

Professional Education Opportunities

Design Programs & Business Seminars

Saturday, July 24, 2010



"Industry Think Tank" — 9:00 am - 10:00 am
Moderator: Susan Weatherford

Join your industry peers in an "idea swap". Round table subjects will be: Marketing, Promotions and Holiday Labor Issues, Training and Morale, Community Outreach and Social Responsibility, Technology, Social Media Ideas. And more...



"Creative Sympathy" — 12:30 pm - 1:15 pm
Designer: Fabian Salcedo • Sponsor: Design Master

Even though sympathy design represents a solemn time in a clients life, we as designers owe it to them to do beautiful work. As in everything we create, intersecting a little creativity can yield incredible results. While we plan to present new twists on old favorites, we will also explore unique and personalized options for our more discerning clients.



"Go Green Designs" — 1:45 pm - 2:30 pm
Designer: Arliss Krieger AAF PFCI TMF • Sponsor: Ferntrust

In our world of Interstate highways, cement parking structures, high rise office and apartment buildings, it's no wonder we crave lush green parks, tree covered hiking paths, and if we are lucky enough, a rain forest. Green foliage offers us a reprieve from the hustle and bustle of everyday life. We hear about global warming, we see the changes in our weather patterns, we fear future results taking place on our planet. People are finally listening and paying attention to the warning signs, thus the focus on Green. Ferntrust, in Seville, Florida, takes greenery very seriously. For years they have produced a large variety of "Fabulous Foliage". Arliss will present many different uses of the foliage kits. A floral design without foliage is like a house without landscaping... boring. You will enjoy seeing the "Green Wedding", funeral offerings, and foliage menus that compliment your personality. Join Arliss for "Go Green Designs", and take back, not just ideas, but cost effective ways to increase your bottom line and add a flare to your daily orders.



"Icing on the Cake" — 3:15 pm - 4:00 pm
Designers: Lorri Ann Medina & Sami Bailey
Sponsor: Priest International, Inc.

Lorri Medina teams up with Sami Bailey to bring you money making tips on how to upsell your wedding. Focusing on wedding party flowers and most importantly, the cake. This duo is sure to wow the audience with their creativity and knowledge.



"Designing in the Green" — 4:30 pm - 5:30 pm
Designer: Jackie Lacey AIFD • Sponsor: BloomNet

Every year the retail florist moves into a more narrowly defined target market. From being a steady standby and go to for the consumers floral needs to becoming the supplier the consumer turns to for only the specialty floral needs. The everyday business continues to decrease so the retail florist must count even more on the weddings, celebrations, special events and sympathy needs the consumer cannot manage themselves. Add to that the desire to protect the environment and decrease the foot print on the planet and you have even more challenges than ever. Lets look at ways to combine all the green technology available to make your shop cutting edge and add the action back into your cash register while working on a tighter budget than ever.

Sunday, July 25, 2010



"101 Tried and True Marketing Ides for your Flower Shop"
9:00 am - 11:00 am
Speaker: Selease Thompson

Why REINVENT the wheel? 101 Tried and True Marketing Ideas for your Flower Shop will give you a list of ideas that have been tried and truly work! The challenge for you will be to choose what will work for your shop. Branding, consistent message and ways to use your local resources. Expand your Social Media reach with Facebook, Twitter and your Website. Sponsoring events and maximizing your investment when you participate in Bridal Shows, Chamber of Commerce events. Market buying trips and challenging your vendors. Enjoy a fast paced and information rich seminar to inspire you to go and try something new in your shop next week! Florist have a great product and endless list of customers who want our services.



"Not Just Another Plant" — 9:30 am - 10:15 am
Designer: Scott Hasty AIFD • Sponsor: TSFA Growers Division

Scott is going to use his unique style, sharing fresh ideas with plants, showcasing floral structures, hanging flowers and many unexpected surprises!



"Color Your World" — 11:00 am - 12:00 pm
Designer: Tina Stoecker AIFD • Sponsor: FTD, Inc.

Our reactions to color are almost instantaneous and profoundly impact the choices we make every day, how we feel both mentally and physically, and how others relate to us. Manipulate consumers with color, and stimulate them to purchase with your environmental palette prowess. Learn the techniques of color-blocking and hue distribution using the current retail trends.



"Jingle all the Way" — 1:45 pm - 2:25 pm

Designer: Corey Harbour AIFD • Sponsor: Creative Connection by Teters
Drag out that tree, unbox those ornaments, and pull out the PVC. In the middle of July it may be hard to envision your Holiday planning however, now is the time. Catch the newest of the trends for the upcoming Holiday season and walk away inspired and ready to "Jingle" all the way to your bank account. We will focus on cross merchandising from Harvest to Holiday and working with trans-seasonal merchandise and selling transitional pieces to improve our Holiday selling. Have left over merchandise? What do you do with it? Bring out the old, add in the new, give it the zip and zing. We can repurpose many of the items and walk with plenty of gifts to give. With an ever-changing economy, no one is quite certain what to expect, however, we still will have the holidays. Come get inspired and walk away ready to Jingle all the way. Live, learn and laugh...

Hands-on Workshops — Optional Events

Friday, July 23, 2010



"Less is More" — 7:00 pm - 9:00 pm

Instructor: Corey Harbour AIFD • Sponsor: Creative Connection by Teters
Time is limited? Have a restricted budget? Needs to be upscale? Are these questions happening more and more? Champagne dreams on the soda pop budget? We will focus on achieving that high-end look, on a limited budget with a container to spare. While working with fresh flowers you can give your customers wanting more.

Saturday, July 24, 2010



"Hand-Tied Bouquets" — 8:30 am - 10:30 am
Instructor: Tina Stoecker AIFD • Sponsor: FTD, Inc.

Creating gorgeous hand-tied bouquets can be very profitable when you apply the latest construction techniques. Learn the trick to designing beautiful wedding bouquets that save valuable labor costs and have a more natural look. In addition, explore unique ribbon treatments that brides will be clamoring for.



"Corsages with a Twist" — 6:30 pm - 8:15 pm
Instructor: Kelly Norvell AIFD TMF

A corsage class with emphasis on proper placement, mechanics and proportion. The "twist" to come from taking the basics in design and adding extras using floral adhesive so they stay very light weight, saving time and money.

Sunday, July 25, 2010



"Up, Up & Away — Go Big or Go Home" — 8:00 am - 10:00 am
Instructor: Jackie Lacey AIFD • Sponsor: BloomNet

We are seeing fewer celebrations and events come through the door in an every changing economic climate. At the same time, budgets continue falling lower and expectations grow higher. Lets work on some techniques to turn your volume up and some ideas that will help you add value to your event and celebration designs. Learn from each other as you teach at the same time. You are only limited by your imagination (and the ceiling of course.) Up, up and away with your designs to make the only thing going home — your profits.



"Thinking OUTSIDE the Flowers" — 4:30 pm - 6:30 pm
Instructor: Jim Johnson AAF AIFD TMFA

Clay Handbuilder: Rebecca Roberts
Have you ever had a secret (or not so secret) desire to make a vase-vessel-pot-container — from clay? I have never met a florist who didn't! Our "THINKING OUTSIDE THE FLOWER" hands-on workshop is all about the vase. Rebecca Roberts, a premier Texas clay artist will lead us in making an actual vase (or 2) from clay. Jim Johnson will make an arrangement (or 2) in some of Rebecca's art pieces. We will embrace The Green Life with our hands in clay! All materials provided.

Programs and Special Optional Events

Saturday, July 24, 2010



"The Marriage of Harmony" Design Program & Brunch — 10:30 am - 12:00 pm
Designer: Rich Salvaggio AIFD • Sponsor: Teleflora

Color is so important to our everyday lives — how much more important a role does color play for a bride on her wedding day. This program will take a look at the importance of color harmony in choosing the brides signature colors. Together we will examine wedding color choices and trends for the future. Be sure to attend a very cosmopolitan production of bouquet colors, shapes and styles presented right at your luncheon table.



"Permanent Art" Design Program, Dinner & Auction — 8:30 pm - 10:15 pm
Designer: Tom Bowling AIFD • Sponsor: Teleflora

Join Tom as he explores the creative arts. Follow his journey in multi-media art forms which will be auctioned after the program for the benefit of the Endowment. All the vessels, sculptures and wall art will be created by Tom as permanent art forms. Tom will present ideas in ceramics, fiber, painting and sculpture. Join us for an exciting and dynamic evening program and the ensuing auction of permanent items to highlight your home décor for the benefit of the TSFA Endowment.

Sunday, July 25, 2010

"TSFA Awards Luncheon" — 12:15 pm - 1:30pm

