

APRIL 2025

TEXAS

in Bloom





PLAN YOUR STAY



**SOUTH SHORE HARBOUR RESORT
AND CONFERENCE CENTER**
2500 SOUTH SHORE BOULEVARD
LEAGUE CITY, TEXAS 77573
281.334.1000

The Texas State Florists' Association
room rate is \$155 plus tax and includes
complimentary parking and breakfast.

**MAKE YOUR HOTEL
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IN ONE OF TWO WAYS**

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to online reservations



Texas in Bloom

APRIL 2025 | VOLUME LI | NUMBER 4

FROM THE *President*



TSFA President
Ed Fimbel
CFD TMFA

The excitement is building for our premier event of the year! I'm thrilled to invite you to join me at the Texas Floral Expo – SECRETS. This will bring together the industry's most talented floral presenters from across North America at South Shore Harbour Resort and Conference Center located in League City, Texas, June 27-29.

A special appreciation for the exceptional leadership of Texas Floral Expo Chair Marisa Guerrero AIFD CFD TMF. This Expo promises an unprecedented lineup of renowned professionals from Canada, the United States and Mexico. We encourage you to register promptly at tsfa.org/expo, as several events have limited capacity and there is a \$100 early registration discount!

What SECRETS can you expect to be revealed? Transformative stage presentations, interactive hands-on workshops, valuable business sessions and a comprehensive product gallery are all designed to enhance your professional growth! The South Shore Harbour Resort and Conference Center will once again provide outstanding accommodations, exemplary service and excellent dining options for attendees. We encourage you to book your accommodations at tsfa.org/expo to secure the special TSFA rate!

The Expo opens on Friday with hands-on design workshops and a business workshop, soon followed by an extensive product gallery with an ever so exciting

Texas Designer of the Year Competition. Everyone attending Expo is welcome at this event, where Chair Brandy Ferrer AIFD CFD TMF has curated quite the categories as part of the themed Secret Garden!

For those interested in competing, registration is open! This prestigious competition is exclusively for designers who are members of TSFA, reside in Texas and have achieved TMF, CFD or AIFD accreditation. We invite you to showcase your design excellence in the 2025 competition!

TSFA continues to bring the best in education to you. Recent regional events include Texas Floral Showcase presenter Joyce Mason-Monheim's "Elements and Principles of Design" in Lubbock and Beth O'Reilly's "Fiestas With Flair" during the Texas Floral Spotlight at Platinum Level Texas Floral Education Underwriter Bill Doran Company in San Antonio. Both presentations received outstanding reviews. This fall, we'll visit Tyler, the Rose Capital of Texas, for yet another exceptional regional event at the Tyler Rose Garden Center. Deborah De La Flor's presentation "Everything's Coming Up Roses" is not to be missed! I encourage you to plan now to be in Tyler on Sept. 24.

I was honored to recently represent TSFA during the Society of American Florists Congressional Action Days in Washington, D.C. This valuable opportunity allowed me to participate in scheduled meetings with our nation's elected officials to address key concerns affecting the floral community. Though my first visit to Capitol Hill was somewhat daunting, it proved to be both educational and rewarding. The collaborative presence of wholesalers, growers and florists from across the nation emphasized the strength and unity of our industry's voice.

The TSFA Nominating Committee has prepared a slate of candidates for the upcoming elections in League City. The slate will be presented in the May issue of TEXAS in Bloom.

Members of the TSFA Education Committee continue their vital work supporting on-site and virtual floral design certification testing for high school students. Our TSFA School of Floral Design maintains a robust schedule of classes in Leander and locations throughout Texas for floral professionals, enthusiasts and teachers. We welcome volunteers for these initiatives, particularly at high school testing sites. Check your schedule and let the TSFA office know of your interest to participate.

All TSFA committees remain dedicated to maintaining our position as one of the nation's strongest floral associations. If you're interested in contributing your time and talents to a standing committee please contact me or the TSFA office. Remember to renew your TSFA membership to enjoy discounts on all association-sponsored programs and classes and to stay connected with your professional community. Looking forward to seeing you at TSFA's upcoming events!

"Let's band together for TSFA!"
Ed Fimbel CFD TMFA



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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION
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FORMATIVE DESIGN OBJECTIVES

With J. Keith White AIFD CFD CEJ



ABOUT J. Keith White AIFD CFD CEJ

- Inducted in the American Institute of Floral Designers (AIFD®) in 1996. Presented Main Stage Programs: 1997 Dallas, 2001 Chicago, 2005 Seattle, 2007 Palm Dessert, 2022 Las Vegas, and 2024 Gallery Exhibit Orlando.
- Awards and Honors: Houston Cup Winner, 1993 Texas Cup Winner, 2010 Interflora World Cup Competitor Shanghai, 2022 Tournament of Roses Parade Judge and 2023 AIFD Award of Distinguished Service to the Floral Industry recipient.
- Certified Evaluator Judge (CEJ), AIFD Education Partner: Advanced floral design classes, event design series and floral designer certification classes, FTD Education webinars and workshops, American Floral Trends® Creative Director, countless webinars and lectures.
- Design Features: 2003 - 2022 Tournament of Roses Parade VIP Vehicle Entries, 1995 to current FTD Education Team, Winning Wedding Bouquet Combinations book, California Cut Flower Commission education and outreach presentations and publications.

J. Keith White AIFD CFD CEJ will instruct an advanced, two-day, hands-on evaluation class on Formative Design Objectives at the Texas State Florists' Association School of Floral Design. Five design categories will be reviewed based on the principles, elements and techniques from the AIFD Guide to Floral Design 3rd Edition. The categories include Wedding, Flowers to Wear, Arrangement, Sympathy and Designer's Choice. An individual review of each category will lead to increased understanding of the evaluation process and expand confidence in the art of floral design.

May 23 - 24, 2025 • 9:30 a.m. - 5:30 p.m.

Open to floral designers meeting one of these requirements:

- Certified Floral Designer (CFD®).
- Enrolled in the process to become CFD.
- Enrolled or planning to enroll in Professional Floral Design Evaluation (PFDE) to become a member of AIFD®.

Class will gather for approximately 7 hours daily.
Enrollment includes lunch each day and time to network!

HOW TO ENROLL

TSFA Member Rate – \$699

Nonmember Rate – \$799



Scan the QR code
or visit tsfa.org/school

WHERE TO STAY

TSFA School of Floral Design students may consider reserving lodging at the Holiday Inn Express and Suites, using TSFA's corporate rate of \$109 plus applicable taxes and fees, reservation link is available during the registration process.

Holiday Inn Express and Suites
247 W. Metro Drive, Leander, Texas
512-690-5678

TSFA SCHOOL OF FLORAL DESIGN
413 S. WEST DRIVE • LEANDER, TX 78641

Beyond THE BIO

with J. Keith White AIFD



and interior design from top American designers. At the end of the curated presentation, taking cues from fashion runway shows, I appeared on stage as the new AIFD designer!

YOUR TIME DESIGNING FOR THE TOURNAMENT OF ROSES PARADE WAS A SIGNIFICANT COMMITMENT. WHAT IS YOUR MOST TREASURED MEMORY?

I treasure so many memories from each of the 16 years. Each year, I anticipated the morning of each parade as the VIP vehicle entries were lined up behind the Tournament of Roses House and the sun would rise up and the flowers truly came to life for the world to see.



WHAT LED TO YOUR INTEREST IN AMERICAN FLORAL TRENDS®?

American Floral Trends (AFT) started with the California Cut Flower Commission. I was selected to be a part of the Education Outreach Team. The message was clear that American grown flowers

needed to be emphasized with floral trend colors and styles in order to provide an educational outreach to the industry.

WHAT LED YOU TO ESTABLISHING A COLLABORATIVE APPROACH TO ESTABLISHING THESE PREDICTIONS?

Collaboration has always been a part of the AFT. We have always considered ATF to be a voice of many leading industry leaders and designers who bring the best educational information to the industry and consumers.

WHAT ROLE DO YOU SEE YOURSELF PLAYING IN THE FUTURE OF FLORAL DESIGN EDUCATION?

I plan to continue my passion of education to provide assistance, supervision and encouragement to floral designers who wish to gain knowledge and accept the duties and responsibilities of a professional designer.

WHAT IS YOUR FIRST MEMORY OF FLOWERS?

At a very early age, my first memory of flowers was looking at my mother's dried wedding bouquet of peonies that she had kept over the years. Today, I know that flowers provide exceptional memories, too!

WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

Interior design and environmental design start with color, texture and space planning. I soon knew that a space was not finished without flowers and plants, be it a residence, office, hotel or magazine layout.

WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

The empowerment of flowers contributed the most. The continuation of sharing knowledge with others, from the growing procedures to the applications and on to the recipient, fills my days.

WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

I really look at my past as a journey and not as a single job and am secure in that the journey continues each day.

YOU WON THE TEXAS CUP IN 1993 AND COMPETED IN THE WORLD CUP. WHAT INTRIGUES YOU ABOUT THE COMPETITION PROCESS?

Competitions should be a creative educational experience. You may push the boundaries of what can be achieved and allow yourself to be the "judge" of the accomplishment.



YOU WERE INDUCTED INTO AIFD IN 1996 AND WENT ON TO PRESENT CENTER STAGE NUMEROUS TIMES. WHAT PRESENTATION DID YOU FEEL WAS YOUR ABSOLUTE BEST AND WHY?

Each experience was incredible! The first presentation during the 1997 AIFD Symposium in Dallas was a standout for me personally. The collaboration was with Macy's reviewing floral trend interpretations, influenced by fashion

Opportunities to study with J. Keith White during the Texas Floral Expo

Unlocked Secrets
 Friday, June 27 • 9 - 11 a.m. • Hands-on Design Workshop
 Underwritten by FTD

Your Gateway to Inspiration
 Sunday, June 29 • 11 - 2 p.m. • Luncheon Design Presentation
 Underwritten by FTD • Educational Funding by the AIFD Foundation

Beyond THE BIO

with

Chris Collum - Williams
AIFD CFD TMF



WHAT IS YOUR FIRST MEMORY OF FLOWERS?

My first memory of flowers comes from visiting my great grandmother, "Granny", and grandmother, "Gaga", during the summer. Both were avid gardeners and taught me so much about flowers. I believe that is when the fire in me was ignited and a floral journey to expand my imagination began.

WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

There have been so many. When I was 10, there was a huge rose bush behind the house. In the spring, it was loaded with blooms. I would cut blooms and arrange them in small plastic cups covered with carefully placed stickers. My first deliveries were these decorated cups of roses to neighbors and teachers at school. When I was 16, I secured a job at a flower shop one summer. I was hired to do odd jobs. At the end of one week, the owner told me I was in the way and that she did not have time for me to be there. I was devastated until a couple of days later, when I received a card in the mail from the lead designer. She encouraged me to never to give up on working in a flower shop. She saw a passion, desire and talent in me that would be beneficial to the world of flowers someday. I still have that card to this day.

WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

There were those along the way that shared the same passion for flowers and contributed greatly in helping me become the best I can be. Design shows held at wholesalers, later being introduced to a local florist association, attending regional West Texas New Mexico Florist Association Conventions, state level Texas State Florists' Association events and national AIFD each contributed to the education that made all the difference in my abilities.

WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

My absolute favorite is sympathy work in a small town flower shop. It is one of the first things you learn because it is the bread and butter of our business. There is something endearing about creating a tribute piece for a grieving family or conveying the unspoken emotions of sympathy from friends.

YOU WON THE TEXAS DESIGNER OF THE YEAR COMPETITION IN 2015. WHAT INTRIGUES YOU ABOUT THE COMPETITION PROCESS?

That day was the BEST day of my floral career! It took me four times to win that sucker. So, future competitors never give up! I am intrigued about what you learn about your skills in floral design and how it helps you perfect your skills the more you compete. Time management (which we all need to learn), mechanics, elements and principles and creativity are among the many takeaways.

YOUR UNDERSTANDING OF RETAIL FLORISTRY HAS PROVIDED NUMEROUS OPPORTUNITIES. WHAT LED YOU TO THIS FOCUS ?

The various flower shop experiences that I was a part of contributed greatly. Market showroom installations, working wholesale and freelancing at flower shops across the United States all contributed to where I am today. You really have to work hard to be a successful retailer. It is not always glorious, but extremely rewarding. I absolutely love merchandising and creating an experience for customers, whether they come in or call. Assuring that the designs my shop delivers will set me apart from other shops in town is my goal every day.

UNDERSTANDING RETAIL AT A HIGH LEVEL CAPACITY, WHAT DO YOU PREDICT TO BE THE GREATEST CONSTANT AND THE GREATEST CHANGE?

The greatest constant is that flowers make people feel good, so people send flowers for all occasions. The greatest change will be when the day comes that a customer no longer has the experience of physically walking into a flower shop, experiencing the touch, the fragrance and the beauty of flowers. We live in a time that everything is NOW and done from the comforts of home via the internet. This saddens me and I feel that this is why we need to improve our phone and website experiences for our customers.

YOUR TIME DESIGNING FOR ACCENT DECOR SHOWROOMS WAS A SIGNIFICANT COMMITMENT. WHAT DID YOU LEARN MOST?

I was so very fortunate to be invited to participate and I learned so much! One highlight above all else was recognizing how the Accent Decor creative team is so trend forward and creating an environment where wholesalers and retailers are excited to view the collections. This was also a time for me to rejuvenate and be inspired by all that surrounded me twice a year. I always returned to the shop excited to incorporate what I learned from the creative team detailing every inch of the showroom.

WHAT ROLE DO YOU SEE YOURSELF PLAYING IN THE FUTURE OF FLORAL DESIGN EDUCATION?

I have been so blessed by many mentors and friends in this wonderful industry we all love so much. I dedicate myself to educating people and giving back to an industry that has given me so much. I hope I can be that person who can help people on their floral journey.

Opportunities to study with Chris Collum-Williams during the Texas Floral Expo

Innovative Floral Stylings for Weddings and Events

Friday, June 27 • 7 - 10 p.m. • Stars of Texas Dinner and Design Presentation

Underwritten by Accent Decor

Wedding Design: What's Your Best Kept Secret?

Saturday, June 28 • 5:30 - 7:30 p.m. • Hands-on Design Workshop

Underwritten by Accent Decor

Beyond THE BIO

with Hitomi Gilliam AIFD



WHAT IS THE GREATEST CONSTANT AND THE GREATEST CHANGE IN OUR INDUSTRY?

Greatest constant is forever teaching Elements and Principles of Design, which is a standard of excellence. Greatest change is to add in the sustainable aspects of our business in order to address the demands of the young floristry students who expect no less, because the future on our planet depends on it. Change will also address ways to serve the discerning consumers today and of the future. There are no other options but to care and be thoroughly knowledgeable about planet wellness.

WHAT ELSE OF IMPORTANCE DO YOU FIND OF INTEREST?

Steps to sustainable floristry so that step by step, we understand and establish practices to manage the amount of waste to the landfill and separate the compostables. Creativity in design and in the new world of sustainable floristry is an exciting new field to pioneer and to teach!

WHAT IS YOUR FIRST MEMORY OF FLOWERS?

It must be growing over 350 varieties of fuchsias at Satsuki Growers. The farm was my first business after I finished school.

WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

I took my first wedding request at Satsuki Growers Plant Shop, after opening the plant shop in town. My retired florist friends showed me how to make wedding bouquets, corsages and boutonnieres, just one time.

WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

Competing and winning competitions at national and international levels have helped me learn, as well as some classes at AFS Education Center.

WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

Teaching has most definitely been my favorite!



WHAT INTRIGUES YOU ABOUT THE COMPETITION PROCESS?

The process grows you exponentially. It helps you to strive to be the best you can be. Hopefully the process leads you to come up with ideas for the winning entry. It most definitely stretches you.

WHAT IS ONE MOMENT THAT CHANGED YOUR PATH?

Winning the Great American Design Competition, silver and gold, back-to-back years, took me on the road to present and to teach. I had no experience in either, so the time was a huge learning curve to learn to speak on stage. I had done no public speaking at all before winning this competition. Also, Singapore Garden Festival and winning at the international level amongst some of the best in the world was an amazing level up. This experience vastly expanded my world travel to present.



Opportunities to study with Hitomi Gilliam during the Texas Floral Expo

Styling Unique Everyday Florals

Saturday, June 28 • 7:30 - 9:30 a.m. • Breakfast Brilliance

Underwritten by Teleflora

Sheep and Cane • Styling With Fiber Art Structure

Sunday, June 29 • 7:30 - 9:30 a.m. Hands-on Design Workshop

Underwritten by TSFA

Beyond THE BIO

with

Frank Feysa
AIFD CFD PFCI



to do what you do best and do it well. Read the instructions carefully and pay attention to your mechanics! It is okay if you do not score high out of the gate, because each experience is part of a learning process. Don't sweat the small stuff ... dust yourself off and try again.

WHAT DO YOU CONSIDER YOUR AREA OF FOCUS IN THE INDUSTRY AND WHAT LED YOU TO THAT DECISION?

At this point in my career, I would have to say my area of focus would be specialty event design. I especially enjoy creating detailed statements. Most of the events are more intimate affairs using unique flowers, colors or forms that add a visual twist. I lean on design elements, principles and techniques to switch things up. Creating designs for industry photo shoots that challenge the imagination are also a favorite.

WHAT IS YOUR FIRST MEMORY OF FLOWERS?

One of my first memories, as a very young child during a family wedding photograph, was coming close to a white carnation in a bridesmaid's bouquet. I was mesmerized by the strong fragrance and instantly formed a scent memory that I still have today. The scent of a white carnation brings me back to that moment in my life every time.

WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

Growing up, I remember playing in the yard while my grandmother worked in her garden. She would take the time to talk to me and explain how and why she was doing what needed to be done to make the best of what was planted. As time passed, I developed a strong interest in art and my brain made the connection that I could combine flowers and art with a creative result.

WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

Traditional floral education helped me for sure, but also learning from observing, experiencing so many talented designers over the years who had their own style, drive, knowledge and interpretation is right up there. I also found that trial and error play a big role in defining style and a path forward.

WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

Teaching beginning and contemporary floral design at Ohio State University and conducting hands-on workshops are rewarding. I continually see fresh takes on the creative process from individuals who are so eager to learn and absorb the concepts.

UNDERSTANDING FLORAL DESIGN AT THE HIGHEST LEVEL, WHAT DO YOU PREDICT TO BE THE GREATEST CONSTANT AND THE GREATEST CHANGE?

Reinvention – Consistent components include good mechanics and an understanding of elements and principles. I see the greatest evolution with a wider availability of flower types and colors, exciting unique foliage and a wide variety of unique hard goods. Expedited shipping has revolutionized what we can offer the consumer. In terms of design styles, the directions we see today have evolved from past norms. Designers are truly pushing the limits.

WHAT ROLE DO YOU SEE YOURSELF PLAYING IN THE FUTURE OF FLORAL DESIGN EDUCATION?

I do not see myself changing course dramatically, however, I do love to see and interpret "twists and turns" in trends and new products. As in all art forms, elements and principles are evident but the interpretation and materials change over time. The importance of flowers in everyday life will remain constant and the floral education will reflect that, regardless of how the visuals change.



YOU HAVE JUDGED NUMEROUS COMPETITIONS. WHAT INTRIGUES YOU ABOUT THE COMPETITION PROCESS? WHAT ADVICE MIGHT YOU OFFER TO ONE ENTERING THEIR FIRST COMPETITION?

The competition process forces you to step out of your comfort zone and offers a comparison to your peers. Allowing your interpretation to be judged and critiqued by a panel of judges is rewarding and stressful at the same time. My advice to new competitors would be



Beyond THE BIO

with



Rocio Silva
AIFD CFD PFCI

company led me to this privileged position of sharing my passion.

UNDERSTANDING FLORAL DESIGN AT THE HIGHEST LEVEL, WHAT DO YOU PREDICT TO BE THE GREATEST CONSTANT AND THE GREATEST CHANGE?

The greatest constant in the floral industry is, without a doubt, the expression of emotions. We are the industry of feelings, and that will never change. The biggest shift in the industry is personalization, allowing clients to interact and make decisions regarding color, shape, style and more.

WHAT ROLE DO YOU SEE YOURSELF PLAYING IN THE FUTURE OF FLORAL DESIGN EDUCATION?

I see myself continuing my work, providing guidance based on experience and learning from new generations every step of the way.

I had the opportunity to create and founded the first floral school in Mexico, and today, after 20 years, we have graduated more than 12,000 people across the country. Many of them use what they have learned as a means of livelihood. It is a great pride to have contributed to self-employment in my country.

WHAT IS YOUR FIRST MEMORY OF FLOWERS?

Coming from a family dedicated to the floral industry, my first contact with flowers was at a very young age since I practically grew up in the flower shop.

WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

Growing up surrounded by flowers, I had the opportunity to explore all aspects of a floral business, from cleaning, sales and billing to administration, delivery, and event design and decoration. Each experience enriched me and guided me into the floral world that I experience today.

WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

The lack of formal floral education in my country led me to seek workshops, courses and diplomas in other countries, which shaped my current perspective on floral design.

WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

Being an instructor has undoubtedly been the most rewarding job and the one that has allowed me to travel the world. Sharing and learning is my passion.

YOU HAVE JUDGED NUMEROUS COMPETITIONS. WHAT INTRIGUES YOU ABOUT THE COMPETITION PROCESS? WHAT ADVICE MIGHT YOU OFFER TO ONE ENTERING THEIR FIRST COMPETITION?

In my culture, we are not used to being evaluated or judged, which makes me admire those who have the courage to put themselves in that position. We must remember that the only way to grow is through feedback. My advice is to be brave and showcase your talent. It is unique and unrepeatable, and that is your power.

WHAT DO YOU CONSIDER YOUR AREA OF FOCUS IN THE INDUSTRY AND WHAT LED YOU TO THAT DECISION?

Currently, I am focused on giving lectures, leading and creating floral workshops and expanding floral schools worldwide. Working with a global



Opportunities to study with Rocio Silva and Frank Feysa during the Texas Floral Expo

Mastering the Secrets of Sympathy Florals

Saturday, June 28 • 3:15 - 5:00 p.m. • Bilingual Hands-on Design Workshop

Underwritten by Smithers-Oasis

The Secret Language of Sympathy Flowers

Sunday, June 29 • 9:45 - 10:45 a.m. • International Insights

Underwritten by Smithers-Oasis


Texas State Florists' ASSOCIATION PRESENTS
SECRETS
TEXAS FLORAL EXPO 2025

The educational programming is supported by the Texas Floral Education Underwriters.

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

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

SCHEDULE • JUNE 27-29, 2025

Register now to LEARN ALL THE SECRETS

PRODUCT GALLERY • 6 DESIGN PRESENTATIONS • 4 BUSINESS SESSIONS
7 HANDS-ON WORKSHOPS • 1 ADVANCED HANDS-ON WORKSHOP
TEXAS DESIGNER OF THE YEAR COMPETITION

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

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

ARE YOU READY TO REGISTER?



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**BUSINESS
SESSIONS**
Included in Registration



**DESIGN
PRESENTATIONS**
Included in Registration



MEALS
Included in Registration



**HANDS-ON
DESIGN WORKSHOPS**
Additional Registration Required

Texas State Florists' ASSOCIATION PRESENTS

SECRETS

TEXAS FLORAL EXPO 2025

ARE YOU READY TO REGISTER?!

REGISTRATION MADE EASY AS 1 - 2 - 3

1

“Everything Expo” Registration – TSFA Member \$449 • nonmember \$599
Everything listed on the Expo Schedule is included, with the exception of the optional Hands-on Design Workshops. Register by June 6 to secure this rate.

2

Hands-on Design Workshops – TSFA Member \$125 each • Non-Member \$175 each

- Secrets of AI-Powered Floral Artistry – Brandy Ferrer AIFD CFD TMF.
- Unlocked Secrets – J. Keith White AIFD.
- Secrets for Creating Marketing Videos – Charlie Groppetti AIFD.
- The Secret to Sustainability in Bespoke Design – Derek Woodruff AAF AIFD CFD PFCI CF.
- Mastering the Secrets of Sympathy Florals – Rocío Silva AIFD and Frank Feysa AIFD CFD PFCI.
- Wedding Design: What's Your Best Kept Secret? – Chris Collum-Williams AIFD CFD TMF.
- Sheep and Cane – Hitomi Gilliam AIFD.

3

Advanced Hands-on Workshop – TSFA Member \$195 • nonmember \$245
Enchanting Cascades • Brenna Quan AIFD.

REGISTER FOR THE EXPO
IN ONE OF TWO WAYS

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THERE ARE
TWO WAYS
TO ENTER



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need to know to open the
gate and become the next
Texas Designer of the Year!

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2025 AWARDS MADE POSSIBLE BY



June 10
Entry
Deadline

June 27
Categories
I and II

June 29
Category III

June 29
Recognition

THE FIRST PLACE WINNER RECEIVES

- Recognition as the 2025 Texas Designer of the Year.
- \$1,000 Cash Prize.
- Official Silver Texas Cup and First Place Ribbon.
- Up to \$1,000 to Represent TSFA at the SAF 2025 Sylvia Cup Competition.
- Celebrated as a Star of Texas and Presented a Crystal Star.

THE SECOND PLACE WINNER RECEIVES

- \$300 Cash Prize.
- Second Place Ribbon.

THE THIRD PLACE WINNER RECEIVES

- \$200 Cash Prize.
- Third Place Ribbon.



Photography Credit | Lisa Blanche Photography

Blooming with Brandy



vibrant homage to Mexican modernism, infused with the bold, architectural influence of Luis Barragán. Every detail was curated to honor his use of color, form and the seamless integration of nature with structure.

At the heart of the design, lush cascades of orchids—Mokara, Oncidium, Cymbidium, and Vanda – spilled from golden structures, bursting in a dynamic palette of fiery orange, radiant yellow and deep fuchsia. Generously provided by Silver Level Texas Floral Education Underwriter Zoom Roses, these blooms created a breathtaking interplay of warmth and intensity, reminiscent of a Barragán facade kissed by the setting sun.

THE STRUCTURE: A FUSION OF FORM AND NATURE

To bring this vision to life, Bronze Level Texas Floral Education Underwriter Accent Decor's Puzzle Columns provided an architectural foundation, their sculptural lines grounding the ethereal movement of the flowers. The design was further enhanced by Bronze Level Texas Floral Education Underwriter Smithers-Oasis floral mechanics – a seamless blend of 1/3 and 2/3 cages, Oasis Risers and floral foam, ensuring stability while allowing for fluidity and dimension.

Adding a layer of unexpected texture, braided palm and lily grass wove through the composition, a striking detail that blended natural and artistic elements. Some strands remained their fresh green hue, while others, sprayed in rich shades of Design Master turquoise and blues, echoed the signature pigments of Mexican modernist design. Suspended among the floral drapery, garlands of hand-strung hypericum berries lent a touch of whimsy and movement, like beads of sunlight filtering through lush garden walls.

THE TABLE: A SENSORY CELEBRATION

Beyond the towering floral

A SEAT AT THE TABLE: DESIGNING FOR ONE OF NEW YORK CITY'S GRANDEST EVENTS

In the world of floral design, every arrangement tells a story – but some moments, some opportunities, become defining chapters in a designer's journey. Winning Texas Designer of the Year was one of those moments for me. It was not just a title; it was a golden ticket to opportunities I never imagined, including the incredible honor of designing for the prestigious Orchid Dinner at The Plaza Hotel in New York City.

This exclusive event, benefiting the New York Botanical Garden, brings together the industry's top designers, each challenged to create a show stopping tablescape that pushes the boundaries of floral artistry. Being invited to participate was not just a personal milestone—it was proof of what's possible when you put yourself out there, take risks and let your work speak for itself.

A MODERN MEXICAN DREAM: FLORAL ARTISTRY AT THE ORCHID DINNER

Set against the grandeur of The Plaza Hotel's Grand Ballroom, this floral masterpiece was a



display, the tabletop was a celebration of craft and culture. Bayberry mats from Accent Decor framed elegant place settings, their natural textures harmonizing with woven chargers and hand-draped textiles, evoking the artistry of traditional Mexican craftsmanship. The Harlow Footed Bowl, understated yet elegant, cradled accents that grounded the setting in both luxury and authenticity.

A personal touch made this experience even more meaningful – each guest was gifted a signed piece of artwork by my son, Haven Ferrer, a heartfelt gesture that brought art, floristry and storytelling together in one unforgettable moment.



A TRIBUTE TO ART, CULTURE AND INNOVATION

More than just a tablescape, this design was a testament to the interplay of nature, architecture and emotion. With the generous support of Zoom Roses, Smithers-Oasis, Design Master and Accent Decor, it became a living canvas – one that captured the spirit of modern Mexican design while honoring the lush, organic movement of flowers.

As guests dined beneath the ballroom's gilded ceilings, the space was transformed—an immersive experience where art and floristry converged, and where every bloom, every color and every texture told a story of bold creativity and timeless elegance.

TEXAS TALENT SHINES AT THE ORCHID DINNER

Texas was well-represented at this year's Orchid Dinner at The Plaza Hotel, with not one, but two Texas Designer of the Year winners bringing their floral visions to life. Alongside my own design, Ace Berry AIFD CFD PFCI TMF also created a breathtaking tablescape, showcasing his own unique interpretation of Mexican modernism.

Ace credits his experience in the Texas Designer of the Year competition for giving him the confidence to pursue opportunities like this one. "Texas Designer of the Year was one of those milestones that pushed me to go after different floral events – some of the most prestigious in the country," he shared. His design is featured on Page 17 in this issue.

WHY COMPETE IN THE TEXAS DESIGNER OF THE YEAR COMPETITION?

At the end of the day, competing in Texas Designer of the Year is about so much more than just a title. It's about pushing your creative boundaries, growing as a designer and making connections that change the course of your career. Both Ace and I are proof that this competition opens doors – sometimes to the most iconic ballrooms in the world.

One day, you're designing for your clients in Texas. The next, you're setting up a floral installation in The Plaza Hotel, trying not to trip over a gilded chair while arranging orchids. The Texas State Florists' Association has been a major part of that journey, offering education, competition platforms and a professional network that truly supports designers.

So, if you've ever thought about competing – do it. Whether you want to gain recognition, challenge yourself or simply prove that you can survive a high-stakes design challenge without breaking a sweat, the Texas Designer of the Year Competition is the place to start. You never know where it might take you – or what dream doors it may open.



Texas State Florists' ASSOCIATION PRESENTS

SECRETS

TEXAS FLORAL EXPO 2025

INDUSTRY EXPERTS SPILL THEIR SECRETS IN A SERIES OF
HANDS-ON WORKSHOPS DURING THE TEXAS FLORAL EXPO

SECRETS OF AI-POWERED FLORAL ARTISTRY

Friday, June 27, 2025 | 9:00 a.m. - 11:00 a.m. | Hands-on Design Workshop | Brandy Ferrer AIFD CFD TMF

UNLOCK SECRETS

Friday, June 27, 2025 | 9:00 a.m. - 11:00 a.m. | Hands-on Design Workshop | J. Keith White AIFD

SECRETS FOR CREATING MARKETING VIDEOS

Friday, June 27, 2025 | Noon - 2:00 p.m. | Hands-on Design Workshop | Charlie Gropetti AIFD

THE SECRET TO SUSTAINABILITY IN BESPOKE DESIGN

Friday, June 27, 2025 | Noon - 2:00 p.m. | Hands-on Design Workshop | Derek Woodruff AAF AIFD CFD CF PFCI

MASTERING THE SECRETS OF SYMPATHY FLORALS

Saturday, June 28, 2025 | 3:15 p.m. - 5:00 p.m. | Hands-on Design Workshop
Rocio Silva AIFD CFD PFCI and Frank Feysa AIFD CFD PFCI

WEDDING DESIGN: WHAT'S YOUR BEST KEPT SECRET?

Saturday, June 28, 2025 | 5:30 - 7:30 p.m. | Hands-on Design Workshop | Chris Collum-Williams AIFD CFD PFCI

SHEEP AND CANE • STYLING WITH FIBER ART STRUCTURE

Sunday, June 29, 2025 | 7:30 a.m. - 9:30 a.m. | Hands-on Design Workshop | Hitomi Gilliam AIFD

ENCHANTING CASCADES

Sunday, June 29, 2025 | 2:30 p.m. - 5:00 p.m. | Advanced Hands-on Design Workshop | Brenna Quan AIFD



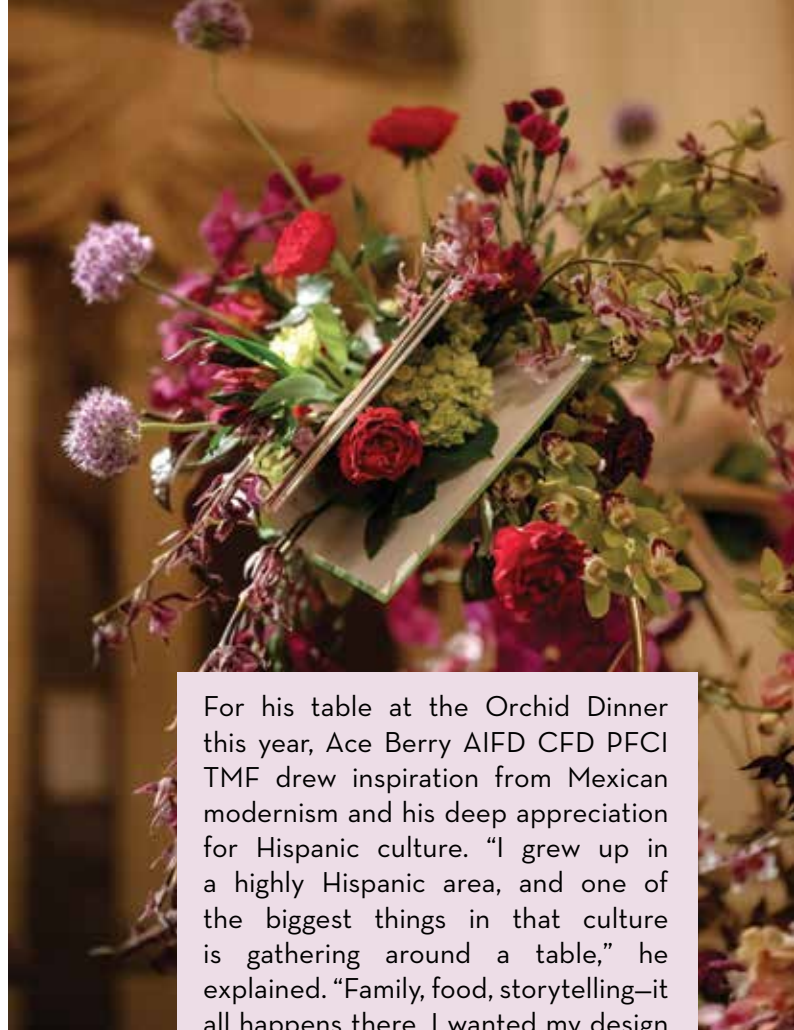
Visit tsfa.org/expo

SEATING IS LIMITED FOR THESE
OPTIONAL WORKSHOPS.
ADDITIONAL FEES APPLY.

HANDS-ON DESIGN WORKSHOPS

ACE BERRY'S ORCHID DINNER DESIGN

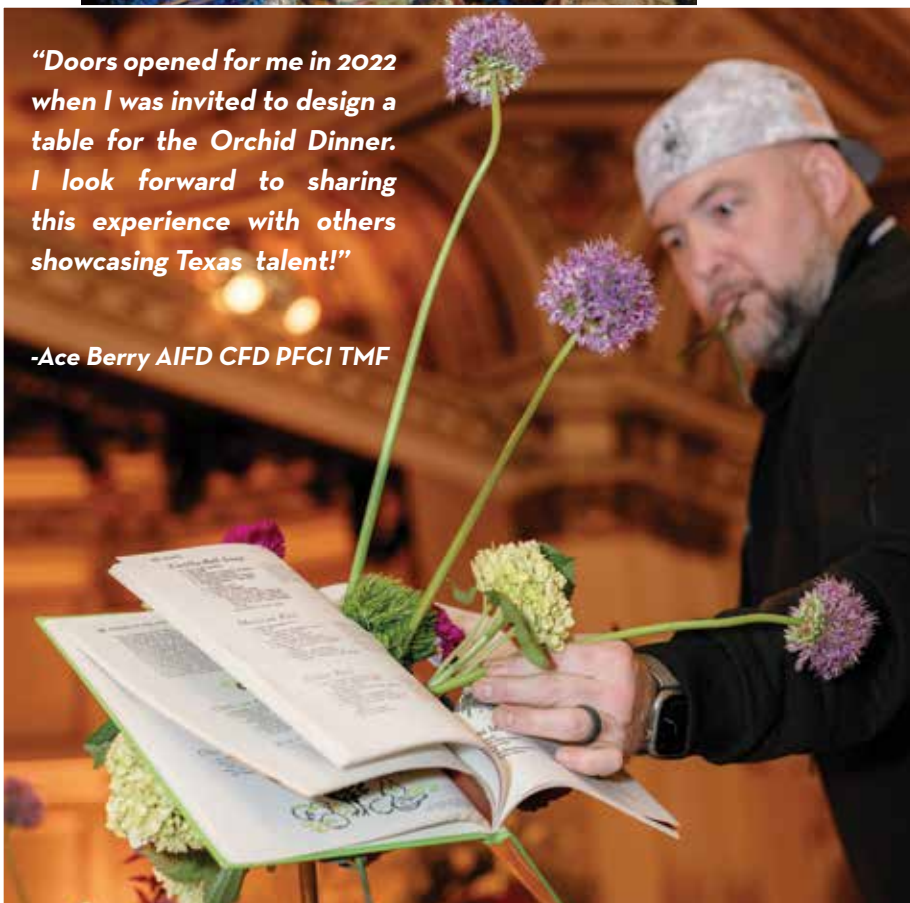
A Celebration of Family, Food and Tradition to Benefit the New York Botanical Garden



For his table at the Orchid Dinner this year, Ace Berry AIFD CFD PFCI TMF drew inspiration from Mexican modernism and his deep appreciation for Hispanic culture. “I grew up in a highly Hispanic area, and one of the biggest things in that culture is gathering around a table,” he explained. “Family, food, storytelling—it all happens there. I wanted my design to reflect that spirit.”

“Doors opened for me in 2022 when I was invited to design a table for the Orchid Dinner. I look forward to sharing this experience with others showcasing Texas talent!”

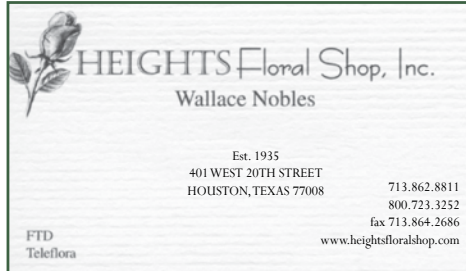
-Ace Berry AIFD CFD PFCI TMF



His striking composition featured flowers bursting from the pages of a Mexican cookbook, symbolizing how culture, flavor and tradition come to life around the dinner table. He incorporated plum, fuchsia and green hues, inspired by Luis Barragán's color palettes, rather than his architectural forms. The result was a design that was both dynamic and deeply personal, a visual representation of heritage, community and the soul of Mexican cuisine.

Berry's participation in the Orchid Dinner is yet another example of how TSFA's Texas Designer of the Year Competition can be a launchpad for florists to gain national recognition. His journey is a testament to the doors that open when designers challenge themselves, refine their skills and put their artistry on display.

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TSFA Calendar of Events

Design Credit | Derek Woodruff AAF AIFD CFD CF PFCI



APRIL

- 3 Texas Member Spotlight
Bill Doran Company | San Antonio
- 10 High School Certification Testing
- 12 Passover Begins
- 13 Palm Sunday
- 16 National Orchid Day
- 20 Easter
- 22 Earth Day
- 24 High School Certification Testing
- 29 High School Certification Testing

MAY

- 1 May Day
- 5 Cinco de Mayo
- 6 National Nurses' Day
- 10 Hispanic Mother's Day
- 11 Mother's Day
- 15 Bring Flowers to Someone Day
- 16-19 Texas Master Florist Classes
in Leander
- 17 Armed Forces Day
- 26 Memorial Day

JUNE

- 7 World Caring Day
- 8 National Florists' Day and
Best Friends Day
- 12 National Red Rose Day
- 14 Flag Day
- 15 Fathers' Day
- 27-29 Texas Floral Expo
- 30 Social Media Day


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