAF AIFD PFCI  
Presentation underwritten by  
Texas Floral Education Partner  
Founding Gold Level Texas Floral Education  
Underwriter BloomNet

5:00 pm – 7:00 pm  
Ames

HANDS - ON DESIGN WORKSHOP  
*Today's Design : Bespoke Floral for a New Age*  
Derek Woodruff AAF AIFD PFCI  
Workshop underwritten by  
Texas Floral Education Partner  
Silver Level Texas Floral Education Underwriter  
Syndicate Sales

5:00 pm – 7:00 pm  
Belford

ADVANCED HANDS-ON DESIGN WORKSHOP  
*Tropical Nouveau : Hand-Tied Bouquet*  
Hitomi Gilliam AIFD EMC  
Presentation underwritten by Texas Floral  
Education Partner  
Founding Gold Level Texas Floral Education  
Underwriter Teleflora

**SUNDAY, JUNE 25, 2023**

8:00 am – 10:00 am  
Ames

HANDS-ON DESIGN WORKSHOP  
*Seeing Color In New Ways*  
Amy Balsters  
Presentation underwritten by  
Texas Floral Education Partners  
Texas Floral Education Underwriters

10:15 am – 11:15 am  
Belford



TEXAS DESIGNER OF THE YEAR  
COMPETITION CATEGORY III

11:30 am – 12:30 pm  
San Gabriel E

MAIN STAGE PRESENTATION  
*Floral Superhero*  
Donald Yim AIFD PFCI  
Presentation underwritten by  
Texas Floral Education Partner  
Founding Bronze Level  
Texas Floral Education Underwriter  
Smithers-Oasis

1:00 pm – 3:30 pm  
San Gabriel F

LUNCHEON AND DESIGN PRESENTATION  
*Upscale Floristry*  
Deborah De La Flor AIFD PFCI  
Presentation underwritten by  
Texas Floral Education Partner  
Founding Silver Level  
Texas Floral Education Underwriter FTD, Inc.



**SHERATON HOTEL &  
CONFERENCE CENTER**  
**1101 Woodlawn Street • Georgetown, Texas**  
**(737) 444-2700**

**The Texas State Florists' Association's  
room rate is \$185.00 including complimentary  
parking and breakfast.**

**Please ask for the Texas State Florists'  
Association room block when calling to make  
reservations. The rate is good until  
May 31, 2023 or until room block is sold out.**