

Texas State Florists' ASSOCIATION  
PRESENTS

# BLOOM

2026 TEXAS FLORAL EXPO

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

**FRIDAY, JUNE 19, 2026**

9:00 a.m. - Noon

**PRODUCT GALLERY INSTALL**

10:30 a.m. - 12:30 p.m.

**Concurrent Hands-on Workshops**



**TAKE ROOT** with Susan Piland AIFD, CFD, TMF  
*Transitioning Styles for Today's Bride*  
Underwritten by Texas Floral Education Underwriters



**GROW** with Brandy Ferrer AIFD, CFD, TMF  
*Reimagining Time Tested Products*  
Underwritten by Smithers-Oasis



**BLOSSOM** with Judy Janzen AIFD, CFD  
*Let's Change the Tropic*  
Underwritten by Accent Decor

Noon - 1:00 p.m.

**Presidential Suite  
APPRECIATION**

Texas Floral Education Underwriters

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

**PRODUCT GALLERY**

Unopposed Exhibit Time

- Shop.
- Network.
- Passport to Education.

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

**TEXAS DESIGNER OF THE YEAR COMPETITION**

Categories I and II

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

**BEHIND THE SCENES TOUR**

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

**STARS OF TEXAS RECEPTION**

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



**STARS OF TEXAS DINNER  
DESIGN PRESENTATION**

*Deeply Rooted • Weaving the Cultural Tapestry of Texas Flora*



Ellie Grande AIFD, CFD, EMC

Tricia Won AIFD, CFD, EMC, IMF, TMF

Underwritten by Texas Floral Education Underwriters

**SATURDAY, JUNE 20, 2026**

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



**BREAKFAST • TSFA ANNUAL MEETING  
DESIGN PRESENTATION**

*Take the Competitive Lead and BLOOM!*



Alan Masters AIFD, CFD, PFCI

Underwritten by Texas Floral Education Underwriters

9:30 a.m. - 11:30 a.m.

**PRODUCT GALLERY**

- Shop.
- Network.
- Passport to Education.

11:45 a.m. - 1:45 p.m.



**LUNCHEON • DESIGN PRESENTATION**

*American Floral Trends® 2027-2028*



J. Keith White AIFD

Underwritten by FTD

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

**PRODUCT GALLERY DISMANTLE**

2:15 p.m. - 3:00 p.m.

**Concurrent Spotlights**



**TAKE ROOT** with Brandy Ferrer AIFD, CFD, TMF

*Prep, Protect, Perform • Renewal Foam + Proper Processing*

Underwritten by Smithers-Oasis



**GROW** with Rebecca Sullivan AIFD, CFD, TMF

*Design With Heart • Build With Intent*

Underwritten by Texas Floral Education Underwriters



**BLOSSOM** with Cassie Sanders AIFD, CFD, TMF

*Planting Seeds for Success • Building Relationships That Grow Your Workforce*

Underwritten by Texas Floral Educations Underwriters

SCHEDULE • JUNE 19-21, 2026

Register  
now to

# BLOOM

PRODUCT GALLERY • 5 DESIGN PRESENTATIONS  
2 INTERACTIVE PRESENTATIONS  
6 HANDS-ON WORKSHOPS • 2 MASTER CLASSES  
TEXAS DESIGNER OF THE YEAR COMPETITION

3:15 p.m. - 4:15 p.m.



**INTERACTIVE PRESENTATION**

*The Leadership Perspective*  
Jody McLeod AIFD, CFD, PFCI, NCCPF  
Underwritten by TSFA

4:30 p.m. - 6:30 p.m.

**Concurrent Hands-on Workshops**

Underwritten by Texas Floral Education Underwriters



**TAKE ROOT** with Cheryl Vaughan CFD, PFCI, TMFA  
*Wedding Florals in Motion*



**GROW** with Fabian Salcedo  
*The Art of the String Garden*



**BLOSSOM** with Alan Masters AIFD, CFD, PFCI  
*Wired & Inspired • Expanding Sympathy Designs Into a Third Dimension*

7:30 p.m. - 10:30 p.m.

**A COLOR POP PARTY IN FULL BLOOM**

**SUNDAY, JUNE 21, 2026**

7:00 a.m. - 8:30 a.m.

**TEXAS DESIGNER OF THE YEAR COMPETITION**  
Category III

7:30 a.m. - 8:00 a.m.

**INTERFAITH SERVICE**

7:30 a.m. - 8:30 a.m.

**PAST PRESIDENTS' BREAKFAST**

8:00 a.m. - 10:00 a.m.



**MASTER CLASS**

**BLOOM** with Ellie Grande AIFD, CFD, EMC  
*The Sculpted Stem • A Master class where Floral Design Meets Wearable Art*  
Underwritten by Texas Floral Education Underwriters

9:00 a.m. - 10:00 a.m.



**INTERACTIVE PRESENTATION**

*State of the Floral Industry • Trends, Challenges and Shared Opportunities*  
Kate Penn  
Underwritten by the Texas Department of Agriculture

10:30 a.m. - 11:30 a.m.



**DESIGN PRESENTATION**

*Discovering the Heartbeat of Nature*  
Judy Janzen AIFD  
Underwritten by Accent Decor

Noon - 3:00 p.m.



**LUNCHEON • DESIGN PRESENTATION**

*Hanashi*  
Jody McLeod AIFD, CFD, PFCI, NCCPF  
Underwritten by Teleflora

3:30 p.m. - 4:15 p.m.

**Concurrent Spotlights**

Underwritten by Texas Floral Education Underwriters



**TAKE ROOT** with Susan Piland AIFD, CFD, TMF  
*It's a Wrap!*



**GROW** with Cheryl Vaughan CFD, PFCI, TMFA  
*The Ripple Effect*



**BLOSSOM** with Fabian Salcedo  
*Featuring Kokedama in Everyday Stylings*

4:30 p.m. - 6:30 p.m.



**MASTER CLASS**

**BLOOM** with Tricia Won AIFD, CFD, EMC, IMF, TMF  
*Rooted Elegance • Woven European Floristry*  
Underwritten by Texas Floral Education Underwriters



**SPOTLIGHTS**  
Included in Registration



**PRESENTATIONS**  
Included in Registration



**MEALS**  
Included in Registration



**HANDS-ON WORKSHOPS**  
**MASTER CLASSES**  
Additional Registration Required