

EXPERIENCE

THE 2019 TEXAS FLORAL SHOWCASE

WITH PRESENTER *Jenny Thomasson*



With the 2018 research emphasizing the importance of experienced based retail, TSFA presents this program, written exclusively for Texas! *EXPERIENCE* will outline various opportunities for today's retailers to expand business and set themselves apart as professionals.

AIFD President Elect Jackie Lacey AAF AIFD CFD PFCI joins Jenny Thomasson to provide marketing information that contributes to the development of these opportunities!

Jenny Thomasson AIFD CFD PFCI EMC is the Design Director & Principal of Stems Florist in St. Louis, MO. She became a member of AIFD, American Institute of Floral Designers, a very prestigious group of international floral designers in 2011. She was inducted into PFCI, Professional Floral Communicators International, in 2015, and in 2016 she earned the designation of EMC, European Master Certificate.

Jenny has been honored to be part of decorating the White House for Christmas and being part of the AIFD Team at the Philadelphia Flower Show 2016 - 2019. She presented a main stage program at the 2015 AIFD Symposium in Denver, led an Inspiration Session at 2018 AIFD Symposium in Washington, D.C., represented North America in "Fleur Amour 2016" and was a featured designer in "Fleur Amour 2018" in Belgium.

Her constant pursuit of education and dedication to the industry is ever growing and she enjoys pushing the boundaries of American floristry.

\$75.00 Registration includes Dinner | Design Presentation | Product Gallery Shopping

TSFA Member Discount: Take 25% off Showcase Registration

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2019 • SHOWCASE • 2020

Texas Floral Showcase

June 5, 2019

Houston Racquet Club | Houston, Texas

6:00pm | Shop the Product Gallery and see all that is New!

7:00pm | Dinner and Time to Network

8:00pm | Jenny Thomasson to present *EXPERIENCE*

Staying the night in Houston?

Visit tsfa.org for complete information.