

MAY 2023

# TEXAS

*in Bloom*







# Making Texas Floral Education Possible

## PLATINUM



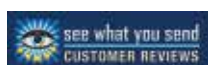
## GOLD



## SILVER



## BRONZE



please visit [tsfa.org](http://tsfa.org) for the most up-to-date list of underwriters and their links



# Texas in Bloom

MAY 2023 | VOLUME XXXXVIII | NUMBER 5

## FROM THE *President*



TSFA President  
Cheryl Vaughan CFD TMFA

Happy May! This year is flying by for me with spring weddings in full bloom and Mother's Day fast approaching. I hope everyone is having a successful wedding season and that you are prepared for Mother's Day with 101 details coming together to produce the best yet!

High school testing is almost complete with only two in-person testings remaining in May. Virtual Testings will continue throughout the month! Our TSFA Education Team is hard working, dedicated and simply amazing. Thank you to each and everyone who participated in Klein ISD this past month where we tested over 1,000 students in 3 days. For anyone who has ever participated in high school testings, you know what an achievement this was!

*Can't Stop Our Love for Flowers Wedding Show*, with Marisa Guerrero AIFD, was a total hit. She wowed the audience with her beautiful designs, that will sell, along with her charming personality. Marisa has a natural talent with both floral design and presentation. Also, a huge thanks to those who helped to include Fabian Salcedo, Lorri Medina, Teia Bennett AIFD TMF, Amy Neugebauer AIFD TMF and Ed Fimbel CFD TMFA. Another huge thanks go to Bronze Level Texas Floral Education Underwriter Pikes Peak of Texas in Austin. They have a wonderful selection of product and a great team who made everything run like clockwork. Thank you Pikes Peak of Austin, Mike Haley and the incredible Pikes Peak staff who contributed a great deal to making this happen!

I am so excited about next month's Texas Floral Expo in Georgetown! I hope you have registered and made your hotel reservations. We have an amazing lineup with numerous highlights in this magazine. If you have not had a chance to review the April issue, I would suggest you do that as well! The design features are incredible and only a mere reflection of the talent you will see in person in June! Remember that there are a limited number of spaces in the hands-on classes, so be sure to register. I look forward to seeing you at Emersion!

Thank you to the Texas Floral Education Underwriters! It is because of you that we can have this level of education. Texas thanks you and I hope you will be at Expo to see just a small part of what your commitment to TSFA and the industry is all about.

Again, I hope your Mother's Day is most successful! I look forward to celebrating our joy of flowers with you during Emersion!

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### About the cover

Hitomi Gilliam AIFD and Holly Chapple were teaching at a time when Hitomi was introducing the idea of blending tropical and temperate flowers successfully in wedding work in Hawaii. This was a class project with all designers participating in the challenge of combining tropicals with temperates. It was a time of great learning and experimentation.

### THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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# Curating Color

WITH JODY MCLEOD AIFD PFCI NCCPF

Written by G. Alan Masters AIFD PFCI

What a wonderful evening of food, flowers, fun, family, and friends. Once again, Texas State Florists' Association knocked it out of the park.

On Wednesday, March 1st, we welcomed Jody McLeod to Houston, Texas for the Texas Floral Showcase. Amy Neugebauer AIFD TMFA and Kim Jones AIFD TMFA co-chaired the event, with everything quite perfect.

The Racquet Club of Houston is a perfect venue to house such programs with a beautiful ballroom and superb food. It was so good to revisit with so many friends that we don't always get to see and meet and make new friends that were attending their first educational program with TSFA.

The program opened with Jody and his classic southern charm wooing the audience into "His" world and love of color. Jody spoke of the analogous color harmony and how he had, at one point in his career, reinvented the approach he took to floral design and the style he sold to his customers. Much like all other florists, Jody would go to the cooler, time after time, and grab a bunch of colors to place in a vase to make a "pretty and colorful" arrangement. Polychromatic, mixed flowers and lots of color, defined his work, just like all other shops in his hometown.

Then one day, he happened across the phrase or term "analogous color harmony". These are best friends on the color wheel, side by side and hand in hand, they cruise through life together and nothing can separate them. Colors like blue, blue violet and purple or red, red orange and orange. The impact that is made when we place analogous colors together is amazing and will be what sets you apart from the others in your area. Imagine, if you will, walking into the funeral home and seeing a chapel full of flowers. While there are several design styles, one stands out above the others because it is analogous. It shows the colors better than any other style.







Design Credit and TSFA Appreciation to Donna Senter AIFD and Ken Senter AIFD and the Senterpiece Staff for the exquisite floral designs to welcome all to the Showcase and adorn each dinner table.

Jody went on to explain the meaning behind many of the colors and how each plays into our psyche and how much psychology is involved. Red means anger, hatred, furious, but also represents passion, love and deep affection. Blue represents wisdom, loyalty, peace and calm and then yellow and its vibrancy demonstrates joy, happiness and is a sunny lift to a dark disposition. Color just may be the most important part of our designs. If the color is off, nothing else works.

To color block, as a way of display, group like colors to achieve impact. To color block in design, Jody illustrated with roses, inserting three stems as one insertion, saving time, while also creating a strong visual.



When it comes to flowers, Jody is a master at story telling. I can hardly wait to hear all about Emersion at the Expo! Hope to see you there!

A Texas Thank You to the Texas Floral Education Underwriters who additionally contributed to this Showcase!

**Gold Level**

Mayesh Wholesale Florist | Rio Roses | Teleflora

**Silver Level**

Choice Farms | Klepac Greenhouses | Syndicate Sales  
Vickery Wholesale Greenhouse | Zoom Roses

**Bronze Level**

Accent Decor | Smithers-Oasis | Taylor Wholesale Florist



Photography Credit | Cody Ash Photography



Texas Floral Spotlight presents  
Marisa Guerrero AIFD

# Can't Stop our Love For Flowers Wedding Show



TSFA Retail Director and Featured Designer Marisa Guerrero AIFD brings her best during the Texas Floral Spotlight.

Written by Norman Northen TMFA

Weddings are top of mind this time of the year! Pike's Peak in Austin was the place to be on Thursday night, April 14. TSFA and Pikes Peak of Texas sponsored a Texas Floral Spotlight that was free for TSFA members. Attendees were greeted and had time to mingle with friends and shop the aisles of floral supplies and vendor booths filled with the newest and trendiest fresh flowers.

Mike Haley, manager of the Austin location of Pikes Peak of Texas, welcomed attendees and spoke of the reasons that Pikes Peak is a Texas Floral Education Underwriter. TSFA President Cheryl Vaughn welcomed everyone and introduced the presenter Marisa Guerrero AIFD of El Paso.

She spoke of trends and trending colors. The number one trend right now is the cake and cake table. Her dancing flower cake wreath was awesome! What a floral art piece and major wow! So many current trends are based on the television series "Bridgerton". Brides are asking for flowers with movement referred to as "Dancing Flowers"! This request can be achieved using a base of spray roses with long stemmed flowers placed on the outside of the basing flowers.

Another trend is a floor to ceiling entry. The "Tunnel Effect" is really big and makes a statement when the party enters the event space. Less expensive flowers may be placed in the based area, adding more expensive flowers for the top layer while keeping in mind that all of the areas may not be seen. Those areas may be finished very sparsely with less product, especially in the areas that are above sight lines.





Marisa Guerrero AIFD wows a full house during her presentation of Can't Stop Our Love for Flowers Wedding Show.

Baby's Breath weddings are back! Asymmetrical designs may be created with a basing of baby's breath. Garlands of baby's breath have numerous possibilities. U-shaped designs are becoming popular as well.

We must think about event work as being different from daily work. One example is that event work needs to be at its prime for the day of the event. All flowers need to be fully opened and roses need to be at their maximum show. For daily work, our customers want flowers to last thus flowers need to continue to mature.

Bridal bouquets are becoming smaller than we have seen in recent years and are requiring more specialty flowers in the bouquet---like the seven bunches of freesia in the one bouquet! Also trending again are the tables with multi-vases in size and in color with different flowers in the vases. Some of these will have a few flowers and some will have more flowers. Add a large arrangement for the wow factor. Even add flowers to the floor so that you have the floor to ceiling look throughout the room.

By the time the program was completed, our minds were dancing with wedding ideas to sell to our wedding customers. Thank you Marisa, Pike's Peak and TSFA for new and innovative wedding ideas. We love the new programming, free to TSFA members, and look forward to the next Texas Floral Spotlight!



Pikes Peak of Texas owner Mike Haley and the incredible staff at Pikes Peak Austin surround Designer Marisa Guerrero AIFD and TSFA President Cheryl Vaughan CFDTMFA at the recent Texas Floral Spotlight. Pikes Peak of Texas is a Texas Floral Education Bronze Level Underwriter.



# REGISTRATION FORM

Sheraton Georgetown Hotel and Conference Center  
 June 23-25, 2023 | Georgetown, Texas  
 Join TSFA Today and Save on your Expo Registration!

Circle your choices and note total cost. Send form with payment by email: [tsfaadmin@tsfa.org](mailto:tsfaadmin@tsfa.org),  
 fax: 512.834.2150 or mail: TSFA | P.O. Box 859 | Leander, TX 78646. Questions? Call TSFA 512.528.0806

## 15% OFF REGISTRATION FOR MEMBERS

ADVANCED (before 6/20) REGULAR (after 6/20)

ADVANCED (before 6/20) REGULAR (after 6/20)

CHOICE #1	BEST COMBINATION OF EVENTS	ADVANCED (before 6/20)	REGULAR (after 6/20)
<b>Friday, June 23rd</b>			
Business Session   <i>Hidden Treasure</i>			
Business Session   <i>Business Megatrends</i>			
View Texas Designer of the Year Categories I & II			
Floral Photography Workshop			
Business Session   <i>The Best of the Best</i>			
TSFA Annual Meeting			
Product Gallery			
Stars of Texas Dinner Event   <i>The Emersion Phase</i>   Awards			
<b>Saturday, June 24th</b>			
Breakfast Presentation   <i>Engaging Customers</i>			
Product Gallery			
Design Program   <i>Tropical Nouveau : Traveling through Flowers</i>			
Lunch & Inspired Learning			
Entertaining Events : <i>Expect the Unexpected</i>			
Design Program   <i>Retail Design for Today's Generational Market</i>			
<b>Sunday, June 25th</b>			
View Texas Designer of the Year Category III			
Design Program   <i>Floral Superhero</i>			
Lunch & Inspired Learning   <i>Upscale Floristry</i>   Awards			
CHOICE #2	FRIDAY, JUNE 23, 2023 DAY REGISTRATION	\$180	\$223
Please review the Friday programming as noted above.			
CHOICE #3	SATURDAY, JUNE 24, 2023 DAY REGISTRATION	\$199	\$233
Please review the Saturday programming as noted above.			
CHOICE #4	SUNDAY, JUNE 25, 2023 DAY REGISTRATION	\$150	\$189
Please review the Sunday programming as noted above.			

MEMBERS RECEIVE 15% OFF CHOICES #1-4

CHOICES #5-9 OPTIONAL HANDS-ON  
 Choices 5-9 note optional Hands-on Design Workshops which require additional registration. We encourage you to consider adding one or more of these choices to your EXPO EXPERIENCE!

CHOICE #5	Friday, June 23, 2023	ADVANCED (before 6/20)	REGULAR (after 6/20)
Hands-on Design Workshop   Jackie Lacey <i>Generational Design-Make it and Market</i> Limited to the first 30 registered.			
CHOICE #6	Friday, June 23, 2019	\$125	\$150
Hands-on Design Workshop   Amy Balsters <i>Exploring Key Principles and Elements of Design</i> Limited to the first 30 registered.			
CHOICE #7	Saturday, June 24, 2023	\$125	\$150
Hands-on Design Workshop   Derek Woodruff <i>Today's Design : Bespoke Floral for the Ages</i> Limited to the first 30 registered.			
CHOICE #8	Saturday, June 24, 2023	\$195	\$250
Advanced Hands - on Workshop   Hitomi Gilliam <i>Tropical Nouveau : Hand-tied Bouquet</i> Limited to the first 30 registered.			
CHOICE #9	Sunday, June 25, 2023	\$125	\$150
Hands-on Design Workshop   Amy Balsters <i>Seeing Color In New Ways</i> Limited to the first 30 registered.			

TOTAL Choices \$ \_\_\_\_\_

MEMBERS 15% DISCOUNT \$ \_\_\_\_\_  
 (Choices 1-4)

TOTAL REGISTRATION \$ \_\_\_\_\_

Are you a first time attendee?  Yes  No

Do you have any dietary restrictions?  Yes  No  
 Please list those restrictions. TSFA will try to accommodate.

\_\_\_\_\_

Would you like to be contacted about an installment payment plan?  Yes  No

Attendee Name \_\_\_\_\_  
 Email \_\_\_\_\_  
 Business Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City|State|Zip \_\_\_\_\_  
 Mobile Phone \_\_\_\_\_ Business Phone \_\_\_\_\_

### PAYMENT INFORMATION

U.S Check|Money Order payable to TSFA  
 American Express  Discover  MasterCard  VISA  
 Credit Card # \_\_\_\_\_  
 Exp \_\_\_\_\_ CVV Code \_\_\_\_\_ Billing Zip \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Date \_\_\_\_\_

One form per person. This form may be copied to accommodate additional registrants or you may go online to register at [tsfa.org](http://tsfa.org).



# TSFA ANNUAL MEETING AND ELECTION

The TSFA Annual Meeting and Election will be held on Friday, June 23, 2023 during the Texas Floral Expo

## PRESIDENT

Susan Piland CFD TMF | Mesquite

Serving TSFA, currently as First Vice President, Susan Piland CFD TMF also serves on the Achievement, Finance and Education Committees, serving the Education Committee as Co-chair. She sees the importance that TSFA has in education and industry leadership. Her TSFA membership spans over thirty years. She recognizes that the education received, over that time, is invaluable. She is an instructor at TSFA School of Floral Design and owner of Susan Piland Floral Studio. She is honored to be considered for the position of TSFA President.



## SECOND VICE PRESIDENT

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 currently serves as TSFA Retail Director. Marisa has had the pleasure of designing for many prestigious industry events, including the Texas State Florists' Association. Her goals lie in propelling the floral industry into a successful future.



## RETAIL DIRECTOR (ELECT<sub>2</sub>)

Yolanda J. Amos TMFA | Houston

Yolanda Amos TMFA is a Floral Lead/Manager for the Kroger Co. with 25 years experience in the floral industry. A TSFA member since 2016, she serves on the TSFA Education Committee and is a Contributing Writer for TEXAS in Bloom. Yolanda chaired positions for Texas Floral Forums and Expos and is the 2023 Expo Design Room Manager. Vice-Chair for the Texas Master Florist Certification, she is a believer that continuous education is the key to strengthening future florists in this growing industry. Yolanda is the 2022 Jim Orr Volunteer Spirt Award Recipient.



Dawson Clark TMF | Liberty Hill

Dawson Clark TMF has been called a Renaissance Man due to his wide interests and success in business, wedding and special event planning and execution, marketing and public relations, architectural/landscape/floral design, and his good-natured ability to foster relationships. He holds a bachelor's degree in journalism from Texas A&M University, and has worked in many challenging roles over a 38-year career in the public, private and nonprofit sectors. Dawson enjoys designing as a Design Assistant during Texas Floral Expos. He currently serves on the TSFA Membership Committee.



Melanie Hugele CFD TMF | Cypress

After a career in insurance/banking, UT graduate Melanie Kay Hugele CFD TMF opened MK Events, in 2012, specializing in weddings, event planning and bespoke holiday décor. She discovered TSFA and all it had to offer in 2013. Volunteering in several capacities led to Co-chairing the 2019 Texas Floral Showcase, designing the TSFA Annual Meeting floral décor at the 2021 Expo and serving as the 2022 Business Session and Luncheon Chair for the Texas Floral Forum. Melanie will Chair the Texas Floral Expo Hands-on Workshops in 2023. Melanie and Jason, her husband of 23 years, reside in Houston with their three children.



Luliia Prokhorova CFD TMF | Corpus Christi

Luliia Prokhorova CFD TMF was born in Russia, educated with degrees in Biology, moving to the USA in 2014 and becoming a United States citizen in 2021. She is the founder, owner and leading designer at Wild Veggie Bouquet LLC, established in 2016. She received Texas Master Florist<sup>®</sup> in 2021 and CFD<sup>®</sup> in 2022. Luliia has assisted designers during the Expo and served as Texas Floral Forum Chair in 2022. She is a current member of the TSFA Membership Committee. Luliia is married, resides in Corpus Christi, and is a mother of five children.



## WHOLESALE DIRECTOR

John Priest | Dallas

John Priest has worked since he was fifteen which led to college and a career in transportation. He soon married the love of his life, Anita. Today, they have two daughters and two grandchildren. John's stellar career proceeded for decades. Upon retirement, he formed Priest International in 1997 launching his career in the floral industry. Shortly after, he joined TSFA. Serving on committees, he was soon elected to the TSFA Board. His leadership prompted his election as TSFA President, of which he served for two years. He currently serves on The Texas Floral Endowment Board.







**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 Emersion 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.



**TEXAS**  
*Floral*  
E X P O • 2 0 2 3

**EMERSON**

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**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.**



# LIVRI

E-MAG







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# LIVRIO E-MAG

Our monthly issues of LivRio embody the Rio Roses mission and serve as an extra source of information for our customers. Featuring a crisp, eye-catching design, the magazine highlights information about the company as well as relevant industry trends and useful business strategies. Each issue also features a P.R.E.P. (Plan, Review, Execute, Profit) section with helpful marketing ideas and tips for increasing revenue geared toward the upcoming flower holidays such as Valentine's Day and Mother's Day.

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TRAVELING THROUGH FLOWERS AND  
 ELEVATED DESIGN POSSIBILITIES LEAD  
 HITOMI GILLIAM AIFD TO DEVELOP A STYLE  
 KNOWN TODAY AS  
*Tropical Nouveau*



Hitomi Gilliam AIFD tells the Story. “Traveling through Flowers” was reflected in the old Dutch Masters paintings when botanical specimens were being discovered around the world and introduced to add intrigue to the floral combinations by way of color and texture, providing intriguing contrast with blending and providing a sense of adventure in design that was not possible before. The study of these paintings provided a NEW visual experience which had not been seen or appreciated before.



We found that combining Tropicals, with the most unlikely Temperate flowers, was already underway, especially in destination wedding work in Hawaii where so many mainlanders still requested temperate garden flower weddings. It seemed counter-productive to be in Hawaii, getting married, and having hydrangeas and roses in the bouquets and table decorations with palms in the background. So, we began to introduce the blending of tropicals and temperates. This elevated design possibilities and brought a sense of place to the destination wedding work on the islands.



Thinking back as to when the term, Tropical Nouveau was coined leads us to the NEOTROPICA Hawaii Tropical Flower & Plant Guide, 2017 edition where in the Preface, Hitomi Gilliam AIFD wrote...



Designer Credit | Hitomi Gilliam AIFD  
 Photography Credit | Collin Gilliam





“Today is the perfect time and opportunity to use Hawaiian tropical mixed in with select temperate climate flower, or of course distinctively on its own. There is a general trending to looser, softer styling – a more natural, organic expression with increased use of foliage and vine for a romantic garden, woodland or rainforest feel – perhaps it is time to introduce the Hawaiian TROPICAL NOUVEAU STYLING...”

In the introduction to the ORCHID section, Hitomi goes on to define TROPICAL NOUVEAU as was used in an elevated centerpiece over a banquet table...“Tropical Nouveau Style uses tropical flowers in a softer, open, and transparent way. All the curvaceous materials are used as overlay on the harsher, harder, and angular materials. The orchids and passion vine drape softly over the heliconia and anthuriums. A Nouveau design is an open form design so keep it airy and natural for best effect.”

Hitomi defines TROPICAL NOUVEAU designing as "permission to combine or tastefully blend two distinctively different climate zone flowers which do not naturally occur together in nature. They became connected with the term."

...and soon the style began to show the most opposite combinations possible. For example, Hawaiian Tropicals were combined with David Austin Roses with much success. "What a stunning revelation to see them together and telling the story of 'Traveling through Flowers'... from the Midlands of England to the Hawaiian Islands... it is only possible today, because both flowers now can co-exist as an opportunity to design side by side in our marketplace".



“It is a design opportunity that is possible with an elevated knowledge...on application of color, texture, line and form, with contrast as the pivotal effect.... by way of romancing the differences in the most exquisite way. IT IS THE ART OF BLENDING that results in Flower Adventure!”

TSFA welcomes Hitomi Gilliam AIFD when she returns to the the Texas Floral Expo, “Traveling with Flowers,” as we join her on yet another “Flower Adventure”!

A special thank you to Gold Level Texas Floral Education Underwriter Teleflora for underwriting this program and the Advanced Hands-on Design Workshop.



## PICTURE PERFECT

Friday, June 23, 2023 | 2:30 p.m. - 4:00 p.m. | Floral Photography Workshop  
Cody Ash | G. Alan Masters AIFD PFCI

A picture is worth 1000 words so they say. We have come to see that photography and floral design go hand in hand. Your creativity and hard work will no doubt stir up a conversation with your clients as you learn to master techniques in lighting, depth of field, composition, editing and more. Enjoy highlighting your designs in your digital store, on social media and in print. Join Alan and Cody as they take you on a journey of design and photography.



Session underwritten by our Texas Floral Education Partners  
Texas Floral Education Underwriters

## HIDDEN TREASURE FINDING THE GOLD IN YOUR BUSINESS

Friday, June 23, 2023 | 9:00 a.m. - 11:30 a.m. | Business Session | Derrick Myers CPA CFP PFCI

Hidden in your business are areas of cost that if reduced would 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 six main 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 our Texas Floral Education Partners  
Texas Floral Education Underwriters

## BUSINESS MEGATRENDS : IMPACTING YOUR FLORAL BUSINESS NOW AND INTO THE FUTURE

Friday, June 23, 2023 | 1:00 p.m. - 2:30 p.m. | Business Session | Renato Cruz Sogueco AAF PFCI

Covid. Mass Markets and Grocery Stores. Millennials. Globalization. Sustainability. If any of these words triggered any emotion in you – good or bad, these trends affected your business in the past few years and will continue to do so. Join Renato as he presents data, research and analysis of how you can potentially leverage these trends for success. Focus will be on the changing demographics, consumer trends and digital strategies.



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

## THE BEST OF THE BEST HOW TO HIRE, TRAIN AND KEEP THE EMPLOYEES THAT YOU WANT

Friday, June 23, 2023 | 3:00 p.m. - 4:00 p.m. | Business Session | Derrick Myers CPA CFP PFCI

In “The Best of the Best” you will learn how to align your employees to your vision for the company. Once everyone is headed in the same direction, you will learn how to empower and motivate and lead them to reach far and beyond that vision and make it a reality. Build a company and team that nobody will ever leave. An efficient and congruent team is a more profitable team.



Session underwritten by our Texas Floral Education Partners  
Texas Floral Education Underwriters





# Picture **PERFECT**

Would you like to learn how to use photography to not only highlight the final product, but to also enhance your brand and the work it takes behind the scenes to create a product?



In this class, you will learn about tips, techniques and tools, and receive advice on how best to photograph your work whether in the design room, store front, in the outdoors or at an event. Photographer Cody Ash will share the types of equipment that he finds most useful to capture photographs while also advising what is best used when on a budget. If you hope to compile a full studio in house, he will share that too!

Alan Masters AIFD PFCI will speak specifically about social media discussing posting times, hashtags and just how to create a brand with an understanding of the importance that social media plays in businesses today.

Whether you are a designer, shop owner, warehouse manager, wholesaler, grower, educator or any role in the industry, the take away is that you will depart the session with ideas on the best ways possible to create new images and just how to best share those images with your client base and the world of social media.





Jody McLeod AIFD PFCI NCCPF presents  
during the Stars of Texas Event

# THE EMERSION PHASE

In a recent discussion with Jody McLeod AIFD PFCI NCCPF, he shared a glimpse into his preparation of presenting “The Emersion Phase”. The Stars of Texas event is one not to be missed!

As I began to study and visualize this program, I first studied the definition of Emersion.

Emersion is

- the process of emerging from
- coming out from underneath
- the process occurring when something that was out of sight appears
- the act of emerging

...and this was the beginning of the development of “The Emersion Phase”.

The process of “emerging from” could be expressed in many designs. For example, we see this process when the Hyacinth bud peeks out from the base of the foliage.



“Coming out from underneath” lends itself to a multitude of ways to interpret design.



Just think of the lily pad and how each is underneath the surface of the water until the emersion phase creates foliage that breaks through from underneath to present the bloom.



Each of these examples clearly illustrate “the process occurring when something that was out of sight appears.”

Throughout the pandemic, I experienced a decrease in creativity. I felt stuck as a business owner and as a designer. Creativity is the essence of design and a phenomenon whereby something new and valuable is formed to illustrate the final part of the definition “the act of emerging”.

“The Emersion Phase” presentation will tell the story of where we have been and where we are going and I plan to tell it through floral design! Hope to see you there!

A special thank you to the Texas Floral Education Underwriters for their support of this presentation.





# FROM BUD TO BLOOM

2023 TEXAS DESIGNER OF THE YEAR COMPETITION

**Entry Deadline June 12, 2023**

**June 23** Categories 1 & 2

**June 25** Final Round

### To Enter

Visit [tsfa.org](https://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 [tsfaadmin@tsfa.org](mailto:tsfaadmin@tsfa.org) and contact the office at 512.528.0806 to make payment.

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the Fluid Truck app  
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# Immerse Yourself IN THESE HANDS-ON WORKSHOPS! GENERATIONAL DESIGN – MAKE IT AND MARKET!

Friday, June 23, 2023 | 9:00 a.m. - 11:00 a.m. | Hands-on Design Workshop | Jackie Lacey AAF AIFD PFCI

Each generation approaches every purchase with pre-conceived notions. Marketing pressure is applied at every possible click. It is up to you to know your market. What is your demographic? What sets you apart from your competition? Why should the consumer click to purchase from you? Designing for each generation starts with understanding what each generation is and how to connect on their terms. Join us as we create various generational styles to learn how to best design, market and capture the sale.



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

## EXPLORING KEY PRINCIPLES AND ELEMENTS OF DESIGN

Friday, June 23, 2023 | Noon - 2:00 p.m. | Hands-on Design Workshop | Amy Balsters

The Principles and Elements of Design are fundamental and have been a key source for improving my design work over the years. Rather than seeing them as rigid rules to follow, they offer a rich structure of guidelines that allow our floral work to flourish. Come explore key principles and elements that I use regularly in this hands-on floral design class. You will practice application by making a petite "loose and airy" vase arrangement using balance, proportion, form and line and utilize different categories of flowers and foliages as our guide.



Workshop underwritten by our Texas Floral Education Partners  
Texas Floral Education Underwriters

## TODAY'S DESIGN : BESPOKE FLORAL FOR A NEW AGE

Saturday, June 24, 2023 | 5:00 p.m. - 7:00 p.m. | Hands-on Design Workshop | Derek Woodruff AAF AIFD PFCI CF

Generation Next has a taste for the "Free-form", "Asymmetrical" and the "Bespoke" in floral design. Though this trend seems counterintuitive to the principles and elements of floral design, it's not! Practice makes perfect in this hands-on design session showcasing the best ways to create the most bespoke of bouquets. You will see multiple demonstrations using different styles of containers, tools and mechanics for creating these free-form beauties before putting on your creative hat to construct your own with guidance from the instructor.



Workshop underwritten by Texas Floral Education Partner Syndicate Sales  
Silver Level Texas Floral Education Underwriter

## TROPICAL NOUVEAU HAND-TIED BOUQUET

Saturday, June 24, 2023 | 5:00 p.m. - 7:00 p.m. | Advanced Hands-on Design Workshop | Hitomi Gilliam AIFD EMC

We will create an artful structure suitable for easily blending the mixture of tropicals with garden flowers into a hand-tied bouquet with emphasis on economy of means.



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

## SEEING COLOR IN NEW WAYS

Sunday, June 25, 2023 | 8:00 a.m. - 10:00 a.m. | Hands-on Design Workshop | Amy Balsters

Let's talk color in this hands-on workshop focusing on real world application of color theory in floral design! Color can be intimidating and complex to understand so let's take it back to the fundamentals of how we see color and how we can use it to elevate our work. Through multiple hands-on exercises, we will practice identifying specific color harmonies, creating harmonizing color palettes and seeing color in a fresh way using flowers as our guide. The takeaway: more color confidence!



Workshop underwritten by our Texas Floral Education Partners  
Texas Floral Education Underwriters



# TSFA welcomes The Floral Coach® to the Texas Floral Expo Amy Balsters to teach TWO Hands-on Design Workshops!

Written by Amy Balsters



Design Credit | Amy Balsters  
Photography Credit | Sweet Root Village

## COLOR THEORY

To become a successful designer, color theory is a critical process to dive into. Customers see color first and have an emotional connection, for better or worse, with color so it is imperative that we understand how it works and how to best utilize it. Join me this year at the Expo to explore color through practical hands-on exercises where we will make important color connections that will help you solve color problems in your work. We will examine flowers to find potential color harmonies, analyze color using temperature as our guide, address the most common harmonies and build color confidence together!

About this Design | By utilizing tints, tones, and shades of complementary violet and yellow, this contrasting palette strikes a unique balance for weddings or retail designs. In particular, special attention is paid to the violet with a cool undertone versus using a warm undertone like a red-violet. Understanding these nuances can help build more effective, successful palettes.



## PRINCIPLES AND ELEMENTS

The Principles and Elements of Design are the bedrock of understanding how design works. Utilizing the principles and elements builds confidence in the design process, allows for more effective troubleshooting of design issues and allows the user to analyze one's work against a subjective framework to grow and develop design skills. Come explore and examine how the key principles I use in all of my designs can create a desired design effect and allow you more success in your work with flowers.

About this Design | One of my favorite sayings in teaching designers how to work with form flowers is: "FORM FLOWERS FLOAT." By placing form flowers, in this case iris, above mass blooms, this placement protects the flower from being damaged and allows for its full form to be seen. When working in a complex color palette, it's useful to group and cluster similar colors together to create stronger focal areas.

A special thank you to the Texas Floral Education Underwriters for their support of these Hands-on Workshops.

## ENGAGING CUSTOMERS WITH PROJECT-BASED PURCHASES

Saturday, June 24, 2023 | 8:00 a.m. - 9:30 a.m. | Breakfast and Interactive Presentation  
Presenter Derek Woodruff AAF AIFD PFCI CF

As the Experiential Retail trend begins to change shape in a post-pandemic environment, creative retailers are capitalizing on consumers with a desire to shop for goods and services that are more than just a product purchase. In this engaging, interactive and demonstrative session, learn how to source, merchandise and sell products that engage your customer's creativity and keep them coming back for more. DIY Botanical Bars, home terrarium workshop kits and flower arranging hacks are all the rage in today's home & garden lifestyle world and "Derek the Bartender" has made a career out of consumer engagement in all of these areas. Don't miss this program on how to make the most of these trends and entice a new generation of buyers to shop your specialty store.



Presentation underwritten by Texas Floral Education Partner Syndicate Sales  
Silver Level Texas Floral Education Underwriter

## TROPICAL NOUVEAU : TRAVELING THROUGH FLOWERS

Saturday, June 24, 2023 | 10:30 a.m. - 11:30 a.m. | Main Stage Presentation  
Presenter Hitomi Gilliam AIFD EMC

Experience the thrill of textural blending Tropicals with Temperate Garden Flowers!! Learn to bridge the contrast in form that differentiate the two distinct flower groups to pass on the intrigue of the unique combinations that are possible. Bring NEW and exciting floral design experiences to your shop for your discerning flower customers!



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

## ENTERTAINING EVENTS : EXPECT THE UNEXPECTED

Saturday, June 24, 2023 | 12:45 p.m. - 2:45 p.m. | Luncheon and Design Presentation  
Presenter Mandy Majerik AIFD PFCI

Look, Listen and Learn as Mandy shares her personal thoughts and experiences on Entertaining in today's world. You'll learn about the "Twenty Minute Rule", you'll look at the latest trends in flower-forward displays from Accent Décor and listen to this Southerner while being inspired by the creativity within.



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

## RETAIL DESIGN FOR TODAY'S GENERATIONAL MARKET!

Saturday, June 24, 2023 | 3:15 p.m. - 4:15 p.m. | Main Stage Presentation  
Presenter Jackie Lacey AAF AIFD PFCI

Each generation approaches everything they do differently. They all purchase with their eyes and their fingers on some type of device. Designing for and marketing to each of the generations is a necessity but it takes know how to develop each concept once and then revise for each generation. Adapting your design style for each generation will attract multiple purchasers to broaden your reach. Greater reach equals greater revenue opportunities. Consumer preference studies and being comfortable with your message will help you market to the right group with the correct message.



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



# EXPERIENTIAL RETAIL AT ITS FINEST!

LEARN HOW AT THE TEXAS FLORAL EXPO!

Written by Derek Woodruff AAF AIFD PFCI CF

Did you know that 76% of consumers would rather spend their money on an experience rather than a product? Momentum Worldwide recently launched a study of new research that identifies stark shifts in consumer behaviors and attitudes.



Though the idea of “Experiential Retail” isn’t brand new, it has begun to gain momentum in a post-covid world. Pre 2020, Millennials preferred to spend their disposable income on something they would remember. As Floral Designers, this is an opportunity that we can easily tap into.

Painting with a Twist, Board and a Brush, Cooking Classes - These are all experiences that other industries have used to take advantage of consumers' desires for a fun activity. Most of the time, these experiences relate to a good or a service which is what makes this a viable retail sale. Flowers and plants are a natural fit to this same model and for those consumers, who love to post their activities on social media, this activity is very photogenic as well!

“But how do I do it?” This is the question I am most often asked and usually the biggest hurdle when a shop owner or studio florist wants to take the leap into this market. The process is actually simpler than you may think! Some tips I often provide to those who pose this question are:

- Collaboration is key! What better way to tap into this market than to share the work. If you share your clientele by partnering with a brewery or other retailer, they'll be sharing theirs with you as well.
- Host workshops or “bars” in a visible space. Nothing draws a crowd like a crowd as they say. And nothing will get you a



better return for your next workshop than people seeing other people having a great time!

• Make it fun - remember this is a social event! You should be thinking about everything above and beyond the flowers. The music, fragrance, food and beverage all play a part in having a successful event.

If you want to learn more about how to host “Experiential Retail” events in your store or in general, join me at the Texas Floral Expo as I share my trials and tribulations of what works, what doesn't and how to make it all happen.

A special thank you to Silver Level Texas Floral Education Underwriter Syndicate Sales for bringing Derek Woodruff to Texas!

# GENERATIONAL DESIGN AND MARKETING

There is a great deal to learn about this multifaceted subject and Jackie Lacey AAF AIFD PFCI and Renato Cruz Sogueco AAF PFCI will share it all in a series of Expo programming underwritten by Gold Level Founding Texas Floral Education Underwriter BloomNet.

A special thank you to BloomNet for supporting this series.

The floral industry is ever-evolving, with trends emerging and disappearing as quickly as the seasons change. As a florist, keeping a finger on the pulse of new developments is essential for the continued growth and success of your business. At the Expo, we'll explore a large gamut of trend but for this article we'll focus on four - demographics, sustainability, artificial intelligence (AI), and self-care - that florists should pay attention to in order to stay ahead of the curve and meet the needs of their customers.

## DEMOGRAPHICS: CATERING TO A CHANGING CUSTOMER BASE

Demographic shifts can have a profound impact on consumer preferences and spending habits. As populations age, urbanize, and diversify, florists must adapt their offerings to cater to the evolving needs of their customer base. For instance, millennials and Gen Z consumers are more likely to prioritize experiences over material possessions, which could lead to a surge in demand for experiential floral arrangements, workshops, and interactive events.



## MEGATREND: DEMOGRAPHIC SHIFTS

- ❑ Millennials displace Boomers as dominant flower buyers
- ❑ Don't count out Gen Xers as a buying group
- ❑ Generations use different social platforms to consume content
- ❑ Generations have different preferences in floral design
- ❑ Generations have different preferences on where they purchase flowers
- ❑ Video is an effective medium to reach all demographics, especially younger customers

By staying informed about demographic trends and adjusting their business strategies accordingly, florists can better target their marketing efforts, develop appealing products, and ultimately, attract a wider range of customers.



## MEGATREND: SUSTAINABILITY

- Source flowers and materials locally
- Implement water-saving techniques
- Compost floral waste
- Reduce other waste
- Support environmentally friendly growing practices
- Educate customers
- User energy-efficient lighting and appliances

## SUSTAINABILITY: MEETING THE DEMAND FOR ECO-FRIENDLY PRACTICES

As awareness of environmental issues continues to grow, more consumers are seeking out sustainable products and services. Florists can capitalize on this trend by adopting eco-friendly practices, such as sourcing locally grown flowers, using biodegradable packaging, and implementing water-saving techniques in their operations.

In addition, florists can incorporate sustainability messaging into their marketing campaigns, highlighting

their commitment to environmentally responsible practices. This can help differentiate their business from competitors and appeal to environmentally conscious consumers, driving customer loyalty and brand affinity.



## ARTIFICIAL INTELLIGENCE (AI): STREAMLINING OPERATIONS AND ENHANCING CUSTOMER EXPERIENCE

AI technology has the potential to revolutionize the floristry industry, offering numerous benefits in marketing, customer service, and inventory management. AI-powered tools can help florists personalize marketing efforts, target specific customer segments, and engage with customers through chatbots and virtual assistants.

By embracing AI, florists can streamline their operations, reduce costs, and offer a more personalized, efficient customer experience. Moreover, early adoption of AI technology can provide a competitive advantage, setting your business apart from others in the industry.



## MEGATREND: ARTIFICIAL INTELLIGENCE

- ❑ Highly targeted marketing recommendations
- ❑ Customer segmentations and targeting
- ❑ Chatbots and virtual assistants to enhance customer service
- ❑ Social media monitoring and engagement
- ❑ Intelligent and contextual content creation



## MEGATREND: SELF CARE

- **Marketing and promotion:** incorporate self-care messaging in marketing social and promotions, highlighting the benefits of having fresh flowers in one's environment for mood-boosting, relaxation, and overall well-being.
- **Product offerings:** offer self-care packages or themed bouquets, designed to help customers create a calming or uplifting atmosphere in their personal spaces.
- **Workshops and events:** Host in-shop events related to self-care and incorporating flowers, such as flower arranging classes or meditation sessions in a flower-filled environment.
- **Partnerships:** Collaborate with local businesses focused on self-care, like yoga studios, spas, or wellness centers, to reach a wider audience.

## SELF-CARE: CAPITALIZING ON THE WELLNESS MOVEMENT

The self-care and wellness movement has gained significant traction in recent years, with consumers increasingly seeking out products and services that promote mental and emotional well-being. Florists can tap into this trend by positioning their products as tools for relaxation, stress relief, and mindfulness.

For example, florists can create curated collections of calming and mood-boosting flowers, promote the therapeutic benefits of floral arranging, or partner with wellness

influencers to host self-care-themed workshops. By aligning their offerings with the self-care trend, florists can attract a new audience of wellness-focused customers and generate additional revenue streams.

As the floristry landscape continues to evolve, it's crucial for businesses to stay informed about emerging trends and adapt their strategies accordingly. By paying attention to demographic shifts, prioritizing sustainability, embracing AI technology, and capitalizing on the self-care movement, florists can ensure their businesses remain relevant, competitive, and successful in an ever-changing industry.

## DERRICK MEYERS TO PRESENT TWO BUSINESS SESSIONS DURING THE EXPO

### HIDDEN TREASURE : FINDING THE GOLD IN YOUR BUSINESS

Friday, June 23, 2023 | 9:00 a.m. - 11:30 a.m.

### THE BEST OF THE BEST : HOW TO HIRE, TRAIN AND KEEP THE EMPLOYEES THAT YOU WANT

Friday, June 23, 2023 | 3:00 p.m. - 4:00 p.m.

## FLORAL SUPERHERO

Sunday, June 25, 2023 | 11:30 a.m. - 12:30 p.m. | Main Stage Presentation  
Presenter Donald Yim AIFD PFCI

I believe everyone can become a superhero! Being a florist means we can make magic! By using unique flowers, and learning different floral techniques and styles, we will learn to make everything beautiful and in turn bring happiness to everyone! Spreading positive energy is a superhero move that will let us use our new floral skills to raise the bar!



SMITHERS-OASIS

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

## UPSCALE FLORISTRY FINDING THE INSPIRATION WITHIN

Sunday, June 25, 2023 | 1:00 p.m. - 3:30 p.m. | Luncheon and Design Presentation  
Presenter Deborah De La Flor AIFD PFCI

In this exciting and energetic presentation, Deborah De La Flor AIFD PFCI will show you how to turn your everyday floral designs into works of floral art. Using fun techniques and gorgeous color combinations, she will inspire you to make every design a masterpiece that your customers won't soon forget.

FTD



1910

Presentation underwritten by Texas Floral Education Partner FTD, Inc.  
Founding Silver Level Texas Floral Education Underwriter

# HAVE YOU MADE YOUR HOTEL RESERVATIONS?



The Sheraton Hotel and Conference Center is the Texas Floral Expo's host hotel where all programming will be presented.

To make your hotel room reservation please call 737-444-2700 to book directly and request the Texas State Florists' Association rate of \$185.00.



# TSFA *Calendar of Events*

Design Credit Mandy Majerik AIFD PFCI  
Images courtesy of Bronze Level Texas Floral Education Underwriter Accent Decor  
The feature on Mandy Majerik in the April issue is worth the read! Don't miss it!



Featuring Accent Decor Briony Vase  
<https://www.accentdecor.com/briony-vase>



Featuring Accent Decor Ayton Pot  
<https://www.accentdecor.com/ayton-pot>



Featuring Accent Decor Sanford Vase  
<https://www.accentdecor.com/sanford-vase>

## MAY

- 14 Mother's Day
- 20 Armed Forces Day
- 29 Memorial Day

## JUNE

- 14 Flag Day
- 18 Father's Day
- 23-25  
Texas Floral Expo  
Sheraton Austin Georgetown Hotel  
and Conference Center
- 24 TSFA Annual Meeting  
Sheraton Austin Georgetown Hotel

## JULY

- 4 Independence Day

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**SEPTEMBER 13, 2023**  
**City Club of Fort Worth**  
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and in the July issue of TEXAS in Bloom

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