

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 Al-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





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

Unopposed Exhibit Time

- · 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

5:15 p.m. - 5:45 p.m.

Lalique

TARIFFS, CONSUMER SPENDING AND YOUR BOTTOM LINE

Society of American Florists CEO Kate Penn

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 WIlson 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.

Pier Room



ADVANCED HANDS-ON DESIGN WORKSHOP

Enchanting Cascades
Brenna Quan AIFD
Underwritten by BloomNet







