

Texas State Florists' Association  
97th Annual Convention & Trade Show  
July 22-25, 2010

# The Green Life

Embassy Suites  
Conference Center  
San Marcos, Texas

**General Chair:**  
Jack Cross AAF TMFA

**Design Symposium Co-Chairs:**  
Julie Beck AIFD TMFA  
Pat Shirley-Becker TMFA AIFD  
Renee Dahl TMFA

## Friday, July 23, 2010

- 5:00 pm-6:00 pm TMF/A Cocktail Reception, Spring Lake Ballroom A  
7:00 pm-9:00 pm Hands-On Workshop-"Optional Event", Veramendi A  
"Less is More"  
Instructor: Corey Harbour AIFD  
Sponsor: Creative Connection by Teters

## Saturday, July 24, 2010

- 8:00 am-10:00 am Texas Cup Competition, Veramendi G  
8:00 am-5:30 pm Convention Registration  
Permanent Registration Desk, Conference Center  
8:30 am-10:30 am Hands-on Workshop "Optional Event" Chatauqua A-B  
"Hand-Tied Bouquets"  
Instructor: Tina Stoecker AIFD  
Sponsor: FTD, Inc.  
8:00am - 8:45am TSFA Annual Meeting, Spring Lake Ballroom C  
9:00am-10:00am "Industry Think Tank", Spring Lake Ballroom C  
Moderator: Susan Weatherford  
10:30pm-12:00pm TSFA Brunch "The Marriage of Harmony"  
Spring Lake Ballroom A-B  
Designer: Rich Salvaggio AIFD  
Sponsor: Teleflora  
12:15pm-5:00pm Polls Open for Voting, Exhibit Hall  
12:15pm Official Opening of Trade Show  
Veramendi Ballroom Foyer E  
Ribbon Cutting Ceremony  
12:15pm-5:30pm Trade Show Opens - Veramendi E-F  
"TRADE SHOW SHOPPING"  
Visit the Silent Auction Benefits Scholarships and the  
Texas Floral Endowment, Veramendi E-F  
12:30pm-1:15 pm Design Show Program "Creative Sympathy"  
Veramendi G  
Designer: Fabian Salcedo  
Sponsor: Design Master

- 1:45pm-2:30pm Designer Show Program, "Go Green Designs"  
Veramendi G  
Designer: Arliss Krieger AAF PFCI TMF  
Sponsor: Ferntrust  
3:15pm-4:00pm Design Show Program "Icing on the Cake"  
Veramendi G  
Designer: Lorri Ann Medina & Samie Bailey  
Sponsor: Priest International, Inc.  
4:30pm-5:30pm Design Symposium Program, Veramandi G  
"Designing in the Green"  
Designer: Jackie Lacey AIFD  
Sponsor: BloomNet  
5:30pm-6:30pm New Member Reception, San Marcos  
First Time Attendee Reception  
Featuring The Texas Cup Finals Designer Pieces  
6:30 pm-8:15 pm Hands on Workshop "Optional Event" Chatauqua A-B  
"Corsages with a Twist"  
Instructor: Kelly Norvell AIFD TMF  
7:30pm-8:30pm Texas Floral Endowment Dinner  
8:30pm-9:30 pm TFE Program "Permanent Art"  
Designer: Tom Bowling AIFD PFCI  
Sponsor: Teleflora  
9:30pm-10:15pm Auction Benefiting Floral Scholarships

## Sunday, July 25, 2010

- 8:00 am- 8:30am Devotional Service, Spring Lake Ballroom C  
8:00am-10:00am Hands-on Workshop-Optional, Chatauqua Rooms A-B  
"Up, Up & Away — Go Big or Go Home"  
Instructor: Jackie Lacey AIFD  
Sponsor: Bloom Net  
8:30am-4:30pm Convention Registration  
Permanent Registration Desk, Conference Center  
9:00 am-3:00 pm Trade Show Opens, Veramendi E-F  
"TRADE SHOW SHOPPING"  
Visit the Silent Auction Benefits Scholarships and the  
Texas Floral Endowment, Veramendi E-F  
9:00 am-11:00 am Business Seminar — Optional, Veramendi B  
"101 Tried and True Marketing Ideas for Your Flower Shop"  
Speaker: Selesse Thompson  
9:00am-11:00am Polls Open for voting, Exhibit Hall  
9:30am-10:15am Design Show Program, Veramandi G  
"Not Just Another Plant"  
Designer: Scott Hasty AIFD  
Sponsor: TSFA Growers Division  
11:00 am-12:00 pm Design Show Program, "Color Your World"  
Veramendi G  
Designer: Tina Stoecker AIFD  
Sponsor: FTD, Inc.  
12:15 pm Silent Auction closes  
12:15 pm-1:30 pm TSFA Awards & Recognition Luncheon  
Spring Lake Ballroom A-B  
1:45 pm-2:45 pm Design Show Program, "Jingle all the Way"  
Veramendi G  
Designer: Corey Harbour AIFD  
Sponsor: Creative Connection by Teters  
3:00 pm Trade Show Closes  
4:00 pm Flower Sale Benefiting Floral Scholarships  
Veramendi G  
4:30 pm-6:30 pm Hands-on Workshop (Optional Event)  
"Thinking OUTSIDE the Flowers"  
Instructor: Jim Johnson AAF AIFD TMFA  
Clay Handbuilder: Rebecca Roberts