TEXAS in Bloom
Making Texas Floral Education Possible

PLATINUM

bloom.net
World-Class Florists Worldwide Delivery

GOLD

CAL FLOWERS
California Association of Flower Growers & Shippers

GO TEXAN
Greenleaf!
Rio Roses
teleflora

SILVER

Choice Farms
Esprit Miami
Flower Shop Network
FTD

Syndicate Sales Inc.
Texas Floral Endowment
Vickery Wholesale Greenhouse

BRONZE

please visit tsfa.org for the most up-to-date list of underwriters and their links
Easter is behind us and spring is in full swing. This should be a great time of year for all of us in the floral industry. There are probably a few more proms left, but we are mostly focusing on Mother’s Day and weddings. Mother’s Day is one of my favorites because all the field flowers are in season with lots of different varieties to choose from. Mother’s Day should be the second largest holiday for us, and it needs to be profitable. This is our final big push before summer. Watch your costs and overhead to maximize your profits. We all need to have our nest eggs in place for the summer months.

Summer is also a good time to regroup and plan for the fall. Education is always key, and for that I recommend serious thought as to what TSFA can do for your business and employees. Our next Showcase will be at the Houston Racquet Club on June 5th. It features Jenny Thomasson for her second Showcase of the year. I attended her first one in El Paso, and it was a wonderful networking and learning experience. The cost is reasonable, and there are hotel accommodations close by. I will also be there, and I am looking forward to seeing you and your staff.

Another key part of our year will be the Expo in Georgetown on July 26-28. This is the biggest floral event in Texas, loaded with education, programming and networking that I can assure you will be second-to-none. Please start planning for the Expo now, and fill out the registration form in this issue. TSFA is there for you…Be part of it!
Fun ‘N Sun is a floral industry convention like no other. Join colleagues from around the country and experience first hand the farms that grow your California flowers – along with informative programs and quality networking opportunities.

- Flower Farm Tours
- Industry Education
- Flower Fair
- Golf Tournament

Tour these three premier California flower farms at Fun ‘N Sun 2019

**July 24 - 27, 2019**
Santa Barbara, California
Hilton Santa Barbara Beachfront Resort

Learn more at [www.cafgs.org/fns](http://www.cafgs.org/fns)
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

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.
Hands-on Design Experiences to study with Rulloda

Foliage: Rulloda Style

Sunday, July 28, 2019 | 9:30 am - 11:30 am

Distinctive applications restyle the simplest foliage, transforming the ordinary into the extraordinary. *Foliage: Rulloda Style* outlines the twists and turns of the leaf making it quite easy to implement an artistic approach into your everyday offerings.

Class limited to 100. Register to secure your place.

Stylized Tropicals that Sell

Sunday, July 28, 2019 | 2:30 pm - 4:30 pm

To step outside your comfort zone expands opportunities resulting in unlimited possibilities. Creative applications impart the potential for increased awareness of a genre of flowers that are often overlooked. *Stylized Tropicals that Sell* may be just what is needed to create a comeback of florals that are quite powerful in color, exclusive in style and just waiting for a technique or two in affordability.

Class limited to 100. Register to secure your place.

Tropicals: Rulloda Style

Sunday, July 28, 2019 | 5:30 pm - 8:30 pm

An Advanced Hands-on Design Experience with focused instruction will expand the most needed skills with numerous techniques and distinctive style. The design knowledge captured in this experience promises to create the potential to increase sales in this genre.

Additional Registration Required. Class limited to 20.

Design Experience underwritten by BloomNet
Texas Floral Education and Product Partner
Platinum Level Founding Texas Floral Education Underwriter
Building Blocks
The Elements and Principles of Design

Friday, July 26, 2019 | 9:00 am - Noon

The Elements and Principles of Design are the building blocks of every successful composition and mastery of them is fundamental. The Principles are the time-honored conventions and guidelines that tell us how to assemble the Elements— the physical characteristics of the design components —into pleasing and satisfying flower arrangements. Additional Registration Required. Class limited to 25.

Chroma
Get Your Color On

Saturday, July 27, 2019 | 7:00 pm - 9:00 pm

Of all the Elements of Design, Color is one of the most powerful tools we have available to us as designers. Understanding the basics of color and color harmony will allow you as an artist to create and explore different combinations. Discover several color harmonies that span not only floral design but also in the art disciplines, advertising, marketing and interior design. Monochromatic, Complementary, Analogous and Triadic harmonies among others will be featured and explained during this class. Additional Registration Required. Class limited to 25.
Armatures expand possibilities and provide structure, with multiple techniques, that when applied to a variety of design styles embellish the art of the bouquet. A gathered styling of flowers has been the benchmark for decades. Experience the influence of armatures and the artistry that is inspired in the company of these compositions.

Additional Registration Required. Class limited to 25.
I want lots of greenery!
Translating Trends into useful Techniques using Foliage

Friday, July 26, 2019   |   4:00 pm - 6:00 pm
Hands-on Design Experience | Instructor: Brooke Raulerson AIFD FSMD

In today’s wedding market, brides are becoming less and less aware of what they want their wedding to look like. In this hands on demonstration, discover trend words and statements you hear from brides and different ways to interpret their wishes. How to select the right foliage for the job and desired look, what foliage can withstand the elements and how to make your designs days in advanced using the right technique and trends will be covered in this class for this hands-on design experience. Choose to know more about the floral greenery available in the market today.

Additional Registration Required. Class limited to 25.

Design Experience underwritten by Floral Greens Farmers of Florida
Texas Floral Education and Product Partner
Bronze Level Texas Floral Education Underwriter
The Stars of Texas Event

TO FEATURE TALMAGE McLaurin

Here’s just a glimpse into all that you will experience when we begin to understand how trends emerge and influence the way we arrange flowers.

The therapeutic process of weaving grass into spheres has, for me, become a form of botanical meditation. Countless blades comprise these beautifully textured orbs that take hours to complete. Placed in a scaffolding of shed antlers, the resulting geometric sculpture is at once simple and complex. Botanicals: Liriope

PsychoFloral

Friday, July 26, 2019 | 7:30 pm - 10:30 pm

To understand how trends emerge is to understand the very essence of human nature. Many of these trends influence the way we arrange flowers and why our customers are attracted to them. It is the psychology of floral design. Join the quest to find deeper meaning in the basic human needs that can change the stories we tell to sell flowers.
Broaden Your Skill Set WITH THESE EXPERIENCES!

Where is the Nearest Florist?
How to Make Money With Google My Business

Friday, July 26, 2019 | 10:00 am - Noon | Business Session | Instructor: Dr. Chris Stacey

Join Dr. Chris Stacey for a practical, informative, entertaining and down-to-earth discussion about why florists must maintain their Google My Business page to compete effectively in the digital economy. Chris believes in active learning. This interactive session involves getting the audience involved. We will look at several Google My Business pages of audience members’ shops and discuss what we think works and what can be improved. Most importantly, you will walk away from this session with specific practices to make more money at your retail and internet locations.

Finding and Selling Luxury Weddings

Friday, July 26, 2019 | 1:00 pm - 3:00 pm | Business Session | Instructor: Sarah Campbell

You are dreaming of your ideal client. They have grand, over-the-top wedding ideas and budgets that are equally as grand, but you don’t feel like these high-end clients exist in your market. I assure you that every market, including yours, has luxury wedding clients waiting for their dream day to be brought to life! During this powerful sales and marketing focused session, you will learn my techniques for positioning your business in a way that draws in the high-end client, from beginning to end. Learn the most effective sales techniques and strategies that I use to land luxury weddings!

Profitable Holiday Planning

Friday, July 26, 2019 | 4:00 pm - 6:00 pm
Business Session | Moderator: Charles Ingrum | Panel: Ann Marie Dylla, Brad Weinstein, Marcia Wilson

Hear from three successful florists as they discuss planning for all phases of a successful holiday.
Topics include Sales | Design | Delivery | Measuring Success!

Floral MythBusters
DeBunking the Folklore of Flower Care

Saturday, July 27, 2019 | 2:30 pm - 4:00 pm | Lecture & Demonstration | Presenter: Loann Burke AAF AIFD PFCI

From alum to aspirin, from bleach to 7-Up, this fun, interactive, and fast-paced design demonstration clears the air and dispels some long-standing myths about the art and science of flower care.

The Mystery of Wholesalers

Saturday, July 27, 2019 | 5:00 pm - 6:00 pm | Business Session | Moderator: Charles Ingrum

Three Wholesalers share the secrets behind their operations. Learn how to maximize the services offered and how to get the best possible flowers!
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Speaker(s)</th>
<th>Underwriter(s)</th>
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<tr>
<td>8:00 am</td>
<td>PRODUCT GALLERY INSTALL</td>
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<td>1:00 pm - 3:00 pm</td>
<td>HANDS-ON DESIGN EXPERIENCE The Art of the Bouquet</td>
<td>Stacey Carlton AIFD EMC</td>
<td>Floriology</td>
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<td>MAIN STAGE PRESENTATION The Evolution of Floristry</td>
<td>Stacey Carlton AIFD EMC</td>
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<td>10:45 am - 11:45 am</td>
<td>MAIN STAGE PRESENTATION Visual Impact</td>
<td>Michael Derouin AIFD</td>
<td>Accent Decor</td>
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<td>10:45 am - 11:45 am</td>
<td>BUSINESS SESSION Improve Profitability and Cash Flow</td>
<td>Gaylon Pyle</td>
<td>Texas Floral Education Underwriters</td>
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<td>Noon - 2:00 pm</td>
<td>LUNCH &amp; LEARN PRESENTATION What’s Hot &amp; What’s Not!</td>
<td>Chris Norwood AIFD PFCI</td>
<td>Texas Floral Education Underwriters</td>
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Floral MythBusters  
DeBunking the Folklore of Flower Care  
Loann Burke AAF AIFD PFCI  
Demonstration underwritten by Smithers-Oasis  
Bronze Level Texas Floral Education Underwriter

4:00 pm - 5:00 pm  PRODUCT GALLERY  
TSFA ELECTION OF OFFICERS

5:00 pm - 6:00 pm  BUSINESS SESSION  
The Mystery of Wholesalers  
Moderator | Charles Ingrum

7:00 pm - 9:00 pm  HANDS - ON DESIGN EXPERIENCE  
CHROMA: Get Your Color On  
Pete Samek AIFD  
Experience underwritten by FTD  
Silver Level Texas Floral Education Underwriter  
Additional Registration Required  
Class limited to 25

SUNDAY, JULY 28, 2019
9:30 am - 11:30 am  HANDS - ON DESIGN EXPERIENCE  
Foliage: Rulloda Style  
Phil Rulloda AAF AIFD PFCI  
Experience underwritten by BloomNet  
Class limited to 100  
Register to secure your place

9:30 am - 11:30 am  LECTURE & DEMONSTRATION  
A Fresh Look: Christmas 2020  
Scott Hasty AIFD  
Demonstration underwritten by Teleflora  
Gold Level Texas Floral Education Underwriter

9:30 am - 11:30 am  BUSINESS SESSION  
SEO & SEM: Modern Marketing Essentials to Build Web Business  
Jackie Lacey AAF AIFD CFD PFCI  
Michaela Hills  
Session underwritten by Floriology  
Bronze Level Texas Floral Education Underwriter

Noon - 2:00 pm  LUNCH AND LEARN PRESENTATION  
Discovering the Art of Leadership  
Jody McLeod AIFD NCCPF  
Presentation underwritten by Rio Roses  
Gold Level Texas Floral Education Underwriter

2:30 pm - 4:30 pm  HANDS - ON DESIGN EXPERIENCE  
Stylized Tropicals that Sell  
Phil Rulloda AAF AIFD PFCI  
Experience underwritten by BloomNet  
Platinum Level Texas Floral Education Underwriter  
Class limited to 100  
Register to secure your place

2:30 pm - 4:30 pm  LECTURE & DEMONSTRATION  
Personalized Floral Expressions  
Fabian Salcedo  
Demonstration underwritten by CalFlowers  
Gold Level Texas Floral Education Underwriter

2:30 pm - 4:30 pm  LECTURE & DEMONSTRATION  
Profitable Stylings for Exquisite Events  
Chris Norwood AIFD PFCI  
Demonstration underwritten by Texas Floral Education Underwriters

5:30 pm - 8:30 pm  ADVANCED HANDS-ON DESIGN EXPERIENCE  
Tropicals: Rulloda Style  
Phil Rulloda AAF AIFD PFCI  
Experience underwritten by BloomNet  
Platinum Level Texas Floral Education Underwriter  
Additional Registration Required  
Class limited to 20

It is up to you how you wish to EXPERIENCE the EXPO!  
Take time to review the details included in this issue and begin to create your best EXPERIENCE!

Concurrent programming is offered each day in a variety of educational formats. Select from these concurrent sessions as to which offers the most benefit to you!

Included throughout the weekend are optional Hands-on Design Experiences with additional registration and limited class size. Register early to learn from the best!

New to TSFA! You asked! We listened! There are two Hands-on Design Experiences included in the Best Combination of Events and Sunday Registration! Please note that class registration is limited to 100! Remember to note this selection when you register to secure your place!
The Evolution of Floristry

Saturday, July 27, 2019 | 8:30 am - 9:30 am
Main Stage Design Presentation | Presenter: Stacey Carlton AIFD EMC

A look forward to the multifaceted development of our industry Stacey Carlton AIFD EMC will lead a journey through the characteristics of today's Floristry and discuss what’s next in flowers. Fresh approaches to retail, events, and artistry will be discussed. Demonstrations of innovative and versatile techniques and discussion of branding and signature style will be explored. From freelance to entrepreneurship, solo acts to community over competition, this progressive glimpse will inspire, expand your mind, add to your design tool set and enhance your knowledge of our current and future initiatives as floral professionals.

Presentation underwritten by Floriology
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter
Social Exposure
Techniques for Increasing Brand Awareness and Sales, One Post at a Time

Saturday, July 27, 2019 | 8:30 am - 9:30 am
Business Session | Instructor: Sarah Campbell

Instagram is a playground full of free marketing tools to grow your floral business and help your brand blossom. The biggest challenges in harnessing this free marketing tool for those of us in the flower world are finding the time and then understanding how our customers use this platform. Come with me as we take an inside look into the mind of the floral consumer, as well as techniques and strategies to boost your floral business through Instagram. Together, we’ll lift the veil of confusion surrounding the what, how and why’s of free online marketing to increase your floral business’ brand awareness and sales, one flowery post at a time!
The visual impact within retail establishments changes throughout the year. Oftentimes, these reflect not only the beauty of the season but also the sales opportunities. The experience achieved should leave our customers feeling inspired to purchase perhaps even more than was intended with each visit. Tips to keep your store relevant in today’s competitive market, with simple yet highly impactful visual displays, are the emphasis of this presentation. Effective ways to merchandise fresh materials, integrated with decorative accessories, will leave you ready to return home and capture the essence of each season.
Improve Profitability and Cash Flow
While increasing Value by Controlling the Cost of Goods Sold

Saturday, July 27, 2019 | 10:45 am - 11:45 am
Business Session | Instructor: Gaylon Pyle

Can one hour impact the future of your business? Yes it can! The goal of owning a business is to manage it in such a way that it turns a profit each year while creating an entity that has value to others. Controlling and managing cost of goods is a key factor in making this happen. This seminar will focus on key strategies that will immediately impact cash-flow, profit and business value. If you are working hard and losing ground then attending this dynamic, quick hitting session is a must. The seminar will include: Shifting paradigms and attitudes towards controlling cost of goods, giving your strategy an identity, identifying what your cost of goods should be, learning strategies that will work, to impact your culture and motivate your employee team.

Business Session underwritten by the Texas Floral Education Underwriters
2019 AWAKEN
AMERICAN INSTITUTE OF FLORAL DESIGNERS | NATIONAL SYMPOSIUM
LAS VEGAS
JULY 6 TO JULY 11

Stage Presentations Featuring:

Lana Chernyavsky AIFD, CFD
Shonda Cunningham AIFD, CFD
Michael Derouin AIFD, CFD
Denise Gehrke AIFD, CFD
Gregor Lersch
Galina Mihaleva
David Powers AIFD, CFD
Harijanto Setiawan
Kevin Ylvisaker AIFD, CFD

Visit www.aifd.org for more information
Circle your choices and note total cost. Send form with payment by email: txsfa@sbcglobal.net or fax: 512.834.2150 or mail: TSFA | P.O. Box 859 | Leander, TX 78646. Questions? Call TSFA 512.528.0806

**REGISTRATION FORM**

**Sheraton Austin Georgetown Hotel and Conference Center**

**July 26-28, 2019 | Georgetown, Texas**

**TSFA Member Discount: Take 25% off Expo Registration**

**Join TSFA Today and Save on your Expo Registration!**

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**CHOICE #1 BEST COMBINATION OF EVENTS**

**Friday, July 26th**

Where is the Nearest Florist? How to Make Money with Google Business
Finding & Selling Luxury Weddings
Profitable Holiday Planning
Product Gallery
Stars of Texas Dinner Event | PsychoFloral | Awards & Recognitions

**Saturday, July 27th**

Product Gallery
Concurrent Programs: The Evolution of Floristry or Social Exposure
Concurrent Programs: Visual Impact or Improve Profitability
Lunch & Learn | What's Hot & What's Not?
Floral Myth Busters: Debunking the Folklore of Flower Care
The Mystery of Wholesalers

**Sunday, July 28th**

Concurrent Programs: Foliage: Rulloda Style
(This hands-on experience is limited to first 100 registered) or
A Fresh Look: Christmas 2020 or
SEO & SEM: Modern Marketing Essentials
Lunch and Learn | Discovering the Art of Leadership | Appreciation
Concurrent Programs: Stylized Tropicals that Sell
(This hands-on experience is limited to the first 100 registered) or
Personalized Floral Expressions or Profitable Stylings for Exquisite Events

**CHOICE #2 FRIDAY, JULY 26, 2019 DAY REGISTRATION**

Please review the Friday programming as noted above.

**CHOICE #3 SATURDAY, JULY 27, 2019 DAY REGISTRATION**

Please review the Saturday programming as noted above.

**CHOICE #4 SUNDAY, JULY 27, 2019 DAY REGISTRATION**

Please review the Sunday programming as noted above.

**NEW TO TSFA! YOU ASKED! WE LISTENED!**

There are two Hands-on Design Experiences included in the Best Combination of Events and Sunday Registration at no additional cost to you! Class Registration is limited to 100!

Review the concurrent programming and if this is your preferred EXPERIENCE please note this selection when you register to secure your place!

- Foliage: Rulloda Style
- Stylized Tropicals that Sell

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**CHOICES #5-9 OPTIONAL HANDS-ON**

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

**CHOICE #5 Friday, July 26, 2019**

Hands-on Design Experience | Pete Samek
Building Blocks:
The Elements and Principles of Design
Limited to the first 25 registered.

**CHOICE #6 Friday, July 26, 2019**

Hands-on Design Experience | Stacey Carlton
The Art of the Bouquet
Limited to the first 25 registered.

**CHOICE #7 Friday, July 26, 2019**

Hands-on Design Experience | Brooke Raulerson
I Want Lots of Greenery!
Limited to the first 25 registered.

**CHOICE #8 Saturday, July 27, 2019**

Hands-on Design Experience | Pete Samek
Chroma: Get Your Color On
Limited to the first 25 registered.

**CHOICE #9 Sunday, July 28, 2019**

Advanced Hands-on Design Experience | Phil Rulloda
Tropicals: Rulloda Style
Limited to the first 20 registered.

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**Apply 25% TSFA Member Discount**

**TOTAL REGISTRATION**

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**Attendee Name_____________________________**

**Email_____________________________**

**Business Name_____________________________**

**Address __________________________________**

**City | State | Zip ________________________________**

**Mobile Phone________ Business Phone___________**

**Fax _________________________________________**

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**PAYMENT INFORMATION**

- U.S. Check | Money Order payable to TSFA
- American Express | Discover | MasterCard | VISA

**Credit Card #_____________________________**

**Exp ________CVV Code _______ Billing Zip _________**

**Signature________________________________**

**Date _________________________________**

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*One form per person. This form may be copied to accommodate additional registrants or you may go online to register at tsfa.org.*
EXPERIENCE THE BEST IN EDUCATION
WHEN YOU LUNCH AND LEARN DURING THE TEXAS FLORAL EXPO!

You asked! We listened! A Lunch & Learn Experience is offered each day
and included in your Best Combination of Events and Daily Registrations!

What’s Hot & What’s Not!
Saturday, July 27, 2019 | Noon - 2:00 pm
Lunch & Learn | Presenter: Chris Norwood AIFD PFCI

Surrounded by New Products and New Varieties, the lunch &
learn presentation will take you through all that is new! The
latest in techniques and a glimpse into the visual merchandising
of these products will provide much of what is needed to update
your offerings. Consider this a one stop shop to view all that is
new and to quickly see what’s hot and what’s not!

Presentation underwritten by the Texas Floral Education Underwriters

Discovering the Art of Leadership
Sunday, July 28, 2019 | Noon - 2:00 pm
Lunch & Learn | Presenter: Jody McLeod AIFD

I have often wondered how can I combine the two worlds I live
in. My world of floral art and my leadership world as mayor of
my hometown. How do I share my experience and my knowledge
of leadership through an interpretive design program and create
it to fruition?

*Discovering the Art of Leadership* defines leadership combining
the similarities that exist between floral design and
leadership. *Discovering the Art of Leadership* exposes the four distinct
leadership styles and showcases the qualities and traits of each
style. You will discover your leadership style and discover the
leadership styles of others. What kind of leader are you? It is
time to find out!

Lunch & Learn underwritten by
Texas Floral Education and Product Partners
Gold Level Founding Texas Floral Education
Underwriter Rio Roses
Silver Level Founding Texas Floral Education
Underwriter Syndicate Sales
What Questions Can I Ask?

Jodi McShan AAFTMF

By the time you read this, we will have made it through the spring holidays. Congrats on surviving! This is also a common time for staff turnover. Whether you have seasonal help or have those long-term employees who agreed to help get you through the holidays before hanging up their tools. Whatever the case may be, summer is a great time to fully train new employees so you have a strong crew ready to get to work for Homecomings. Others may be added to your team to get through wedding season. Either way, hiring is going on. What does that mean? It means a lot of answers that you want, but many questions you cannot ask. You want to know if the potential new employee (PNE) has health issues or is planning to expand his or her family, but you cannot legally ask “Are you sick? Are you pregnant?”

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There are ways to get many of the answers that you want to know and still ask it legally! Consider, “Do you have anything that would prohibit you from lifting 25 pounds on a regular basis? Can you stand for long hours? Do you have any allergies? Based on the job duties we reviewed, is there any physical reason that you could not fulfill this role?” While there are many other things (age, children, car ownership, residency, age, religion, sick family members, etc.) that we would love to know about our PNEs, some things we just have to wait and see, but many things we can discover with the proper, legal questions. Check out some more great questions here: https://www.bridgespan.org/getdoc/7105d3bc-4d44-4bab-ac15-f88635f38ed9/legal-and-illegal-interview-questions

Remember, nothing in this article is meant to serve as legal advice. It is general practices to consider. Please consult with a local attorney should you have questions about the legality of your business practices and what you should do in a given situation.

SIMPLY Social

MAKE IT SOCIAL!

If you're planning to join us at Expo this summer, make it social! Over the next few months, there are several ways you can incorporate social media as you plan for Expo that will carry you through the event. The first is to connect with the presenters on platforms like Instagram and Facebook. By doing so, you will learn more about them and gain insight into what you will take home from their presentations. Connecting with the presenters is also a great way to gather inspiration and to see how some of these presenters are using social media to maximize their own brand presence. Feel free to share the content that inspires you and talk to your audience about why you look forward to time with them this summer. Secondly, take your audience with you on your journey as you prepare for the trip! Find ways to incorporate into your posts your preparation, what you look forward to most about the location, and in what ways you look forward to expanding your knowledge and skills. Once you're on your way to Expo, provide a behind the scenes look to your audience and share what you find most impactful. Use the #txflorist hashtag to connect with others who are there and to make your event content easily searchable. Most importantly, have fun and allow your audience to experience the fun with you!

For more information, contact ashley@simplifiedsocialmedia.com
A Fresh Look
Christmas 2020

Sunday, July 28, 2019 | 9:30 am - 11:30 am
Lecture & Demonstration | Presenter: Scott Hasty AIFD

A Fresh Look: Christmas 2020 outlines what is known to be successful in designing for retail sell through in today’s competitive market. In this presentation format, new to the Texas Floral Expo, the Lecture-Demonstration explores ways to expand the overall approach to maximize the potential of the most important season. This preview will provide the needed information to expand the possibilities and produce well thought out opportunities. It will further provide design styles and techniques to assist your development as one learns to offer exclusive floral designs that are not found just anywhere.
Plan on building local business now and into the future? An essential strategy for any flower shop is to be found in online search. Two key strategies are search engine optimization (SEO) and search engine marketing (SEM). This must-attend session will demystify these concepts, provide tips that you can start immediately and long-term strategies to maintain momentum.

Key takeaways include: Reviewing and tweaking your website to rank high in searches. How to start and maintain a content marketing strategy, through blogs and social media. Create a basic Google AdWords campaign to protect your brand, build online sales and compete with online marketers.

Business Session underwritten by Floriology Texas Floral Education and Product Partner Bronze Level Founding Texas Floral Education Underwriter
Personalized Floral Expressions

Sunday, July 28, 2019 | 2:30 pm - 4:30 pm
Lecture & Demonstration | Presenter: Fabian Salcedo

Join us as we explore ways to make unique and creative arrangements that speak to the families of those who have passed. As florists, we seek inspiration from the lives of those being honored so that we may transform that into tangible beauty. We will showcase modern renditions of traditional concepts as well as new and thoughtful ideas.
It is up to you how you wish to EXPERIENCE the EXPO!
Select from these concurrent sessions on Sunday afternoon as to which offers the most benefit to you!

NEW TO TSFA! You asked! We listened!
Stylized Tropicals that Sell  Hands-on Design Experience is included in the Best Combination of Events and Sunday Registration! Please note that class registration is limited to 100! If this is your choice of these three concurrent programs remember to note this selection when you register to secure your place! For additional details see Page 6.

Lecture & Demonstration underwritten by
The Texas Floral Education Underwriters

Profitable Stylings for Exquisite Events

Sunday, July 28, 2019 | 2:30 pm - 4:30 pm
Lecture & Demonstration | Presenter: Chris Norwood AIFD PFCI

Chris Norwood shares a variety of creative applications that he masterfully implements event after event, week after week. He will highlight the decision process when reviewing a multitude of prop options. Oftentimes, the final requirement is simply the need for multiple applications in order for the prop to be profitable. He will illustrate the process to discover these options. Products on the shelf also provide opportunities! Learn how Chris spins inventory, used each and every day, into creative stylings for exquisite events! Whether it be extending or fine tuning your business, this lecture and demonstration will provide the expertise in learning the art of profitable events.

Lecture & Demonstration underwritten by
The Texas Floral Education Underwriters
Take Time to Vote!!!

These candidates have responded to the request from the Nominating Committee to lead Texas State Florists’ Association during the next term of office. Their willingness to serve and give unselfishly of their time is to be commended. Take time to vote during the Texas Floral Expo and support those who seek a position in Association Leadership.

President
Gina Waters AAF TMFA | San Antonio
Growing up in a military family started my journey full of surprises, preparing me for my life as a florist. I received my Texas Master Florist certification in 1990, have served as Teleflora Unit President, Regional Unit Director for Teleflora, Retail Director of TSFA and on many committees. Owning my shop 32 years, I still love what I do. I have seen a lot of change in my time and am now prepared to serve as President.

Second Vice President
Kassie Baker TMF | Lubbock
I started in the floral industry in 2001. My family purchased House of Flowers in September 2012 and we quickly joined TSFA. After receiving my TMF in July 2013, I have served on the TSFA Board of Directors as Retail Director. I have previously served on the TSFA Grassroots Committee and am currently an Education Committee Co-Chair. I served as the Local Chair for the Texas Floral Showcase in Lubbock as well as assisting with Expos and Forums. I look forward to what the future holds!

Retail Director (elect 1)
Susan Piland TMF | Mesquite
Susan Piland is excited to be considered for the position of Retail Director. She has always had a passion and love for anything growing, budding, and blooming. Susan attended Skyline High Schools Horticulture program in Dallas, soon after graduation she became a member of TSFA and received her Texas Master Certificate in 1986. Susan enjoys volunteering at TSFA Expo and serving on the Education board of TSFA. Continuing education is a must in this ever-changing floral industry. Keep on Bloomin’.

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 & committees of numerous industry organizations. Marisa has had the pleasure of designing for many prestigious industry events but her goals lie in propelling the floral industry into a successful future.

Mary Ann DeBerry CFDT MFA | Denton
After being in the floral industry approximately 18 years, Mary Ann understands the importance of education for the retail florist. She actively maintains and designs in the shop, as well as attending TSFA and SAF events. As past Teleflora Unit President, Mary Ann will continue to help and support educational events for TSFA and the retail florist. Strong leadership is important for the future of the retail florist as well as the FFA floral students.

Grower Director
Jimmy Klepac | Blanco
It is an honor to be asked to serve TSFA as Grower Director. I have been an active member since 1996, serving on many committees and several terms on the Board. As our industry continues to change, TSFA is always at the front blazing new trails and setting the standard for floral associations. I appreciate the opportunity to help TSFA continue as faithful stewards of this association and the floral industry into the future.
TSFA Calendar of Events

MAY

12  Mother's Day
19  TSFA Board Meeting
27  Memorial Day

JUNE

5   Texas Floral Showcase
    Houston Racquet Club
    Houston, Texas.
    For registration information
    visit tsfa.org

7 - 9  Texas Certified Florist Classes
       Current Design Styles & Techniques
       Wedding Design Techniques
       Sympathy Design Styles
       TSFA School of Floral Design
       Leander, Texas.  For registration
       information visit tsfa.org

9   Texas Master Florist Exam
    TSFA School of Floral Design
    Leander, Texas.  For registration
    information visit tsfa.org

16  Father's Day

21 - 23
    TSFA School of Floral Design Classes
    Dallas, Texas | Basic Floral Design
    Sympathy Design | Care & Handling
    Floral Management | Wedding Design.
    For registration information
    visit tsfa.org

JULY

26 - 28  Texas Floral Expo
        Sheraton Austin Georgetown Hotel and
        Conference Center | Georgetown, Texas
        For registration information telephone the
        TSFA office at 512.528.0806 or see the
        registration form in this issue.

DON'T WAIT!
REGISTER TODAY!

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26  Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
26  Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
27  McShan Florist | 800.331.3349 | www.mcsahanflorist.com
26  Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
26  Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
26  Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com

Photos courtesy of
Klepac Greenhouses | Jimmy Klepac
QUALITY EDUCATION: A COMMUNITY COMMITMENT

Upcoming Course Schedule

April 7-11  **Wedding Bliss**  Sandy Schroeck AIFD, CFD, PFCI
Special Events Challenge  Jackie Lacey AIFD, CFD, PFCI

June 9-11  **Certification and Competition**  Jackie Lacey AIFD, CFD, PFCI

August  **Reinventing Everyday Designs**  Donald Yim AIFD, CFD, CPFD

October  **Celebrating Life Everyday**  Jackie Lacey AIFD, CFD, PFCI

Hear what florists have to say...

“Loved the class, classmates and Jackie Lacey is a great instructor. I learned so much in my first time attending. I’m sure to return in the future!”

- Jude Hobson - Beverly Hills Florist, in Beverly Hills FL

ACT NOW! To sign up or for more information about the Floriology Institute, email floriology@bloomnet.net or call (904) 737-8500 ext. 258 • www.floriologyinstitute.com/register