

MARCH 2023

TEXAS

in Bloom



TEXAS
Floral
E X P O • 2 0 2 3

EMERSON

June 23-25, 2023

Sheraton Georgetown Hotel and Conference Center
Georgetown, Texas



Making Texas Floral Education Possible

PLATINUM



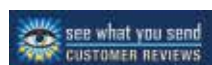
GOLD



SILVER



BRONZE



please visit tsfa.org for the most up-to-date list of underwriters and their links

Texas in Bloom

MARCH 2023 | VOLUME XXXXVIII | NUMBER 3

FROM THE President



TSFA President
Cheryl Vaughan CFD TMFA

Happy Spring! I hope that you had a successful Valentine's Day and are looking forward to all that comes with spring. Just think about it...Abundant flowers, numerous holidays to create business opportunities, and TSFA events that are meant to educate and entertain while creating countless possibilities to network and grow your business!

It was nice to see some of you at our first in-person event of the year at the Houston Racquet Club! Thank you to our Co-chairs Kim Jones and Amy Neugebauer for a flawless Texas Floral Showcase. Their attention to detail was quite evident in every possible way. Of course, we could not have done it without Lynn Lary McLean and Dianna Nordman, so a huge thank you to both of you as well! Jody McLeod's presentation and hands-on workshop was quite the success! We look forward to having him return to Texas in the summer and fall of this year. I would also like to thank Keith Taylor,

former TSFA President and owner of Taylor Wholesale, for seeing to so many details and contributing and coordinating the product for this event! He and his amazing staff shared with our presenter true Texas Hospitality, seeing to the program delivery and ensuring all that goes into preparing a Texas Floral Showcase. A huge shout out to Donna and Ken Senter and the Senterpiece staff who designed the gorgeous centerpieces for the dinner tables. It truly takes a village to produce these events and so a huge thank you to all the volunteers who worked behind the scenes to make this a success.

Reflecting on this Showcase, makes me so grateful for the incredible education that Texas State Florists' Association brings us! While recently visiting with Rene Tucci AIFD PFCI, she shared "The Education TSFA provides is like no other in the country. Texas florists are so spoiled!"

So... let us spoil you! I encourage you to take advantage of the education we have planned in 2023. Whether it be the TSFA Member Event in San Antonio in April or the Texas Floral Expo in Georgetown in June or the Texas Floral Showcase in the fall, take a look at the numerous opportunities that make up these events and register early!! There is limited space in several of the hands-on workshops so don't wait! We are also offering, for the first time, a 3 payment installment plan to make it a little easier to register for the Expo! TSFA is doing all possible to ease the registration process hoping that you will find what works best for you!

It has already been an exciting beginning of the year with not just planning TSFA events but also scheduling high school certification testings. These are in full swing. There are many opportunities available if you are interested in helping! Please reach out to me or to the TSFA office and let us know of your interest and we will get you set up where you want to volunteer. I look forward to seeing you soon at one (or all) of our events!



Rene Tucci
AIFD PFCI

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TSFA MEMBER EVENT TO
FEATURE A WEDDING SHOW
AT PIKES PEAK OF TEXAS'
AUSTIN LOCATION

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GOLD LEVEL TEXAS FLORAL
EDUCATION UNDERWRITER
BLOOMNET

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

PO Box 859 | Leander, Texas 78646 | 512.528.0806 | FAX 512.834.2150 | www.tsfa.org | dnordman@tsfa.org | caroles@tsfa.org | trinitym@tsfa.org

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Production | Pixels and Ink
Contributing Writers | Cheryl Vaughan CFD TMFA

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Marisa Guerrero AIFD presents

Can't Stop Our Love For Flowers Wedding Show

Pikes Peak of Texas' Austin Location

April 13, 2023

5:00 p.m. Pikes Peak of Texas Opens for Early Shopping

6:00 p.m. Lite Dinner and Presentation

TSFA Members enter FREE but must register in advance! Non-Member Registration \$25.00

Join flower-lover and wedding florist Marisa Guerrero AIFD for a lovefest full of beautiful blooms. Millions of weddings happen each year and you want to be ready with the latest trends and ideas to share with your clients. From captivating blooms to show-stopping installations, flowers bring a couple's dreams to life in the most wonderful ways.

Working with wedding clients can be challenging, but so can working with florists. Marisa will discuss simple yet effective ideas for how florists, wholesalers, growers, transporters and suppliers can work together, beyond the price and availability lists, to create spectacular weddings.

Our daily experiences with flowers may each be different but in the end, it's all about "WOWING" the clients. Come join Marisa as she showcases some of the beautiful ways the flowers you develop, grow, transport, or sell are transformed into magical wedding moments. You'll fall in love with their beauty all over again.

This event is FREE to all members and only \$25 for non-members. J. Hughes Please encourage your flower friends to attend! This is also the perfect time for non-members to join TSFA with 20% off their membership and free admittance to the event. Plan now to attend! Register at tsfa.org



Marisa Chanel Guerrero AIFD

As Vice President of Debbie's Bloomers and instructor at El Paso Community College, Marisa Guerrero AIFD 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 has had the pleasure of designing for many prestigious industry events but her goals are centered in propelling the floral industry into a successful future.

EXCEPTIONAL PRESENTERS BRING EXTRAORDINARY PROGRAMMING

Exceptional floral design professionals and business of flowers instructors travel to Texas to present, in a variety of formats, extraordinary programming during the 2023 Texas Floral Expo.



Cody Ash

PICTURE PERFECT

Floral Photography Workshop with Alan Masters AIFD PFCI



Session underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

Cody is a Texas native photographer and has been photographing for TSFA for almost a decade. He specializes in still life, landscape and portrait photography. He currently resides in Pflugerville with his wife Siobhan and their three young boys. He graduated from the University of Texas in Austin and is an avid Longhorn fan. His work has been published in several magazines and online publications and he is associated with Getty Images.

His portfolio can be seen at https://500px.com/p/ash_photography?view=photos



Amy Balsters

EXPLORING KEY PRINCIPLES AND ELEMENTS OF DESIGN

Hands-on Design Workshop

SEEING COLOR IN NEW WAYS

Hands-on Design Workshop



Sessions underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

Amy Balsters is a classically trained, award winning floral design educator with vast industry experience spanning two decades in retail floristry, weddings and special events. She specializes in teaching the romantic inspired, "loose and airy style" and is the creator of Bouquet Bootcamp®, a comprehensive design course and hands-on workshop. Amy has taught all over the United States and has trained thousands of florists how to design more confidently and efficiently using professional design techniques.

Featured on Design Sponge as one of the "20 Florists to Follow on Instagram," Amy has won multiple design awards including

"Mastery in Principles of Design" chosen by the Senior Style Editor of Martha Stewart. In 2018 Team Flower named her "Designer of the Year". Her work has been featured and published in major national and international wedding publications including Martha Stewart Weddings, Once Wed, Florists Review and many more.

Website: <https://thefloralcoach.com/>
Instagram: @thefloralcoach @bouquetbootcamp
Facebook: <https://www.facebook.com/groups/679116052543647/>
YouTube: <https://www.youtube.com/c/TheFloralCoach>
Newsletter: <https://thefloralcoach.com/newsletter>



Deborah De La Flor AIFD PFCI

UPSCALE FLORISTRY FINDING THE INSPIRATION WITHIN

Luncheon Presentation



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

Deborah's talent, innovative style and passion for flowers have made her a world-renowned floral designer. For more than thirty years, she has traveled the world, sharing her love for the floral industry through design presentations, seminars, competitions and commentary. Deborah's ability to anticipate and influence the latest floral trends has led to her consulting for some of the biggest names in the floral industry. Her vast knowledge, down-to-earth demeanor and infectious enthusiasm make her a sought-after presenter for floral industry events. She is also the author of the floral design book *Florsages: The Art of Floral Body Design*.

Her accolades are numerous and include Florida State Designer of the Year, winner of the FTD Great Masters Design Competition and the 2022 recipient of the AIFD Distinguished Service to the

Floral Industry. Deborah had the privilege to represent the United States and compete at the Interflora World Cup in Melbourne, Australia in 2004. Most recently, Deborah had the honor of serving as a Judge/Jury for the 2019 World Flower Art Contest during the International Horticulture Exhibition in Beijing, China. She was also a Jury member for the 2019 FTD World Cup in Philadelphia, Pennsylvania, as well as the 2015 Interflora World Cup in Berlin, Germany.

Deborah was inducted into the Professional Floral Communicators International (PFCI) in 2006 and the prestigious American Institute of Floral Designers (AIFD) in 1996. She has owned De La Flor Florist & Gardens in Fort Lauderdale, Florida for more than thirty years.



Hitomi Gilliam AIFD EMC

TROPICAL NOUVEAU TRAVELING THROUGH FLOWERS

Main Stage Presentation

TROPICAL NOUVEAU HAND-TIED BOUQUET

Hands-on Design Workshop



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

Hitomi's biggest pleasure in life is
'SHARING EVERYTHING I KNOW!!'

Hitomi Gilliam AIFD is a Japanese Canadian Flower Artist. She has guest-designed and taught extensively throughout North America and around the world - England, Northern Ireland, Belgium, Italy, Japan, Korea, Taiwan, Hong Kong, Singapore, India, Australia, New Zealand, Oman, Colombia, Costa Rica and Mexico.

She began her career in the Green Profession as a farmer/florist. She currently works with her son, Colin Gilliam, in an Education based business, DESIGN358 founded in 2008. They currently host design workshop and educational events, and video education through Hitomi's YouTube channel and her Patreon page.

YouTube youtube.com/hitomigilliam
Patreon patreon.com/hitomigilliam

She was one of the 5 commissioned inter-disciplinary artists to show her floral art installation 'RISE' at 'Les Fleurs Sauvages' Art Show at Sotheby's Institute of Art in New York City (April 2018).

She is an Education Specialist for Teleflora.

Hitomi founded 'Survival of the Creative Minds' Conference in Taos, New Mexico in 1997 with John Haines AIFD, which ran its 20 years of gathering until 2019.

Hitomi was selected as one of the three judges for the 2020 Tournament of Roses Parade in Pasadena, California.

Hitomi is the founder of 'Trend Summit', a biennial conference, 5th edition in March 2020 in Vancouver, Canada. In September 2022, it transitioned to become sustainability-focused 'FREESIA Summit'. FREESIA stands for 'Florists Recognizing Environmental and Eco Sustainable Ideas and Applications'.



Jackie Lacey AAF AIFD PFCI

GENERATIONAL DESIGN MAKE IT AND MARKET!

Hands-on Design Workshop

RETAIL DESIGN FOR TODAY'S GENERATIONAL MARKET!

Main Stage Presentation

Jackie Lacey has over thirty-five years of experience in the retail floral market and floral education field. His portfolio includes an extensive background in the retail floral market and wedding/event design experience. Jackie now utilizes his experience to provide education and instructional design programs, market showroom set up, private retail consulting, product development as well as design and event planning. His current position as Director of Education and Industry Relations with Floriology, BloomNet and Napco and Senior Design Team Specialist and Senior Editor for Floriology Magazine keep him on top of market trends, current design trends, industry education and retail marketing.

Jackie has won numerous awards in floral design competitions in both multi state, national and local floral associations. Published articles have appeared on both his expertise and floral experience. His work has been published in numerous publications. Previous work for celebrities such as Drew Barrymore, Sandra Bullock, Meryl Streep, Diane Lane, Cheryl Ladd, Cindy Crawford, Richard Gere, Matthew McConaughey and Leonardo DiCaprio have come easily through participation with floral design on several major motion pictures.

Continuing education through numerous stage presentations for multi-state Associations and national industry leaders such as SAF, AFE, Virgin Farms Direct, Smithers-Oasis, BloomNet, FTD, Fitz Design Team, Floral Strategies and John Henry Company allow Jackie to help the continued growth of the floral industry. Experience in floral design for the Tournament of Roses Parade floats, product development team for the largest Import/Export show in the world and set up and design for Gift Market showrooms only adds to the vast floral experience he can call on for every event.

He has served as a leader in numerous industry associations to include his current position as President of FSFA International, AFE Trustee and board member and 2019-2021 AIFD President. He is a recipient of the 2021 FSFA Lifetime Achievement Award, AIFD 2021 Special Award of Dedication, AIFD 2022 Special Award of Recognition and 2022 GLFA National Service Award. Jackie's extensive travels include across the country, Hong Kong, China, and Europe affording him many opportunities to interact with designers and share his extensive experiences with florists everywhere.



Mandy Majerik AIFD PFCI

ENTERTAINING EVENTS EXPECT THE UNEXPECTED

Luncheon Presentation



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

With a rich history in family entrepreneurship, Mandy is a female business owner who has groomed her floral production company, HotHouse Design Studio, for over fifteen years and is quickly making her mark in the boutique/prop sector of the wedding/event industry in the Southeast with PropHouse Birmingham. She internally leads and manages a 'house' of over twenty five employees, all the while externally making the connections with the movers and shakers in her industry. With the heart, the hustle and the headspace of creativity, no obstacle is too big for Majerik to tackle. She is a problem solver, a motivator and most importantly a 'secret weapon' resource for her fellow industry mates to assist in the facilitation and execution of the goal: a successful event.

Among receiving her American Institute of Floral Designers

(AIFD) certification in 2007, Majerik also received her distinction of Professional Floral Communicators International (PFCI) in 2009. She began to travel across the United States giving design seminars to wholesalers and garden clubs alike. Majerik's career catapulted when she was selected as the first Mayesh Design Star in 2012 with 12 videos taunting over 1 million+ views on You Tube. She continues to travel assisting with large scale floral events, such as the Tournament of Roses Parade and White House events, among many other private events.

Many of Majerik's designs can be seen on the website and in the catalogues of Accent Décor. She is a regular freelance designer who adds her creative floral design flair to their amazing new and vast décor line.



Alan Masters AIFD PFCI

PICTURE PERFECT

Floral Photography Workshop with Cody Ash



Session underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

G. Alan Masters AIFD PFCI has been designing for thirty nine years beginning at the time he was a junior in high school. Starting at a small hometown florist in Lufkin, Texas, he was inspired by Theresa McNeese to become the best and hone his God given talent and skills. When prodded into attending an educational program in Houston by his then employer, TSFA Past President Debbie Gordy AIFD, Alan realized there was much more to the floral industry than he had previously understood. It was, at this program in 2008, that Alan fell in love with education and became obsessed with gaining as much knowledge as possible in the floral industry, a quest which continues through today.

In 2013, Alan began competing in design competitions starting with The Texas Cup Competition held in Mesquite, Texas at the Texas State Florists' Association Convention and placed second. In February of 2014 he competed in the Rodeo Cup at the Houston Livestock Show and Rodeo and again placed second, this time out of forty. Fulfilling a lifetime dream in July 2014, Alan joined 143 other designers from around the world and five others from the Houston area, in Chicago, Illinois at the "Transition, Transformation" AIFD Symposium 2014 where he tested for his accreditation as a Certified Floral Designer and an invitation to join the elite family of

designers who are AIFD.

Alan and sixty nine of those designers were invited to join AIFD and were inducted in the pinning ceremony in Denver, Colorado in July of 2015. He is the 2015 Houston Designer of the Year, the 2016 Texas Designer of the Year and the 2016 NAFA Designer of the Year, winner of the Inaugural Jim Johnson Cup and the 2017 Louisiana Designer of the Year.

In February of 2017, Alan was invited, by the Texas State Florists' Association, to design in the Lower Rotunda at the Texas State Capitol along with five other designers each interpreting one of the six flags that have flown over the state of Texas. He currently serves on the Teleflora South Texas Unit Board and President-elect of the South Central Regional Chapter of AIFD.

Alan has a new found passion for education as he currently teaches floral design to ninth through twelfth grade students at the Career and Technical High School in Pasadena, Texas. He also travels and teaches at state conventions, garden clubs and wholesale shows around the United States and has most recently been traveling to design weddings in New Jersey and New York.



Jody McLeod AIFD PFCI NCCPF

THE EMERSON PHASE

Stars of Texas Presentation



Session underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

Jody McLeod is a 33 year seasoned veteran of the floral industry. An award winning designer, his designs have been published in both industry magazines and product catalogs. His accolades include being a former North Carolina Designer of the Year and two-time Champion of the Jim Treadaway Cup Interpretive Design Competition. In 2008, Jody was inducted into the prestigious American Institute of Floral Designers and in 2018, he presented a main stage program during the AIFD Symposium. He will serve as AIFD Symposium Coordinator in 2024 when the AIFD Symposium takes place in Orlando, Florida.

Jody has served as President and Chairman of the Board of the North Carolina State Florists Association and currently serves

as AIFD Southern Chapter President. He is also the Mayor of his hometown, Clayton, North Carolina, a position that he has held since 2003.

A graduate of East Carolina University with a Bachelor of Science in Management with a concentration in Entrepreneurship and Small Business, Jody brings forth tremendous knowledge as a highly sought after floral presenter. He is dynamic, engaging and message driven sharing his journey and understanding of the many aspects of the floral industry as a Teleflora Education Specialist. "We are placed on this earth to support, cultivate and grow others. Otherwise, why are we here?!"



Derrick Myers CPA CFP PFCI

HIDDEN TREASURE

Finding the Gold in Your Business
Business Session

THE BEST OF THE BEST

How to Hire, Train and Keep the Employees that You Want
Business Session



Sessions underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

After graduating with a Bachelor of Arts degree in Economics, with certificates in accounting and finance, Derrick went on to successfully attain his Certified Public Accountant designation, and was made a partner in the accounting firm of Crockett, Myers & Associates. He continued his professional education and became a Certified Financial Planner. Derrick provides the expertise to guide businesses and individuals toward their financial goals through management advisory services, as well as tax, estate and financial planning.

Over the past 37 years, in his role as a business consultant and coach, Derrick has developed financial strategies which are unique

in the floral industry. His strategies have proven instrumental in increasing the profitability of many florists. He shares these techniques during his coaching sessions as well as through his seminars. These techniques focus on helping florists reduce costs, manage staff, save taxes, and run a more profitable business.

Since 1983 Derrick has been working to create and perfected his "Floral Analysis Program" while working with hundreds of florists and being active in numerous florists' associations. The "Floral Analysis Program" breaks down and analyzes financial statements in such a way that Derrick can show the florist owner exactly where to focus their time and energy to reduce costs and increase profits.



Renato Cruz Sogueco AAF PFCI

BUSINESS MEGATRENDS

Impacting Your Floral Business Now and into the Future
Business Session

bloomnet
#betterwithbloomnet

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

Renato Cruz Sogueco AAF PFCI serves as Vice President of Digital Strategy and Education at BloomNet, a premier florist services company. His primary role is to serve member florists by developing innovative services and solutions focusing on digital marketing strategies such as search engine optimization (SEO), search engine marketing (SEM), social media, content marketing and mobile strategy to help them build web traffic and engage customers. He also serves as lead educator on topics such as new

technology, digital marketing strategy and business, consumer and demographic trends at the Floriology Institute in Jacksonville, Florida, and the new online learning platform, Floriology Now. Prior, he served as Chief Information Officer (CIO) for the Society of American Florists (SAF), the floral industry's trade organization providing marketing, technology and government relations for flower growers, suppliers, wholesalers and retailers.



Derek Woodruff AAF AIFD PFCI CF

ENGAGING CUSTOMERS WITH PROJECT-BASED PURCHASES

Breakfast Presentation

TODAY'S DESIGN : BESPOKE FLORAL FOR A NEW AGE

Hands-on Design Workshop



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

Derek Woodruff joined the floral industry at the age of sixteen where he began learning floral design in vocational school and working for a local florist. Since then, he has continued to study the trade through institutes such as Michigan State University, the Great Lakes Floral Association and the American Institute of Floral Designers. In 2008, he launched his own business, Floral Underground. Derek is a captivating speaker who specializes in today's consumer connecting and engaging them through different types of media including demonstrations, subscription services and hands-on workshops with both plants and flowers. In addition

to being an educator, Derek is considered a "National Floral Design Champion" spending many years polishing the practice of live floral design competition. This love of competition has won him numerous awards in the industry, including the GLFA's Chuck Bannow Award and Designer of the Year, awarded twice, The Bobbi Cup awarded three times, Chicago's Best in Blooms Competition and second runner-up on a national television floral design competition reality show called "The Arrangement." He is the 2016 Sylvia Cup Design Competition Champion and was runner-up in the 2018 FTD America's Cup Competition.



Donald Yim AIFD PFCI

FLORAL SUPERHERO

Main Stage Presentation



SMITHERS-OASIS

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

WHEN PASSION & CAREER COME TOGETHER. With a passion for flowers, a sense of exploration and an eye for beauty, Donald has been in floral design for over thirty years, and is now the Creative Director of West Van Florist in Vancouver, Canada, Education Specialist at Floriology Institute of Jacksonville, Florida, as well as the Design Director at Smithers-Oasis North America of Kent Ohio.

DO WHAT YOU LOVE | Deeply influenced by eastern and western cultures, Donald has his unique approach to floral designs and aesthetics which has caught a lot of attention from the industry and media. Throughout the years, Donald has been featured in all sorts of floral shows and in many internationally renowned magazines.

LOVE WHAT YOU DO | Donald's humorous and friendly way of tutoring has made him one of the popular education specialists

in the field, thrilling participants with his trendy ideas and techniques. To further share his passion with people, Donald has created a YouTube channel where he shares his floral journey, and gives many design ideas and much industry knowledge to the world.

CONSTANTLY GO BEYOND YOUR BEST | Donald placed 5th in the 2019 World Flower Art Contest, held in 2019 in Beijing, China, where 33 stars of the world floral industry competed on stage and were united together under the concept "Live Green Live Better". He followed up with 1st place in the 51st annual Sylvia Cup Design Competition, the longest-running, live, U.S. floral industry design competition, held in 2019 in Amelia Island, Florida.





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,
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)

CHOICE #1 BEST COMBINATION OF EVENTS

Friday, June 23rd

Business Session | *Hidden Treasure*
Business Session | *Business Megatrends*
View Texas Designer of the Year Categories I & II
Floral Photography Workshop
Business Session | *The Best of the Best*
TSFA Annual Meeting
Product Gallery
Stars of Texas Dinner Event | *The Emersion Phase* | Awards

Saturday, June 24th

Breakfast Presentation | *Engaging Customers*
Product Gallery
Design Program | *Tropical Nouveau : Traveling through Flowers*
Lunch & Inspired Learning
Entertaining Events : *Expect the Unexpected*
Design Program | *Retail Design for Today's Generational Market*

Sunday, June 25th

View Texas Designer of the Year Category III
Design Program | *Floral Superhero*
Lunch & Inspired Learning | *Upscale Floristry* | Awards

MEMBERS RECEIVE
15% OFF CHOICES #1-4

CHOICE #2

FRIDAY, JUNE 23, 2023 DAY REGISTRATION

Please review the Friday programming as noted above.

CHOICE #3

SATURDAY, JUNE 24, 2023 DAY REGISTRATION

Please review the Saturday programming as noted above.

CHOICE #4

SUNDAY, JUNE 25, 2023 DAY REGISTRATION

Please review the Sunday programming as noted above.

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

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

Hands-on Design Workshop | Jackie Lacey
Generational Design-Make it and Market
Limited to the first 30 registered.

CHOICE #6 Friday, June 23, 2019

Hands-on Design Workshop | Amy Balsters
Exploring Key Principles and Elements of Design
Limited to the first 30 registered.

CHOICE #7 Saturday, June 24, 2023

Hands-on Design Workshop | Derek Woodruff
Today's Design : Bespoke Floral for the Ages
Limited to the first 30 registered.

CHOICE #8 Saturday, June 24, 2023

Advanced Hands - on Workshop | Hitomi Gilliam
Tropical Nouveau : Hand-tied Bouquet
Limited to the first 30 registered.

CHOICE #9 Sunday, June 25, 2023

Hands-on Design Workshop | Amy Balsters
Seeing Color In New Ways
Limited to the first 30 registered.

ADVANCED
(before 6/20)

REGULAR
(after 6/20)

\$125 \$150

\$125 \$150

\$125 \$150

\$195 \$250

\$125 \$150

TOTAL Choices \$ _____

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

TOTAL REGISTRATION \$ _____

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.



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.



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Association room block when calling to make
reservations. The rate is good until
May 31, 2023 or until room block is sold out.**

GENERATIONAL DESIGN – MAKE IT AND MARKET!

Friday, June 23, 2023 | 9:00 a.m. - 11:00 a.m. | Hands-on Design Workshop
Instructor 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 BloomNet
Texas Floral Education Partner
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
Instructor 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
Texas Floral Education Partners
Texas Floral Education Underwriters

**PICTURE PERFECT**

Friday, June 23, 2023 | 2:30 p.m. - 4:00 p.m. | Floral Photography Workshop
Instructors Cody Ash and 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.

Workshop underwritten by
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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
Instructor 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 Syndicate Sales
Texas Floral Education Partner
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
Instructor 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 Teleflora
Texas Floral Education Partner
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
Instructor 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
Texas Floral Education Partners
Texas Floral Education Underwriters

EMERSON

HANDS-ON DESIGN WORKSHOPS

HIDDEN TREASURE FINDING THE GOLD IN YOUR BUSINESS

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

Workshop underwritten by
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
Instructor 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 BloomNet
Texas Floral Education Partner
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
Instructor 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.

Workshop underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters



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!

teleflora.

Presentation underwritten by Teleflora
Texas Floral Education Partner
Founding Gold 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.

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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 Smithers-Oasis
Texas Floral Education Partner
Founding Bronze Level
Texas Floral Education Underwriter

SMITHERS-OASIS

DESIGN PRESENTATIONS

THE EMERSION PHASE

Friday, June 23, 2023 | 7:45 p.m. - 10:30 p.m. | Design Presentation
Presenter Jody McLeod AIFD PFCI NCCPF

The world, in general, has been submerged since the onset of 2020 opening some daily yet basic opportunities for the floral industry to provide a variety of ways to share expressions of emotion. We, as floral designers and business owners, have been there, doing all possible to grow our business, as we navigated a pandemic, continue to work to survive an unpredictable economy and deal with constraints on our inspiration and creativity. But now, it is time to enter what will come to be called "The Emersion Phase." This is the time that we will rise with a broader understanding, unlimited inspiration and expanded creativity. To do so, we will look to nature and let her show us just how she works through being held under into thriving in an environment. We will explore and witness just how the ordinary becomes extraordinary.

Session underwritten by
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FROM BUD TO BLOOM

2023 TEXAS DESIGNER OF THE YEAR COMPETITION

Friday, June 23, 2023 | 2:00 p.m. - 4:00 p.m. | Competition Categories I and II
Sunday, June 25, 2023 | 10:15 a.m. - 11:15 a.m. | Competition Category III

Complete Information will be featured in the April issue of TEXAS in Bloom.
Visit tsfa.org for 2023 Texas Designer of the Year Competition Rules and the latest updates.

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.



Sessions underwritten by Syndicate Sales
Texas Floral Education Partner
Silver 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 Accent Decor
Texas Floral Education Partner
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.



Sessions underwritten by FTD, Inc.
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MEMORION

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LUNCH AND INSPIRED LEARNING

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In Loving Memory of Iva "Jean" Irwin



Iva "Jean" Irwin passed away peacefully on January 29, 2023, in Amarillo, Texas after a long and blessed life. A private family burial was held at Memory Gardens on Monday, February 13, 2023. Her casket made one final trip past Irwin Greenhouses on her way to interment. Her Celebration of Life will be held at 2 pm the same day at Westminster Presbyterian Church in Amarillo, Texas. Funeral arrangements were handled by Brooks Funeral Directors of Canyon, Texas.

Jean was born on February 16, 1928, in Briggsdale, Ohio, to Violet and Charles "CJ" Winters. Jean married her high school sweetheart and the love of her life, James T. "Jim" Irwin on November 26, 1947.

They moved to Guthrie, Oklahoma in 1948, where Jim worked for Furrow and Company Greenhouses and Jean worked at raising their family. In 1963, they moved to Canyon, Texas and established Irwin Greenhouses, Inc. They worked side by side establishing the greenhouse and growing it into a successful business known for its quality of product and customer service. Jean was known for her ability to sell plants, to work fairly with her customers and always maintain good business sense. Jim was the backbone of the quality and innovation, but Jean was the backbone of sales and customer service. Jean loved her work and her customers; she did not retire full-time until 2013 at the age of 85. Their legacy and life work continues, as Irwin Greenhouses, Inc. will celebrate its 60th Anniversary this year.

Even though Jean worked full-time she continued to take superb care of her home and family, even providing a loving home for several foster children. Her home was always pristine and most every evening there was a home cooked meal on the table, including dessert.

After her children were grown, Jean focused her extra time on the community. She served on the session of the Presbyterian Church of Canyon, served on multiple boards, including board member and President of the Amarillo Children's Home, and board member of Opportunity School. She was a member of Beta Sigma Phi, the Texas State Florists' Association, the West Texas New Mexico Florist Association, and the Westminster Presbyterian Church. One of her proudest accomplishments was that she was the first woman to be elected to the Canyon ISD School Board in 1976. She was not met with the warmest welcome at first, but slowly won over and gained the respect of her male board members with her hard work, dedication, and sharp mind eventually becoming the board president.

In her later years, Jean enjoyed being Grandma Jean to her nine grandchildren and Grand Lady to her 12 great grandchildren. Jean earned the love and respect of almost everyone she dealt with. Even in her final year, all her caregivers at Abundantly Blessed loved "Sweet Miss Jean". She will be remembered for her high heels, sharp wardrobe, excellent hostess skills, love of shopping and of course, her love of flowers.

Jean was preceded in death by her beloved husband of 59 years Jim Irwin, sister Sally Raymond and husband Ben, brother Jack Winters and wife Peggy, brothers-in-law Mannie Phelps and Les Hollingshead, son-in-law Doug Acton, granddaughter Robin Acton and great-grandson Rhet Irwin. She is survived by her son Lawrence Irwin and wife Mary, daughter Lou Anne and husband Robert Causey all of Amarillo, daughter Linda Acton of Gilbert, Arizona; her sisters Mary Phelps and Barbara Hollingshead both of Grove City, Ohio. Beloved grandchildren continue her legacy. Twelve great grandchildren and many nieces and nephews complete her family.

If you wish to honor her community spirit the family suggests memorials to Opportunity School, Westminster Presbyterian Church, the WTNM Florist Association scholarship fund or your favorite charity.

TSFA Calendar of Events

Photographs Courtesy of the AIFD Foundation
Photographer Credit: Charlie Groppetti AIFD



MARCH

- 1 Texas Floral Showcase
The Racquet Club | Houston
Registration is located at <https://tsfa.org/TexasFloralShowcase> or
telephone 512.528.0806
- 2 Texas Independence Day
- 3-6 Texas Master Certification Classes
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Leander, TX
The Elements and Principles of
Floral Design | Celebration of Life:
Sympathy Design | Wedding Florals
from Consultation to Completion
For registration information visit
tsfa.org > TMF Tab > Hands-on Schedule
- 8 International Women's Day
- 12 Daylight Savings Time Starts
- 12 National Plant a Flower Day
- 15 Texas Floral Endowment Scholarship
Submission Deadline
For information and scholarship
application visit tsfa.org > Texas Floral
Endowment tab
- 17 St. Patrick's Day
- 30 National Doctor's Day



APRIL

- 2 Palm Sunday
- 7 Good Friday
- 9 Easter
- 13 TSFA Design Event & light Dinner
Pikes Peaks | Austin
TSFA Members attend at no cost
Non-members \$25
telephone 512.528.0806
- 22 Earth Day
- 26 Administrative Professionals Day
TSFA Finance Committee Meeting
via Zoom Video Conference
- 30 TSFA Board of Directors Meeting
TSFA Headquarters | Leander



MAY

- 14 Mother's Day
- 20 Armed Forces Day

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