

MARCH 2025

TEXAS

in Bloom



Texas State Florists' Association PRESENTS

SECRETS

TEXAS FLORAL EXPO

2025

JUNE 27-29, 2025



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
RESERVATION
IN ONE OF TWO WAYS**

**QR CODE will take you directly
to online reservations**



Visit tsfa.org/expo

Texas in Bloom

MARCH 2025 | VOLUME LI | NUMBER 3

FROM THE *President*



TSFA President
Ed Fimbel
CFD TMFA

Has spring sprung? If you believe in prognosticators, Punxsutawney Phil predicted six more weeks of winter on February 2nd (Groundhog Day), when he saw his shadow. Well that six-week period is just about over. At least, let's hope so!

Spring is always the prettiest time of the year. Trees are budding and leafing out, flowers are blooming, the grass is starting to turn green and the beginning of warm breezes feel good!

We have survived the hustle and bustle of Thanksgiving, Christmas and Valentine's Day and are looking forward to Easter and Mother's Day. During this holiday season, I hope you have made plans to attend some of the upcoming events TSFA has planned for you. If you have not yet had time, we have made it oh so easy for you to take a look at the several offerings!

I invite you to visit tsfa.org and check out our "NEW" website! It looks fantastic and is so easy to navigate! Continuous additions and updates are being made, so visit frequently and take a look at all that awaits. TSFA Executive Director Michelle Karns and the TSFA team have done an amazing job with this incredible project. A simple thank you seems inadequate. This tool will make quite the difference in all things TSFA!

The Education Committee is extremely hard at work with high school certifications. There have been two on-site certification tests administered with five more to be held. Multiple virtual certification tests have been held with many, oh so many, more to follow. Help is greatly appreciated on set up day, usually held in the afternoon before the test day. If you are close to any of the locations, please consider volunteering. Call the TSFA office and speak with Carole. She will be thrilled that you want to help!

The Nominating Committee has met and will present the slate soon. Debbie Woltmann is the chairperson. If you received a phone call from her or a committee member, I hope you said yes to serve TSFA in an elected position.

PLEASE, PLEASE, PLEASE ... don't forget this date ... June 27-29, 2025! Plan now to travel to League City, just south of Houston, for EXPO 2025 ... SECRETS. Marisa Guerrero is the Chair and is planning the "BEST" inspirational, educational and motivational floral presentations and workshops for "YOU". It is going to be a fantastic weekend! Also, don't forget the Texas Designer of the Year Competition. A great experience for any designer and the rewards are numerous. Just ask any previous recipient! I want to see "YOU" in League City this June!

"Dreams don't work unless you do. Take that first step, no matter how small it seems. Action turns ideas into reality. Keep moving forward, and your dreams will follow." – Anonymous

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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Texas State Florists' ASSOCIATION
PRESENTS

TEXTURE

DEPTH
LINE

SCALE

DONINANCE
CONTRAST

SPACE
BALANCE



TRANSITION

PATTERN

SIZE

COLOR
VARIATION

FOCAL
OPPOSITION

REPETITION

FORM
ACCENT

PROPORTION

RHYTHM

TENSION
EMPHASIS

THURSDAY, MARCH 27, 2025

Lubbock ISD Agri-Stem Complex
102 Quaker Avenue • Lubbock, Texas

Chair Cassie Sanders AIFD CFD TMF



Texture is the surface quality that is observed visually. Your eye is drawn to the focal area but cannot resist looking beyond.



Tension is the secondary principle of contrast. It creates a dynamic aesthetic quality expressing action or force of energy within.

Gain a new perspective on the foundation of floral excellence as Joyce Mason-Monheim presents two key sessions on the elements and principles of design.

EXPERIENCE HANDS-ON LEARNING

Bring your tools for a hands-on workshop! "Unlocking Elements and Principles" will:

- Reframe the rules at the heart of floral design.
- Unlock secrets that expand your understanding, increase flexibility and enhance design possibilities.
- Reinvigorate your imagination and inspire you to create innovative floral art.

ENJOY A MEAL WITH FRIENDS

Grow your professional network over dinner as Mason-Monheim presents "Nurturing Elements and Principles." Are all rules meant to be broken, or do core concepts form a common language understood by floral artists and consumers alike? Mason-Monheim will demonstrate how floral artists can:

- Interpret nature into art.
- Design with authenticity, aligning individuality and art theory.
- Unlock limitless creative expression while expanding consumer demand.



TO REGISTER

Scan the QR code or visit tsfa.org/lubbockshowcase

It's always fun to know a little more than what the bio of TSFA's incredible presenters reveals. Throughout 2025, we will take you beyond the bio and share just a little bit more about each of those who will add to your layers of learning throughout the year!

Beyond
THE BIO

with
Joyce Mason-Monheim
AAF AIFD CFD PFCI AZMF



WHAT IS YOUR FIRST MEMORY OF FLOWERS?

I was fortunate to have been raised by a mother who also loved flowers and gardening. From the very beginning, I was surrounded by iris, lilacs, garden roses and peonies that she had grown. My fondest memories are times with my twin sister and little brother climbing through the orchard fence to pick the wild bluebells and dandelions. We always got in trouble, but my mom would let us put our findings in a mason jar to display on the windowsill.

WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

It was basically a process of elimination. I knew the college I wanted to attend but struggled with a career choice until discovering a new program being offered, called floriculture. I said, "why not!" and proceeded to fall in love with flowers and the floral industry.

WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

A degree in floriculture got me started but it was a multitude of inspiring designers who deeply influenced my design style. Among those are Gregor Lersch and Phil Rulloda. My involvement in AIFD continues to contribute to my journey.

WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

Starting in retail, moving to floral education and freelancing as a designer, I have traveled many avenues. An area that I truly love the most is visual merchandising and photography.

WHERE HAVE YOU RECEIVED YOUR GREATEST INDUSTRY SUPPORT?

From suppliers, growers and manufacturers. From accredited members, as well as everyone who simply loves flowers and wants to learn more. It is these individuals who open the doors to what I love and want to do every day!

YOU WON THE SYLVIA CUP IN 2013. WHAT INTRIGUES YOU ABOUT THE COMPETITION PROCESS?

What intrigues me the most is developing the ability to not panic, but to lean into knowledge at a moment's notice and create art that inspires.

WHAT IS YOUR THOUGHT PROCESS THAT LEADS TO A WINNING DESIGN?

Take one step at a time. Know the theme. Select the container or product that inspires and follow the steps that best create the design. For me, I am a line designer and that is always my starting point and my motivation.

HOW DID YOUR UNDERSTANDING OF ELEMENTS AND PRINCIPLES CONTRIBUTE TO YOUR SYLVIA CUP WIN?

The number one thing in competition is knowing what you'll be judged on – and elements and principles are always a major player in judging competitions. Knowing the elements and principles of design allows you the ability to always know what to do and where to begin.

HOW DOES YOUR UNDERSTANDING OF ELEMENTS AND PRINCIPLES CONTRIBUTE TO YOUR WORK TODAY?

Everything we do as professional floral designers should illustrate that we are classically trained professionals. This doesn't mean you can't be abstract with your art, but truly knowing these guidelines will contribute to your development.

Texas State Florists' ASSOCIATION
**TEXAS FLORAL SPOTLIGHT
SHINES BRIGHTLY IN SAN ANTONIO!**

THURSDAY, APRIL 3, 2025

Bill Doran Company
710 Nogalitos Street • San Antonio, Texas

Chair Cheryl Vaughan CFD PFCI TMFA

**FREE to TSFA Members! Registration required.
Cost: \$35, waived for TSFA members.**



TO REGISTER
Scan the QR code or
visit tsfa.org/spotlight

SCHEDULE

- 4:00 p.m.** Shop Bill Doran Company Specials Throughout the Store!
- 5:00 p.m.** Enjoy Refreshments
Drawings for 5% - 20% Discounts
- 6:15 p.m.** TSFA Welcome
- 6:30 p.m.** Design Presentation
- 7:30 p.m.** Time to Network and Shop
- 8:00 p.m.** Farewell

FIESTAS WITH FLAIR

A KALEIDOSCOPE OF FLOWERS AND CELEBRATIONS

featuring Beth O'Reilly AIFD CFD TMF

Get inspired with vibrant florals in a kaleidoscope of colors and themes. From spring weddings and quinceañeras to every celebration in between, Beth O'Reilly AIFD CFD TMF will wow you with the latest design trends and techniques. Attendees will discover how to increase their current skill set and utilize their resources to design arrangements that burst with joy.

Bill Doran Company will offer SPECIALS throughout the store and DRAWINGS for 5% - 20% discounts!

Beyond THE BIO

with

Beth O'Reilly
AIFD CFD TME



Dutchess Bouquets Product and
Business Development Manager

WHAT IS YOUR FIRST MEMORY OF FLOWERS?

My first flower memory is picking lilacs from our lilac bush where I grew up in Toledo, Ohio. I must have been about 4 or 5 years old and loved that lilac bush! I would take them to the elderly neighbor's house in the spring, ring the doorbell and hide to watch her open the door to find lilacs casually arranged in a little vase.

WHAT EXPERIENCES LED TO YOUR INTEREST IN THE FLORAL INDUSTRY?

I began my floral career during my first year of college at the age of 18 by unassumingly answering an ad for a floral designer. Making bud vases at Ken's Flower Shop in Perrysburg, Ohio, was the first project of many that led me to working with flowers ever since!

WHAT CONTRIBUTED MOST TO YOUR DESIGN EDUCATION?

With a bachelor's degree in Fine Art Sculpture from Texas State University, designing in the third dimension is a love of mine. I continue to learn, while constantly striving to innovate with mechanics, while viewing floral design as an art form. Along the way, many mentors have influenced me creatively and in the business of flowers.

WHERE HAVE YOU RECEIVED YOUR GREATEST INDUSTRY SUPPORT?

Countless colleagues in the industry have supported me, along with TSFA; my Mom and Dad; my husband, Jay; and my son, Sebastian.

WHAT HAS BEEN YOUR FAVORITE JOB IN THE FLORAL INDUSTRY?

Wow, that is a hard one! I have done so many

things in the industry, from running a floral and event retail business to designing lavish events for dignitaries, traveling abroad to Asia, developing product for a silk flower and container manufacturer as well as managing a wholesaler in Houston. Each experience has contributed to who I am today.

WHAT LED YOU TO YOUR TEXAS CUP AND MAYESH DESIGN STAR WINS?

I was inspired by my mentor, Coby Neal AIFD PFCI. He opened up a world of floristry that I never knew existed and encouraged me to be a sponge. Little did I know where those bud vases I learned how to make at 18 would lead me!



WHAT WAS YOUR MOST REMEMBERED FLORAL EXPERIENCE?

I would have to say that the most exciting and fun experience that flowers led me to was competing in the HBO MAX floral show Full Bloom Season 1. The first task was to create a three-story replica of Van Gogh's Poppies and Daisy. We won the team task and the finished floral art was amazing. Working with a team of designers that is in sync is an amazing feeling, but walking up to the project on the day we

filmed and seeing a half million dollars worth of flowers waiting for us to create this masterpiece was unforgettable! God willing, I will be an old woman and look back at that day and remember what it felt like to experience flowers in such an epic way!

WHAT INTRIGUES YOU ABOUT THE PROCESS?

I think competition is one of the greatest ways to push yourself and grow as a designer. Not only do you put yourself out there, but you learn how to be efficient, stretch your creativity and have fun doing it.

DESCRIBE YOUR THOUGHT PROCESS THAT LEADS TO A WINNING DESIGN.

The elements and principles are the foundation when thinking about a specific design. Competitive designing is different than designing for retail or making a pretty arrangement. I usually think about form and focal first. My sculpture background always comes into play and I love to design in ways where the mystery of the mechanics becomes part of the artistic statement. My "go to" starting point is usually creating some sort of armature and coming up with new mechanics that are exciting for the judges and viewers.

THE TAKEAWAY MUST BE MORE THAN JUST THE WIN. WHAT DID YOU LEARN FROM THESE COMPETITIVE EXPERIENCES?

Competition is one way to grow. As a mom, these experiences have also helped me teach respect, sportsmanship, creativity and confidence to my son, Sebastian. We enjoy having little competitions at home for him to learn what it feels like to stand as a competitor. We have fun with flowers and learn life lessons along the way!



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?



TO REGISTER
Scan the QR code or
visit tsfa.org/expo



**BUSINESS
SESSIONS**
Included in Registration



**DESIGN
PRESENTATIONS**
Included in Registration



MEALS
Included in Registration



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

Innovative Floral Stylings for Weddings and Events

Friday, June 27, 2025 • 7:00 p.m. - 10:00 p.m.



CHRIS COLLUM-WILLIAMS AIFD CFD TMF

ABOUT THE PRESENTATION

Professionally designed floral stylings offer a fresh and creative approach to elevating any wedding or event. From bold, modern arrangements to timeless, romantic bouquets, the professional floral designer curates unique floral experiences that leave a lasting impression. A shared artistic vision, with a deep understanding of color, texture and seasonal blooms, are among the skills needed to create bespoke arrangements tailored to exceed expectations. Whether an intimate ceremony or a grand celebration, innovative floral stylings transform spaces and set the mood to make the client's day uniquely their own and truly unforgettable for all who attend. Learn just how to bring a dream aesthetic to life, with flowers that tell a story in the most memorable way.

- Began his 32-year career in Levelland, Texas, as a delivery driver.
- Achieved the Texas Master Florist designation.
- Won WesTexas New Mexico Florist Association (WTNM) Silver Cup Competition.
- Launched a freelance career with jobs all over the United States.
- Inducted into the American Institute of Floral Designers (AIFD) in 2010.
- Won Texas Cup Competition and named Texas Designer of the Year in 2015.
- Is a WTNM Past President.
- Received the WTNM Silver Rose Award.
- Serves as a director on the AIFD National Board.

Collum-Williams and his husband Tom accepted management positions at Flowerland in Midland and Mark Knox Flowers in Odessa in 2007, where they have successfully been the last 18 years.



Session underwritten by Accent Decor
Texas Floral Education Partner
Founding Bronze Level Texas Floral
Education Underwriter

Styling Unique Everyday Florals

Saturday, June 28, 2025 • 7:30 a.m. - 9:30 a.m.



HITOMI GILLIAM AIFD

ABOUT THE PRESENTATION

Creative templates for gorgeous designs can be formulated for a unique approach to floral styling. IT'S THE SECRET to maximizing size and impact with less stem count in the least amount of time. This constitutes the templates to profitability and business sustainability. Plan your floristry future with an 'Economy of Means' based on ways to reduce the number of hours and rising cost of goods used to get 'MORE STYLE WITH LESS'. Gilliam will share her latest creative templates with you in this design presentation during the Saturday morning breakfast when all gather for the TSFA Annual Meeting.

- Began her career as a farmer-florist, a greenhouse grower and landscape designer turned retail florist for the first half of her working life.
- Became a floral educator, presenting design programs and workshops extensively throughout North America and around the world for the past 35 years.
- Is a sought-after presenter for art museums, botanical gardens and garden clubs.
- Founded DESIGN358, an education-based event company, with her son, Colin Gilliam.
- Published extensive floral educational programming with Colin as the executive producer.
- Authored eight books.
- Received the American Horticultural Society's Frances Jones Poeltker Award.
- Received Gold Honors 'Best of Show' at Singapore Garden Festival 'Windows to the World' International Floral Exhibit while representing Canada.
- Inducted into AIFD in 1986 and subsequently presented 10 main stage programs at various AIFD Symposia.
- Received the prestigious AIFD Award of Design Influence in 1998.
- Was a featured artist at the 'Les Fleurs Sauvages' Art Exhibit at Sotheby's Institute of Art in New York City.
- Popularized 'NEOTROPICA' and defined 'TROPICAL NOUVEAU' styling.
- Served as a judge for the 2020 Tournament of Roses Parade.
- Is a Teleflora Education Specialist.



Presentation underwritten by Teleflora
Texas Floral Education Partner
Founding Silver Level Texas Floral
Education Underwriter

Christmas Secrets Revealed

Saturday, June 28, 2025 • 11:45 a.m. - 1:45 p.m.



CHARLIE GROPPETTI AIFD

- His early years were spent in a California flower shop, which he owned for nearly 20 years.
- Decades in floral product development led to an expanded lifelong career in interior accessories and furnishings.
- “Cut from the landscape” is the very essence of his style.
- He was inducted into AIFD in 1987.
- Groppetti received the prestigious AIFD Award of Design Influence in 2022.
- His visionary development of Porch View Home has expanded his style to a home and garden lifestyle brand.

ABOUT THE PRESENTATION

Discover extraordinary insights that will educate and delight as the inside story reveals secrets of nature that inspire permanent botanical designs for the holidays.



Session underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters

TO LEARN MORE ABOUT EACH PRESENTER

Scan the QR code or
visit tsfa.org/expo-presenters



Your Gateway to Inspiration

Sunday, June 29, 2025 • 11:00 a.m. - 2:00 p.m.



J. KEITH WHITE AIFD

- Known for his floral vision and extraordinary designs.
- Served as a jury member for the 2004 Interflora World Cup in Melbourne, Australia.
- Represented the United States in the 2010 Interflora World Cup in Shanghai, China.
- Sponsored by FTD, his masterful designs for the official vehicles in the annual Tournament of Roses Parade® have been viewed by millions from 2007 to 2022.
- Judged numerous regional and national floral competitions, including the 2018 FTD America's Cup, as an AIFD Certified Floral Evaluator.
- Served as a judge for the 2022 Tournament of Roses Parade.
- Inducted into AIFD in 1996 and subsequently presented four main stage programs at various AIFD Symposia.
- Staged the inaugural Gallery Exhibit featuring American Floral Trends at the 2024 AIFD Symposium.
- Recognized as an AIFD Laureate.
- Received the AIFD Distinguished Service to the Floral Industry Award 2023.
- Is a designer, educator and merchandiser for the annual FTD Makeover Magic contest and Winward showrooms.
- Continues his passion for educating others with Keith White Floral Education.

ABOUT THE PRESENTATION

Discover an inspiration portal to the top five anticipated color palettes, design elements and styles with the American Floral Trends® 2025 and 2026. Join Creative Director J. Keith White AIFD as he showcases floral design applications for each trend, offering valuable merchandising tips. This trend report is a collaborative research and development project from the nation's leading designers, floral educators, product developers and influencers, aimed at helping florists attract customers and grow their businesses by leveraging emerging trends.



Session underwritten by FTD, Inc.
Texas Floral Education Partner
Founding Silver Level Texas Floral
Education Underwriter

Floral Sorcery: Transforming Ideas Into Art

Saturday, June 28, 2025 • 2:00 p.m. - 3:00 p.m.

ABOUT THE PRESENTATION

This program will focus on how materials can spark the process of creation. Form, line and texture are just a few elements of design that will be applied to the building of beautiful botanical art.



Session underwritten by BloomNet
Texas Floral Education Partner
Founding Silver Level Texas Floral
Education Underwriter

BRENNA QUAN AIFD

- Quan is an award-winning floral artist and educator based in Vancouver, Canada.
- Shared imaginative floral art in exhibitions and demonstrations across North America.
- Tutorials for floral magazines, printed and online, and various educational videos garner social media engagement.
- Inducted into AIFD in 2009 and subsequently presented two main stage programs at various AIFD Symposia with a third appearance planned this summer.
- First Place in the 2016 and 2019 Pacific North West Design Competitions.
- First Place in the 2019 Maple Leaf Cup.
- Quan took Second Place most recently representing Canada in the Gateway to the Americas Cup in Panama against 32 competitors from 20 different countries.



The Secret Language of Sympathy Flowers

Sunday, June 29, 2025 • 9:45 a.m. - 10:45 a.m.

ABOUT THE PRESENTATION

In this bilingual presentation, explore the delicate art of crafting floral designs that honor life and offer comfort, with insights into meaningful blooms and timeless arrangements.



Session underwritten by Smithers-Oasis
Texas Floral Education Partner
Founding Bronze Level Texas Floral
Education Underwriter

ROCIO SILVA AIFD CFD PFCI

- Monterrey, Nuevo León, Mexico is home.
- She was inducted into AIFD in 2011.
- Member of the Mexican Council of Judges in Horticulture and Design.
- Silva holds the Professional Floral Communicator International designation from the Society of American Florists.
- Judges countless competitions as an AIFD Certified Evaluator and Accredited National Garden Club Judge.
- Past President of the Latin American Society of AIFD Members.
- Co-founder and Director of the Instituto Mexicano Técnico Floral, which is the first floral design school in Mexico.
- Floral Designer for Oasis Floral Mexico.



A BILINGUAL PRESENTATION

TSFA is pleased to present this bilingual presentation and expresses appreciation to Smithers-Oasis for the generous sponsorship of both presenters.

FRANK FEYSA AIFD CFD PFCI

- Feysa is a retailer, event designer, educator and commercial print designer.
- He was inducted into AIFD in 2002 Feysa went on to serve as AIFD President in 2018-2019.
- AIFD Symposium Chair in 2014 and will serve as AIFD Program Coordinator this summer.
- Feysa holds the Professional Floral Communicator International designation from the Society of American Florists.
- Accredited American Orchid Society Judge.
- Design Director for Smithers Oasis.
- Feysa taught Commercial and Contemporary Floral Design at Ohio State University.
- Designs have been featured in numerous industry publications.
- Travels nationally and internationally to present design programs and hands-on workshops.



Wedding Design: What's Your Best Kept Secret?

Saturday, June 28, 2025 • 5:30 p.m. - 7:30 p.m.



CHRIS COLLUM-WILLIAMS AIFD CFD PFCI

ABOUT THE WORKSHOP

This stellar hands-on design workshop will take on another layer of learning through interactive components to best uncover the hidden tips and tricks that floral shops and event companies use. From planning, organizing and production to delivery and setup, Collum-Williams will highlight the most essential keys to success while fine-tuning skills and expanding creativity. He promises, "Together, we will create impactful designs of distinction that will inspire the very best while discussing mechanics, color palettes and the versatility of the designs."



Session underwritten by Accent Decor
Texas Floral Education Partner
Founding Bronze Level Texas Floral Education Underwriter

Enchanting Cascades

Sunday, June 29, 2025 • 2:30 p.m. - 5:00 p.m.



BRENNA QUAN AIFD

ABOUT THE ADVANCED WORKSHOP

Join in to create a whimsical and versatile cascading design using wire techniques and a combination of materials. Whether for a bouquet, couture styling or a unique floral art expression, this session will guide you through designing a flowing, balanced composition. Enhance your skills and explore your creativity!



Session underwritten by BloomNet
Texas Floral Education Partner
Founding Silver Level Texas Floral Education Underwriter



The Texas Floral Endowment has a strong commitment to the principles of diversity in all areas of the floral industry. In that spirit, scholarships are awarded annually to qualified individuals, based on the specific criteria of each scholarship. Current opportunities will be posted soon.



TO LEARN MORE
Scan the QR code or visit
tsfa.org/scholarship-opportunities

Texas Floral Endowment scholarships support an array of opportunities, including the Texas Floral Expo!

Unlocking Social Media Best Practices

Friday, June 27, 2025 • 1:00 p.m. - 2:00 p.m.

ABOUT THE SESSION

Why do some social posts go viral and others do not? Photo and video quality and technique play a huge role in whether customers engage with your business through social. In this interactive session, you will discover tips and tricks, using a smartphone or digital camera, to create click-worthy content. You'll also learn how to best leverage your social platforms, specifically Instagram, Facebook and TikTok to maximize reach and gain new customers.

RENATO CRUZ SOGUECO AAF PFCI

- Vice President of Digital Strategy and Education at BloomNet.
- Sogueco's primary role is to serve member florists to help them build web traffic and engage customers.
- He develops innovative solutions focusing on search engine optimization and marketing, social media, content marketing and mobile strategy.
- Sogueco serves as lead educator on new technology, digital marketing strategy, consumer and demographic trends at the Floriology Institute and on the new online learning platform, Floriology Now.
- He previously served as Chief Information Officer for the Society of American Florists, providing marketing, technology and government relations for flower growers, suppliers, wholesalers and retailers.



Uncovering the Latest Website Tips, Tricks and Trends

Saturday, June 28, 2025 • 3:15 p.m. - 5:00 p.m.

ABOUT THE SESSION

Customers continue to go online to purchase floral gifts. Are you getting your share of these orders – only if your website is fully optimized to capture these sales. Uncover the best practices for optimizing your website to increase website rank, convert web visits to sales and ensure you are leveraging all the resources and tools to grow your business.

YOU ASKED AND TSFA LISTENED!

Renato will present not ONE but TWO business sessions to expand sales opportunities!



Session underwritten by BloomNet
Texas Floral Education Partner
Founding Silver Level Texas Floral Education Underwriter

Secrets of Top Event Florists: Turning Vision Into Profitable Designs

Sunday, June 28, 2025 • 8:00 a.m. - 9:00 a.m.

ABOUT THE SESSION

Have you ever wondered how top event florists seamlessly balance dream designs with real-world budgets? Join Corrine Heck, CEO of Details Flowers Software, as she unveils the top secrets of successful floral businesses. Learn proven strategies for setting clear client expectations, presenting cost-effective alternatives and using pricing transparency to build trust. Discover how industry leaders navigate budget conversations while maintaining creativity and profitability. Whether you're designing high-end events or intimate gatherings, this business session will equip you with insider knowledge to elevate your business and ensure every event is both stunning and financially successful.

CORRINE HECK PFCI

- Founder of Details Flowers Software, evolving from an event designer to a software developer and now serving as the CEO.
- Heck's entrepreneurial journey gained momentum when she won the Rollins College Sponsored Venture Pitch Grand Prize in 2016.
- She holds the Professional Floral Communicators International designation from the Society of American Florists.
- One of GrowFL's Top 50 Fastest Growing Companies in 2022.
- Heck was honored as the Most Charitable Woman in Volusia County.
- One of Inc Magazine's Top 200 Female Entrepreneurs of 2023.
- Recipient of the University of Florida's Gator100 Award in 2023.
- Daytona Beach Chamber of Commerce named Details Flowers Software the Small Business of the Year in 2023.



Session underwritten by Details
Texas Floral Education Partner
Silver Level Texas Floral Education Underwriter

Service & Synergy: Building a Customer-First Dream Team

Saturday, June 28, 2025 • 5:30 p.m. - 6:30 p.m.



VONDA LAFEVER AIFD CFD PFCI

- Industry experience expands over four decades.
- LaFever owned and managed a retail shop in Illinois for 20 years.
- Floral instructor at Kishwaukee College.
- Teleflora Unit President and Regional Unit Director.
- Teleflora Education Specialist Team Educator 2007-2023.
- 2010 Academy Awards Design Team.
- 2015 White House Special Events Design Team.
- Inducted into AIFD in 1989 and served as AIFD Symposium Program Coordinator in 2015 in celebration of the 50th anniversary of AIFD.
- AIFD® National Board of Directors for two years.
- 2018 AIFD® National Symposium Main Stage Presenter.
- Co-host of the podcast, *The Business and Pleasure of Flowers*.
- Founder of Flower Clique, which provides tools and services for floral professionals looking to simplify and elevate their business the way they have always envisioned.



LORI WILSON PFCI

- Flower Clique Director of Education and Community.
- Background of 20+ years in education.
- Passion for connection to our ever-changing industry.
- Focus is helping business owners lead their teams with excellence.
- Emphasis on sales and leadership effectiveness, employee motivation and transformative mentoring.
- Presenter at the Society of American Florists Convention, NextGen and the Great Lakes Floral Expo.
- Co-host of a top floral podcast, *The Business and Pleasure of Flowers*.
- Over 12 years of experience in the floral industry.

ABOUT THE SESSION

Vonda LaFever AIFD CFD PFCI and Lori Wilson PFCI will explore the key qualities of an ideal team player—hungry, humble and people-smart — as outlined in *The Ideal Team Player* by Patrick Lencioni. Discover how these traits directly impact customer service in the floral industry.

Exceptional service starts with the right people. In this session, you'll learn how to identify, hire and train team members who not only deliver outstanding customer experiences but also contribute to a positive, high-performing workplace.

Pull back the curtain on how to confidently sell, connect with customers and increase profits. In this session, you will learn proven techniques and insider secrets that will help turn conversations into sales and create repeat customers. Whether you're struggling with staffing, training or team dynamics, this session will give you actionable takeaways to build a thriving, customer-first dream team — and a sneak peek at the strategies that will make your team most effective!

Flower Clique
FOR THE MODERN FLORIST.

Session underwritten by Flower Clique
Texas Floral Education Partner
Bronze Level Texas Floral Education Underwriter

Secrets of AI-Powered Floral Artistry

Friday, June 27, 2025 • 9:00 a.m. - 11:00 a.m.

ABOUT THE WORKSHOP

Step into a world of hidden possibilities and uncover secrets where imagination meets innovation in this enchanting hands-on workshop for floral designers of all skill levels. Ferrer will reveal the fascinating synergy between technology and artistry, using AI tools like ChatGPT to transform abstract ideas into breathtaking floral designs.

Discover how AI-generated themes and visuals can unlock unique, one-of-a-kind arrangements, revealing the secrets to boundless creativity. Engage in guided exercises that fuse your artistic intuition with AI-enhanced inspiration, turning abstract ideas into floral masterpieces. Tackle design challenges inspired by AI prompts, uncovering new approaches and pushing the boundaries of traditional floral design. Learn the secrets to seamlessly integrating AI into your creative process to save time, spark innovation and captivate your clients.

BRANDY FERRER AIFD CFD TME

- Owner of Simply Beautiful Floral Company in Gilmer, Texas.
- First Place in the Frankie Shelton Cup Competition in 2023.
- 2024 Texas Designer of the Year.
- Texas State Florists' Association Retail Director.
- She was inducted into AIFD in 2023.
- A dedicated educator, Ferrer has taught numerous workshops and programs, including AIFD Symposium and hands-on floral design training for FFA teachers.
- Co-founder of the East Texas Yamboree Student Floral Cup.
- *TEXAS in Bloom* contributor with a monthly column titled *Blooming With Brandy*.



Session partially underwritten by
Texas Floral Education Underwriters



Session partially underwritten by the
AIFD South Central Chapter Morley Haynes Grant

Unlocked Secrets

Friday, June 27, 2025 • 9:00 a.m. - 11:00 a.m.

ABOUT THE WORKSHOP

Captivate and experience hands-on applications with J. Keith White AIFD through the inspired use of color, texture and design styles associated with the American Floral Trends. This is your gateway to inspiration with a comprehensive view of one floral trend and the numerous ways to successfully combine materials to achieve a higher level of floral design.

J. KEITH WHITE AIFD



Session underwritten by FTD, Inc.
Texas Floral Education Partner
Founding Silver Level Texas Floral
Education Underwriter



Secrets for Creating Marketing Videos

Friday, June 27, 2025 • Noon - 2:00 p.m.

ABOUT THE WORKSHOP

Discover simple techniques to create videos for floral marketing or influencing. All can be easily created on your iPhone or iPad once the secrets unfold!



CHARLIE GROPPETTI AIFD

Session underwritten by
Texas Floral Education Partners
Texas Floral Education Underwriters



The Secret to Sustainability in Bespoke Design

Friday, June 27, 2025 • Noon - 2:00 p.m.



DEREK WOODRUFF AAF AIFD CFD CF PFCI

- Joined the floral industry at the age of 16, learning floral design in vocational school and working for a local florist.
- Continued his education through institutes such as Michigan State University, Great Lakes Floral Association and AIFD.
- Launched his own business, Floral Underground, in 2008.
- Is Lead Designer and Educator for Syndicate Sales.
- Specializes in “today’s consumer,” engaging them through different types of media, including demonstrations, subscription services and hands-on workshops.
- Was second runner-up on the televised reality show *The Arrangement*.
- Won the 2016 Sylvia Cup.
- Named 2024 Floriexpo Iron Designer.

ABOUT THE WORKSHOP

In a world of floral saturation, what makes an arrangement stand out to a consumer? These days, people can buy flowers from retail florists, floral studios, mass-markets and even online. The best way to set yourself apart is your style. One of the most popular design styles of today, in the eyes of young consumers, is known as bespoke, free-form or bohemian. In this workshop, you will learn the secret to designing using elements and principles of this type of style with the latest sustainable tools and mechanics and realize that it is not much different from what you already know in floral design.



Session underwritten by Syndicate Sales
Texas Floral Education Partner
Silver Level Texas Floral
Education Underwriter

Mastering the Secrets of Sympathy Florals

Saturday, June 28, 2025 • 3:15 p.m. - 5:00 p.m.

ABOUT THE WORKSHOP

Learn to design heartfelt funeral arrangements with elegance, intention and an increased knowledge of symbolism in this bilingual hands-on workshop. Explore the techniques that support artistic creations that are long remembered.



ROCIO SILVA AIFD CFD PFCI FRANK FEYSA AIFD CFD PFCI

A BILINGUAL HANDS-ON DESIGN WORKSHOP

TSFA is pleased to present this bilingual workshop and expresses appreciation to Smithers-Oasis for the generous sponsorship of both presenters.



SMITHERS-OASIS

Session underwritten by Smithers-Oasis
Texas Floral Education Partner
Founding Bronze Level Texas Floral
Education Underwriter

Sheep and Cane • Styling With Fiber Art Structure

Sunday, June 29, 2025 • 7:30 a.m. - 9:30 a.m.



HITOMI GILLIAM AIFD



Hands-on Workshop underwritten by
Texas State Florists' Association.

ABOUT THE WORKSHOP

Creative templates are the SECRETS!! They are constructed with interchangeable components that support different styles. Learn to create components that can morph into your favorite styles of design.

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 • Non-Member \$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 Gropetti AIFD.
- The Secret to Sustainability in Bespoke Design • Derek Woodruff AAF AIFD CFD PFCI CF.
- Mastering the Secrets of Sympathy Florals • Rocio 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 • Non-Member \$245
Enchanting Cascades • Brenna Quan AIFD.

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Visit tsfa.org/expo





THERE ARE TWO WAYS TO ENTER



Scan the QR code. Review the secrets you need to know to open the gate and become the next Texas Designer of the Year!

Visit tsfa.org/designer-of-the-year

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.

Blooming with Brandy



BALANCING CREATIVITY AND TECHNICAL SKILLS IN FLORAL COMPETITIONS

Floral competitions are where artistry meets strategy. You can't just throw some peonies in a vase and call it a masterpiece. You need technical precision, creative flair and, most importantly, a solid understanding of the rules, because nothing kills the joy of a perfect design faster than getting disqualified for using an illegal mechanic. If you want to make your floral designs stand out and score big, here's how to master that balance.

THE CREATIVE PROCESS BEHIND AN AWARD-WINNING ARRANGEMENT

Winning floral designs don't happen by accident, unless you're incredibly lucky, in which case, I'd like to borrow some of that luck for my next competition. Winning designs are carefully planned, well-researched and executed with purpose.

Step 1: Learn the Rules Like They're Your Favorite Netflix Show

Competitions are like board games. You have to play by the rules. Before you even start dreaming up a design, read the guidelines and then read them again. If anything is unclear, ask questions. A jaw-dropping design won't mean much if it's penalized for using the wrong container size or materials. Designing within the given framework makes your creative process smoother and saves you from last-minute panic attacks.

Step 2: Design With the Scoring Rubric in Mind

The scoring rubric isn't there to intimidate you. It's your roadmap to success. Judges assign points based on creativity, mechanics

and the use of materials. If innovation is highly weighted, think about incorporating unique textures, unexpected structural elements or an unusual silhouette. Basically, work smarter, not harder and give the judges exactly what they're looking for.

Step 3: Prep Your Props and Mechanics in Advance

If your competition allows you to bring a prop, keep it functional, lightweight and complementary to your florals. A well-balanced prop should allow the flowers to "sing", letting their beauty take center stage. This is a lesson I personally learned after creating elaborate props that felt like art pieces on their own, only to realize the flowers became an afterthought. Practice within time limits and avoid overcomplicating your setup. Simplicity and intentionality go a long way.

SHOWCASE YOUR UNIQUE STYLE IN FLORAL COMPETITIONS

Your style is what makes your work you. But no matter how fabulous your aesthetic is, it still needs to fit within competition guidelines.

1. Work Within the Rules – Without Losing Yourself

Think of the rules as a canvas, not a cage. If sustainability is part of the scoring, use biodegradable mechanics and recycled elements that align with your style. If minimalism isn't your thing, find ways to work within a clean composition while still incorporating your signature details.

"Becoming Texas Designer of the Year has been an incredible journey – one built on passion, perseverance and a deep love for the art of floral design. This achievement is not about a title; it's about growth, pushing creative boundaries and embracing the challenges that make us better designers. Winning has opened doors I never imagined, connecting me with industry leaders, new opportunities and the chance to inspire others. For anyone thinking about competing – do it. Step outside your comfort zone, challenge yourself and trust that every experience, win or lose, is a stepping stone to something greater. The floral industry is full of talent and the best way to grow is to surround yourself with those who push you to new heights."

Brandy Ferrer AIFD CFD TMF
2024 Texas Designer of the Year
2025 Texas Designer of the Year Competition Chair

2. Keep It Simple – But Striking

More isn't always better. Too many colors, textures or competing elements can make a design look messy rather than intentional. Monochromatic and complementary color palettes often score well, as they create a sense of harmony. A strong, well-thought-out concept is far more powerful than a chaotic explosion of blooms.

3. Use Layers for Depth and Impact

Layering different heights and textures gives your arrangement a sense of movement and dimension. Varying petal softness against rougher greenery, or mixing structured and organic forms, creates visual interest. The goal is to keep the viewer's eyes moving, without overwhelming them.

INNOVATIVE TECHNIQUES TO STAND OUT IN COMPETITIONS

Creativity wins competitions, but smart techniques seal the deal. Here are some advanced strategies to add that wow factor to your work.

1. Build Strong Foundations, Because Judges Notice Everything

Flimsy mechanics will ruin a beautiful design. Keep your structures and design clean and precise – no visible glue globs, wire poking out or visible foam, unless it is being used as a decorative element. If your design starts toppling over mid-competition, no amount of artistic genius will save it.

2. Use Visual Balance to Make an Impact

A balanced design doesn't mean everything has to be perfectly symmetrical unless that's your goal. Asymmetry can be just as powerful. Placing two-thirds of the composition's visual weight on one side and one-third on the other creates dynamic tension. The key is making sure each portion feels equal in weight, even if the physical sizes are different.

3. Stretch the Proportions – Go Big or Go Home

Classical proportions dictate that height should be 1.5 to

two times the width. But why stop there? Stretching your dimensions further – like making the height four times the width or vice versa – creates drama and presence. If your goal is impact, pushing past conventional ratios can make your design unforgettable.

4. Create Tension – A Little Drama Never Hurt Anyone

Harmony doesn't mean everything has to blend perfectly. A little contrast, like inserting one downward-moving line in an otherwise upward-flowing design, adds excitement and intrigue. Identify the dominant movement in your arrangement and challenge it with one or two contrasting elements. It's like adding a plot twist to a great story.

5. Exaggerate Your Line Directions

Subtle lines work, but bold lines command attention. Instead of having gentle, implied movement, make it obvious. Use long, thin materials like sticks, reeds or dramatic branches to lead the eye across the composition. Even one or two exaggerated lines can take an arrangement from predictable to striking.

6. Use Negative Space Intentionally

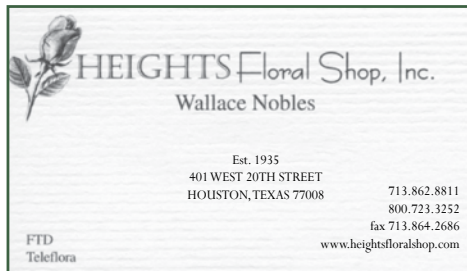
Negative space is just as important as the flowers themselves. Instead of filling every inch, allow some breathing room. This technique helps highlight focal points, frame key elements and make the design feel more polished – plus, it's an easy way to make a composition feel more refined without doing extra work.

Floral competitions aren't just about creating something beautiful – they're about telling a story, following the rules and executing a technically flawless design. By aligning your creativity with the competition criteria, using innovative techniques and preparing like a pro, you'll stand out and score big.

2024 TEXAS DESIGNER OF THE YEAR AWARD WINNING DESIGNS



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TSFA *Calendar of Events*

Design Credit | Joyce Mason-Monheim AAF AIFD CFD PFCI AzMF



Static Line conveys a sense of stability and strength. Combined with a dynamic line it plays off the steadiness of the static line and creates energy, movement and tension.



The texture of the bulbs draws your eye into the design and the grouping of color defines the space of the products and strengthens the visual identity.



Recreating the line of the horizon strengthens the base of the design. Adding color to the basing techniques also adds weight. It's the dynamic line of the plant material that softens the visual aspect and creates movement.

MARCH

- 2 Texas Independence Day
- 3 Caregiver Appreciation Day
- 4 National Son's Day
- 4 High School Certification Testing
- 8 International Women's Day
- 9 Daylight Savings Time Begins
- 17 St. Patrick's Day
- 26 High School Certification Testing
- 27 Texas Floral Showcase in Lubbock

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 Florists Classes
in Leander
- 17 Armed Forces Day
- 26 Memorial Day


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