

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

# **SCHEDULE** JUNE 27-29, 2025

# 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

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





Innovative Floral Stylings for Weddings and Events



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**

**Unopposed Exhibit Time** 

- · 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

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 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



Hitomi Gilliam AIFD







