



State of the Art Registration Form

Presented by:
Texas State Florists' Association
Made Possible by:
Texas Floral Education Underwriters

Get inspired...

Enhance your education!

Enjoy a demonstration, dinner & networking!

Presentations will be held in SIX different regions throughout Texas.

August 26, 2020 Louise Hopkins Underwood Center for the Arts | Lubbock, TX
A leader in design and brand innovation, Stacey Bal AIFD EMC will demonstrate valuable techniques to increase proficiency and enhance your artistry. Join Stacey, The Flora Culturist, for an interactive, engaging and comprehensive approach to education that will leave you inspired and motivated to elevate your style. Organic Structures, reimagined uses of common goods, inventive uses of uncommon goods and ways to be artistic and time efficient will be the featured highlights of the evening.

The Flora Culturist...

Artist Stacey Bal AIFD EMC celebrates the value in the vast diversity of the floral industry by wearing many hats including educator, consultant, event designer, magazine contributor and product developer. As the owner of The Flora Culturist, she energetically expresses her ever-evolving point of view with unexpected materials and unique combinations of botanicals. A lover of adventure, she travels as a freelance artist and speaker. Stacey's continued lifelong educational journey through various arts and horticulture are met with her experience as a second-generation floral designer. She is recognized for bringing a fresh perspective and strong voice to the visual arts community most recently as a feature artist at Art Basel Miami in 2019. Internationally published, her latest work is featured in the 2018-2019 International Floral Art Book by Stichting Kunstboek. Leadership is one of Stacey's strongest attributes which she demonstrates as the Marketing Manager for the the European Master Certification program, as a board member for In The Realm of Senses and as a member of the Floriology Education Team.



State of the Art Interactive Demonstration

Registration Rates:

\$99 Non-Member \$75 TSFA Member (SAVE 25%)

(Includes demonstration, dinner and networking)

Registration Deadline: August 7, 2020

_____ I am registering for the August 26th State of the Art
Interactive Demonstration at the Louise Hopkins
Center for the Arts in Lubbock, TX.

\$_____ Total Enclosed

Mail check to:
Texas State Florists' Association
PO Box 859 | Leander, TX 78646
**OR REGISTER ONLINE AT:
TSFA.ORG under EVENTS**

Attendee Name

Business Name

Address

Phone

Email

Credit Card No.

Expiration

CVV

Billing Zip

Signature

Time: 7:00 pm - 10:00 pm
Presented by Stacey Bal AIFD EMC

Enhance Your Education?

Register for the **Organic Structures Hands-On Workshop** from 12:30 pm to 3:30 pm at the same day and location as the State of the Art Interactive Demonstration and dinner. Enjoy. Bring your tools and create your own guided versions of designs rooted in nature. Principles, elements and the process of design will be discussed during the hands-on workshop.

Visit www.tsfa.org/Events/2020 Organic Structures : Workshops to register for this separate event. We hope to see you there!

STAYING THE NIGHT IN LONGVIEW?

TSFA has secured a special rate at \$89 Queen and King Room. Call by August 12, 2020 and reference Texas State Florists' Association to get this special rate:
Hampton Inn & Suites Lubbock Southwest
5614 Englewood Avenue
Lubbock, Texas, 79424, USA • 806.797.9600

SAVE 25% on your registration by joining TSFA TODAY!
Visit TSFA.org to join TSFA and register for 2020's Regional Education Workshops.