


 Texas State Florists' ASSOCIATION PRESENTS
SECRETS
 TEXAS FLORAL EXPO 2025

The Educational Programming is supported by the Texas Floral Education Underwriters.

SCHEDULE JUNE 27-29, 2025

THURSDAY, JUNE 26, 2025

1:00 p.m. - 6:00 p.m.

Salons A&D

PRODUCT GALLERY INSTALL

5:00 p.m. - 7:00 p.m.

Presidential Suite

PRESIDENT'S RECEPTION

FRIDAY, JUNE 27, 2025

9:00 a.m. - 11:00 a.m.

Concurrent Sessions

Lalique



HANDS-ON DESIGN WORKSHOP

Secrets of AI-Powered Floral Artistry

Brandy Ferrer AIFD CFD TMF

Underwritten by South Central AIFD

Pier Room



HANDS-ON DESIGN WORKSHOP

Unlocked Secrets

J. Keith White AIFD

Underwritten by FTD

9:00 a.m. - Noon

Salons A&D

PRODUCT GALLERY INSTALL

Noon - 1:00 p.m.

Presidential Suite

APPRECIATION

Texas Floral Education Underwriters

Noon - 2:00 p.m.

Concurrent Sessions

Lalique



HANDS-ON DESIGN WORKSHOP

Secrets for Creating Marketing Videos

Charlie Groppetti AIFD

Underwritten by Texas Floral Education Underwriters

Pier Room



HANDS-ON DESIGN WORKSHOP

The Secret to Sustainability in Bespoke Design

Derek Woodruff AAF AIFD CFD PFCI CF

Underwritten by Syndicate Sales

1:00 p.m. - 2:00 p.m.

Amphitheater



BUSINESS WORKSHOP

Unlocking Social Media Best Practices

Renato Cruz Sogueco AAF PFCI

Underwritten by BloomNet

2:00 p.m. - 5:00 p.m.

Salons A&D

PRODUCT GALLERY

- Shop.
- Network.
- Passport To Education.

2:30 p.m. - 4:30 p.m.

Salon B

TEXAS DESIGNER OF THE YEAR COMPETITION

Categories I and II

5:00 p.m. - 5:30 p.m.

Crystal Ballroom Foyer

BEHIND THE SCENES TOUR

6:00 p.m. - 7:00 p.m.

Crystal Ballroom Foyer

STARS OF TEXAS RECEPTION

7:00 p.m. - 10:00 p.m.

Salon B



STARS OF TEXAS DINNER • DESIGN PRESENTATION

Innovative Floral Stylings for Weddings and Events

Chris Collum Williams AIFD CFD TMF



Underwritten by Accent Decor

SATURDAY, JUNE 28, 2025

7:30 a.m. - 9:30 a.m.

Salon B



BREAKFAST • TSFA ANNUAL MEETING

DESIGN PRESENTATION

Styling Unique Everyday Florals

Hitomi Gilliam AIFD

Underwritten by Teleflora

9:30 a.m. – 11:30 a.m.

Salons A&D

PRODUCT GALLERY

- Shop.
- Network.
- Passport To Education.

11:45 a.m. – 1:45 p.m.

Salon B



LUNCHEON • DESIGN PRESENTATION

Christmas Secrets Revealed

Charlie Groppetti AIFD



Underwritten by Texas Floral Education Underwriters

2:00 p.m. – 3:00 p.m.

Marina Plaza



INTERNATIONAL INSIGHTS • DESIGN PRESENTATION

Floral Sorcery: Transforming Ideas Into Art

Brenna Quan AIFD

Underwritten by BloomNet

2:00 p.m. – 5:00 p.m.

Salons A&D

PRODUCT GALLERY DISMANTLE

3:15 p.m. – 5:00 p.m.

Concurrent Sessions

Amphitheater



BUSINESS SESSION

Uncovering the Latest Website Tips, Tricks and Trends

Renato Cruz Sogueco AAF PFCI

Underwritten by BloomNet

Pier Room



BILINGUAL HANDS-ON DESIGN WORKSHOP

Mastering the Secrets of Sympathy Florals

Rocio Silva AIFD CFD PFCI and Frank Feysa AIFD CFD PFCI

Underwritten by Smithers-Oasis

5:30 p.m. – 6:30 p.m.

Amphitheater



BUSINESS SESSION

Service & Synergy: Building a Customer-First Dream Team

Vonda LaFever AIFD CFD PFCI and Lori Willson PFCI

Underwritten by Flower Clique

5:30 p.m. – 7:30 p.m.

Lalique



HANDS-ON DESIGN WORKSHOP

Wedding Design: What's Your Best Kept Secret?

Chris Collum-Williams AIFD CFD TMF

Underwritten by Accent Decor

SUNDAY, JUNE 29, 2025

7:30 a.m. – 8:00 a.m.

Poolside Salon

INTERFAITH SERVICE

7:30 a.m. – 9:30 a.m.

Pier Room



HANDS-ON DESIGN WORKSHOP

Sheep and Cane

Hitomi Gilliam AIFD

Underwritten by TSFA

8:00 a.m. – 9:00 a.m.

Amphitheater



BUSINESS SESSION

Secrets of Top Event Florists

Turning Vision Into Profitable Designs

Corrine Heck PFCI

Underwritten by Details

PAST PRESIDENTS' BREAKFAST

8:00 a.m. – 9:30 a.m.

Salons A&D

TEXAS DESIGNER OF THE YEAR COMPETITION

Categories III

9:45 a.m. – 10:45 a.m.

Marina Plaza



INTERNATIONAL INSIGHTS

BILINGUAL DESIGN PRESENTATION

The Secret Language of Sympathy Flowers

Rocio Silva AIFD CFD PFCI and Frank Feysa AIFD CFD PFCI

Underwritten by Smithers-Oasis

11:00 a.m. – 2:00 p.m.

Salon B



LUNCHEON • DESIGN PRESENTATION

Your Gateway to Inspiration

J. Keith White AIFD



Underwritten by FTD

2:30 p.m. – 5:00 p.m.

Lalique



ADVANCED HANDS-ON DESIGN WORKSHOP

Enchanting Cascades

Brenna Quan AIFD

Underwritten by BloomNet



BUSINESS SESSIONS
Included in Registration



DESIGN PRESENTATIONS
Included in Registration



MEALS
Included in Registration



HANDS - ON DESIGN WORKSHOPS
Additional Registration Required