

TEXAS

Floral

2021 • SHOWCASE • 2022

JUNE 22, 2022

1:30 p.m. - 3:30 p.m.
Hands-on Workshop

5:00 p.m. - 6:00 p.m.
TSFA Annual Meeting

6:00 p.m. - 7:00 p.m.
Networking
Product Gallery
TSFA Election

7:00 p.m. - 9:30 p.m.
Dinner and Presentation

9:30 p.m. - 10:00 p.m.
Product Gallery and Flower Sale

REGISTRATION INFORMATION

Hands-on Workshop
Member \$85.00 • Non-Member \$105.00

TSFA Annual Meeting
All members are welcome to attend
the Annual Meeting

Registration for Product Gallery,
Dinner and Design Program
Member \$75.00 • Non-Member \$95.00

ATTENTION TEXAS MASTER FLORISTS

Texas Master Florist Recertification CEU
Credits Available to Earn
during the Texas Floral Showcase
Hands-on Workshop • 2 CEU Credits
Design Program • 4 CEU Credits

Solutions TO DEVELOP YOUR SIGNATURE STYLE

HANDS-ON WORKSHOP

Study Hands-on with Charlie Groppetti AIFD

There is no designer, in recent years, that has developed a style as well known as the signature of Charlie Groppetti AIFD. This Hands-on Workshop will take you through the stages of development resulting in a design that captures your signature with techniques to enhance and products to explore. A perfect lead in to the dinner program that follows this workshop later in the evening!

Solutions TO BUILDING YOUR BRAND DINNER PROGRAM

Step into an exploration of trends and design concepts to build your brand and visually transcend your floral shop. Focused on a variety of floral concepts with discussion on discerning topics, Charlie Groppetti AIFD will lead you through everything from graphic design to understanding trends to conceptual planning. The floral presentation of these processes will open possibilities to offer selections that are uniquely your own.



CHARLIE GROPPETTI AIFD

The very essence of Charlie Groppetti's style is nature-inspired designs "Cut from the Landscape", often mixed with commercially grown materials to create unique botanicals. Having years of experience in the floral industry and a member of AIFD, Charlie's understanding of the multiple aspects of design is immense. His early years were spent in a flower shop in California, of which he owned for nearly 20 years, often incorporating the agricultural bounty that surrounded him. Now settled on his farm in Vilonia, Arkansas, Charlie finds a source of inspiration reflected in each gathered botanical bouquet. Through his visionary development of Porch View Home, a home and garden lifestyle brand, his inspired home furnishings and accessories expand his style into a global marketplace.

HOTEL INFORMATION

Comfort Suites • 810 I-35 North • Waco, Texas 76705
Comfort Suites has provided TSFA guests
\$109.99 room rate to include breakfast!

Two Ways to Make Your Reservation

Telephone 254.799.7272 and ask for the Sales Department
or follow this link to complete online

<https://www.choicehotels.com/reservations/groupsez99m4?checkInDate=2022-06-20&checkOutDate=2022-06-23&ratePlanCode=BYRTBD>