

MARCH 2026

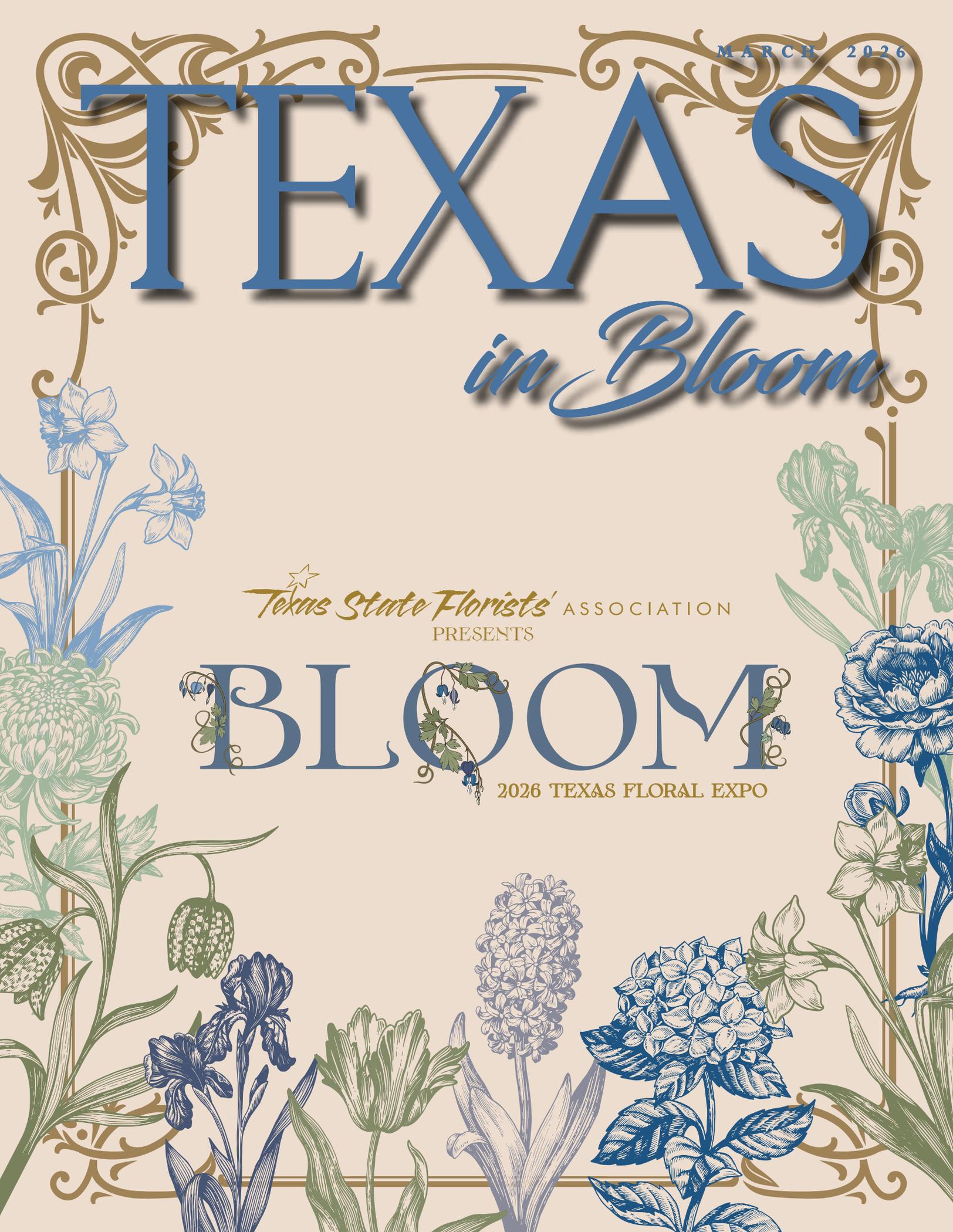
# TEXAS

*in Bloom*

*Texas State Florists'* ASSOCIATION  
PRESENTS

BLOOM

2026 TEXAS FLORAL EXPO



**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 Desert, 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 22 - 23, 2026 • 9:30 a.m. - 4:30 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 6 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/formative](https://tsfa.org/formative)**

**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**

# Texas in Bloom

MARCH 2026 | VOLUME LII | NUMBER 3

## FROM THE *President*



TSFA President  
Marisa Guerrero  
AIFD, CFD, TMF

After the beautiful whirlwind of Valentine's Day, it's a joy to look ahead to the spring blooms just around the corner. As our gardens begin to wake up, I hope you'll take a moment to slow down and stop to smell the flowers as they begin to bloom.

Thank you to everyone who joined us for the Texas Floral Spotlight at Bill Doran Company in Dallas. It was an amazing program, and Kari Gaudet AIFD, CFD, was absolutely spectacular. Our Spotlight events are designed to highlight the talent and creativity of exceptional Texas florists, and Kari shone beautifully. The energy in the room, the shared learning and the conversations that followed are exactly what make these events so memorable.

If you weren't able to attend the El Paso Showcase or the Dallas Spotlight, don't worry, there are still wonderful opportunities ahead to connect with your Texas floral friends. The Texas Floral Expo, presented by TSFA, will take place in San Marcos June 19-21. Later this year, we'll gather again for another Texas Floral Showcase in Waco this September. Each of these events offers education, inspiration and time to reconnect with colleagues who truly understand the joys and challenges of our industry.

If you are looking to connect with your TSFA friends even more, I'm excited to share that TSFA Connect communities have officially launched on the TSFA website. These online communities are a fantastic way to strengthen relationships, share ideas and stay connected with your Texas floral colleagues – anytime. Whether you're looking for advice, encouragement or simply a place to belong, TSFA Connect is there for you.

Spring reminds us that growth happens in seasons, and so do relationships. I hope you'll find ways this month to nurture both.

Warmly,  
Marisa Guerrero  
President, Texas State Florists' Association



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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION  
P.O. Box 859 | Leander, Texas 78646 | 512.528.0806 | tsfa.org | mkarns@tsfa.org | tsfaadmin@tsfa.org

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# OUR GREATEST STRENGTH IS COMMUNITY

## *The Vida en Flor Experience*

Written by TSFA President  
Marisa Guerrero AIFD, CFD, TMF

Every day, couples across the world are married. Some celebrations are elaborate productions filled with layers of color, texture and music, while others are quiet, intimate moments shared among a few loved ones. Across cultures and traditions, flowers remain one of the few elements that universally define what it means to have a wedding. They are our common visual language – expressing joy, reverence, romance and memory in ways words often cannot.

This January, in the crisp desert air of El Paso, that shared language came to life as the Texas State Florists' Association presented Vida en Flor – Life in Bloom at St. Rogers Depot. More than a design program, the event was a celebration of education, community and the power of gathering together to be inspired.

Internationally acclaimed designer Rocio Silva AIFD, CFD, PFCI, CEJ, returned to Texas to lead the Texas Floral Showcase, bringing with her the same vibrant energy and spirit that attendees of the 2025 Texas Floral Expo will remember from her sympathy program presented alongside Frank Feysa AIFD, CFD, PFCI. From the moment she arrived, the room was filled with laughter, curiosity and anticipation. Her generous teaching style transformed advanced techniques into accessible learning moments, reminding all in attendance that floral education is not simply about mastering mechanics – it is about sharing knowledge in a way that allows others to grow.



As she closed the program, Silva reminded everyone that “Nothing changes, if nothing changes.” This was a challenge to the attendees to continue to grow and expand their knowledge of floristry.

A long arrangement of blue and white florals is elevated to a lush tropical tablescape with the addition of grapefruit and papaya, some of which were cut open to reveal dark seedpods.

In the days leading up to the program, Silva shared her design processes and techniques as she worked with a team of assistants to manipulate and shape vibrant blooms and foliage into expressive forms that created movement and modernity. Premium product provided by Texas Floral Education Bronze Level Underwriter Miami Flowers allowed each composition to shine, while structural mechanics constructed with Smithers-Oasis floral foam, wire mesh and bullion demonstrated the importance of strong foundations in innovative design.

Designers developed their foundational techniques at a sold-out hands-on workshop, where high school students, teachers and professional floral designers came together to create a modern crescent bridal bouquet. Working in a trending palette of hot pink, peach and white, designers combined thoughtful stem placements with new techniques, like using flower frogs to shred flax leaves. As Silva demonstrated, TSFA Immediate Past President Ed Fimbel, CFD, TMFA, and TSFA President Marisa Guerrero, AIFD, CFD, TMF, walked through the room to help answer questions and guide the designers.

Silva shared laughter and new techniques with the attendees as they transformed buckets of flowers into lush designs built in Smithers-Oasis bridal bouquet holders – appearing to be hand-tied bouquets. Attendees gained more than a finished bouquet. Each participant left with new confidence in their abilities and an understanding of how well-applied mechanics can support unique shapes and create freedom in design. These skills directly translate into more joy as we create for our brides.



Callas are soaring in popularity and their graceful lines were magnified by the addition of shredded flax leaf loops.

Vida en Flor isn't just a saying; it is a lifestyle for floral designers across our industry. The passion in the room was strong, and it was even more evident when you realized that the attendees traveled from across Texas and New Mexico to be part of the experience. In an industry where many professionals work in small teams or independently, the opportunity to learn side by side is invaluable.

Following a warm, family-style dinner, a reflection of the hospitality that defines our profession, the evening program began. As the lights dimmed, Rocio presented three distinctive wedding vignettes: a bold black-and-white composition made contemporary through looping shredded flax, a citrus-infused tablescape celebrating color and abundance, and an opulent, opera-inspired collection that captured the drama and romance of grand-scale celebrations. As she shared the techniques behind each look, the room buzzed with excitement. Ideas sparked conversations. Trends became practical applications. Inspiration turned into action.

These moments are the true legacy of in-person education. The relationships formed and strengthened at events like this extend far beyond a single day. They become mentorships, collaborations, career opportunities and lifelong friendships. They create a network of professionals who support one another in both creative and business success.

Providing access to this level of education in El Paso carried special significance for me, as it is my hometown. Bringing a world-class program to West Texas ensures that talent can be nurtured in every region of our state and affirms the Texas State Florists' Association's commitment to serving all its members.

The success of Vida en Flor was made possible through the generous support of the Texas Floral Education Underwriters, who share a dedication to floral education. TSFA extends its sincere appreciation to Bronze-level Underwriter Miami Flowers for providing exceptional product and to Smithers-Oasis for the high-quality mechanics that supported both the showcase and the hands-on learning experience.

Texas Floral Education programs exist to elevate the standard of floral design through accessible, high-quality instruction across the state. By bringing together internationally recognized educators, students, emerging designers and seasoned professionals, these programs ensure the future of the Texas floral industry continues to grow stronger, more innovative and more connected.

In a profession rooted in life's most meaningful moments, it is fitting that our greatest strength comes from one another. Through education, collaboration and shared inspiration, our community, like the flowers we design with, continues to bloom.

Twenty talented designers, from high school students to seasoned professionals, each put their own twist on a bridal bouquet during the hands-on class.



Deep saturated colors of burgundy and purple created the opera esthetic. Deep into the designs, the addition of textiles, like tassels and lace appliques, were noticed to create a more luxurious and custom feel.





JUNE 19-21, 2026  
EMBASSY SUITES  
SAN MARCOS

### TEXAS FLORAL EXPO CHAIR

Dawson Clark, TMF

#### DESIGN PRESENTATIONS

Dan Hinson

#### HANDS-ON WORKSHOPS

Amy Neugebauer AIFD, CFD, PFCI, TMFA

#### LOBBY DECOR

Fabian Salcedo

#### FOYER DISPLAYS

Jack Weatherford

#### PRESIDENTIAL SUITE DECOR

Scott Hasty AIFD, CFD, TMF

#### ANNUAL MEETING DECOR

Betsi Doherty, TMF

#### STARS OF TEXAS DECOR

Cheryl Vaughan, CFD, PFCI, TMFA  
Blumen Meisters Flower Market Team

#### SATURDAY LUNCHEON DECOR

Ken Freytag

#### SATURDAY PARTY DECOR

Morgan Richards, CFD

#### SUNDAY LUNCHEON DECOR

Clay Honeycutt AIFD, CFD

#### TEXAS DESIGNER OF THE YEAR COMPETITION

Rebecca Sullivan AIFD, CFD, TMF

#### PRESENTATION BOUQUETS

Susan Piland AIFD, CFD, TMF

#### VIP FLOWERS

Oralia Espinoza AIFD, CFD, TMF

#### ELECTION

Tom Wolfe, Sr.

#### PRODUCT GALLERY

Yolanda Amos, TMFA

#### FRESH FLOWER PROCUREMENT

Marisa Guerrero AIFD, CFD, TMF

#### HARD GOODS PROCUREMENT

Tom Wolfe, Jr.

#### PAST PRESIDENTS' BREAKFAST DECOR AND PRODUCT SALE

Bruce Easley, AAF, AIFD, CFD, TMFA

#### FRESH FLOWER RECEIVER

Bill Doran Company San Antonio

#### HARD GOODS RECEIVER

Bill Doran Company Austin

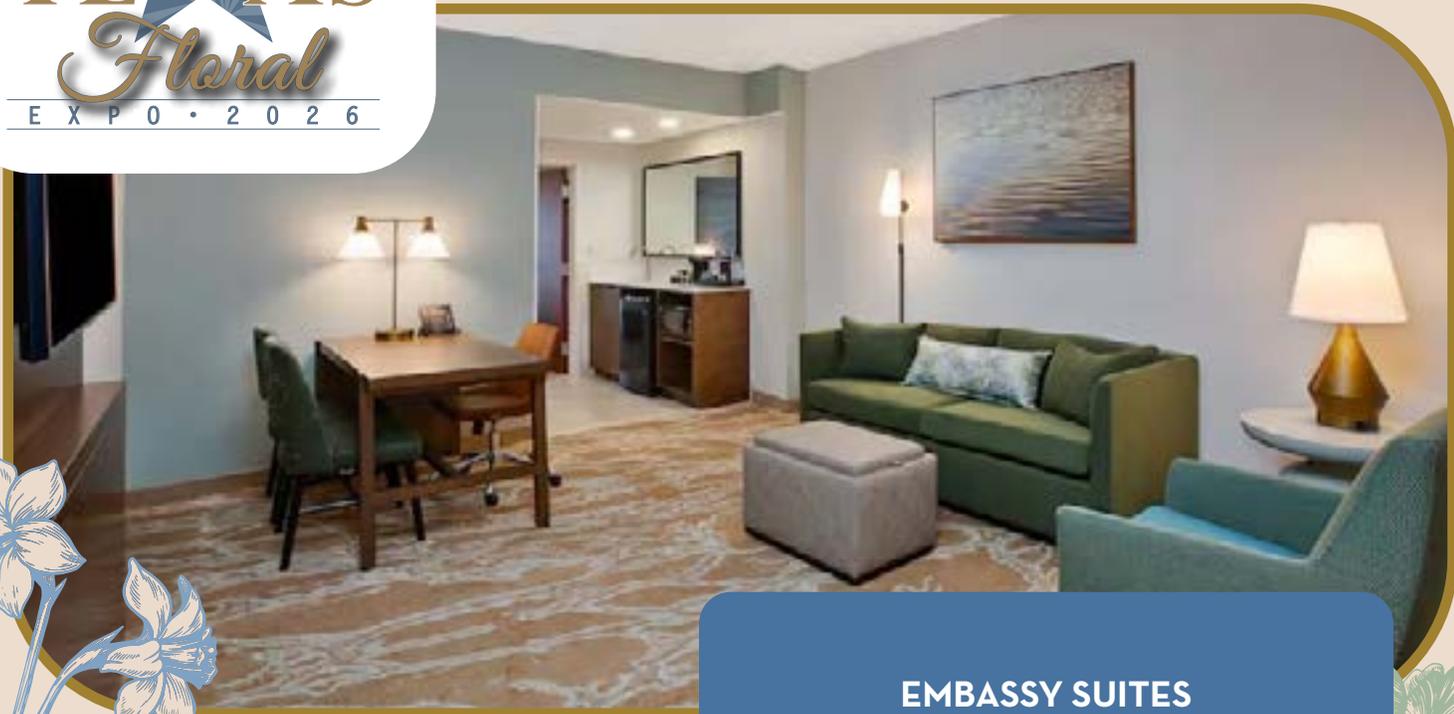
#### WORKROOM

Cassie Sanders AIFD, CFD, TMF





# PLAN YOUR STAY



**EMBASSY SUITES**  
1001 EAST MCCARTY LANE  
SAN MARCOS, TEXAS 78666  
512-392-6450

The Texas State Florists' Association room rate is \$189 plus tax and includes complimentary parking, breakfast and evening refreshments.

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

QR CODE will take you directly  
to online reservations



Visit [tsfa.org/expo](https://tsfa.org/expo)



Texas State Florists' ASSOCIATION  
PRESENTS

# BLOOM

2026 TEXAS FLORAL EXPO

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

## FRIDAY, JUNE 19

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

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

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

2:15 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

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

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

4:30p.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 and Inspired • Expanding Sympathy Designs Into a Third Dimension*

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

### A COLOR POP PARTY IN FULL BLOOM

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

SUNDAY, JUNE 21

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**

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

TSFA is pleased to launch new **LAYERS OF LEARNING** during the Texas Floral Expo.

Concurrent Spotlights and Hands-on Workshops provide the following:

- Fundamentals for the novice to **TAKE ROOT** •
- Lessons for the designer who is determined to **GROW** •
- A step up for seasoned designers to **BLOSSOM** •
- Master classes provide higher learning for even the most experienced designer to **BLOOM** •

You are welcome to participate in any session to make the most of your Expo experience!

**ARE YOU READY TO REGISTER?**



**TO REGISTER**  
Scan the QR code or  
visit [tsfa.org/expo](https://tsfa.org/expo)

# DEEPLY ROOTED • WEAVING THE CULTURAL TAPESTRY OF TEXAS FLORA

Friday, June 19, 2026 • 7:00 p.m. - 10:00 p.m.

## ABOUT THE PRESENTATION

Texas is more than a landscape; it is a living mosaic. Join us to explore the breathtaking intersection of native Texas botanicals and the diverse cultures that shaped the Lone Star State.

From the indigenous wisdom of the Native Americans and the sun-drenched elegance of Spanish missions to the refined traditions brought across the Atlantic by European settlers, this floral journey honors the past while celebrating the wild, resilient beauty of the present. Demonstrating various floral compositions in this program, we will weave together:

Native Echoes with the raw, sculptural textures of the high plains and deserts; Spanish Shadows with bold colors and architectural forms inspired by Mediterranean heritage; and Old-World Influence filled with romantic, nostalgic blooms that tell the story of the Texas homestead.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

## MEET THE PRESENTERS

Elfie Grande AIFD, CFD, EMC



- GranDesign Studio owner in Tomball for more than a decade.
- American Institute of Floral Designers induction – 2020.
- European Master Certification – 2022.
- Philadelphia Flower Show Master Designer – 2014-2023.
- First Place winner Latin American Cup • AIFD Latin American Society – 2025.
- First Place winner Bridal Bouquet • Florida State Florists' Association – 2023.
- First Place winner Found and Forge • Northern AIFD Chapter – 2025.
- Published – TEXAS in Bloom, AIFD Focal Points, AIFD Foundation Just Make It Pretty flip book.
- International Floral Demonstrator • Singapore Garden Festival – 2024.
- AIFD South Central Chapter Board of Directors member – 2023-2026.
- AIFD South Central Chapter Social Media Committee – 2020-2024.
- Floral Educator and Instructor • European Styled Workshops.

Tricia Won AIFD, CFD, EMC, IMF, TMF



- Floral studio owner in Round Rock – 2012-2026.
- Bachelor of Science in Advertising.
- American Institute of Floral Designers induction – 2020.
- European Master Certification – 2021.
- International Master Florist Certification – 2023.
- Texas Master Florist – 2026.
- Winner of 2024 Best of Blooms Florist Review Competition.
- Published – Florist Review, TEXAS in Bloom and AIFD Focal Points.
- Designer of large-scale installations for Hoogstraten in Belgium – 2025 and 2026.
- Team leader and head designer for large-scale street installations for Leverano in Fiore, Leverano, Italy – 2025 and 2026.
- International Floral Demonstrator • Singapore Garden Festival – 2024.
- AIFD South Central Chapter Board Secretary – 2026.
- Retail Director, TSFA Board of Directors – 2025 - present.
- Chair of AIFD Blooms Over Palm Springs – 2025.
- Floral Educator and Instructor • European Styled Workshops.

# TAKE THE COMPETITIVE LEAD AND BLOOM

Saturday, June 20, 2026 • 7:30 a.m. - 9:30 a.m.

## ABOUT THE PRESENTATION

In this session, you will explore ways to introduce the competitive spirit into your daily activities. Discover how to bring high-level creativity into day-to-day tasks. Masters will explain how leading by example can help you foster a performance-driven culture, and ensure each order reflects your very best. Learn tips to achieve greater productivity within yourself while inspiring others to do the same! Then, stay the course and see your customer satisfaction soar and your profits grow!

## Alan Masters AIFD, EFD, PFEI



- Began floral design career 41 years ago in Lufkin, Texas, at Villa Green Florist.
- Named Houston Designer of the Year – 2014.
- Named Texas Designer of the Year – 2016.
- Named Jim Johnson Cup Winner – 2016.
- Named Louisiana Designer of the Year – 2016.
- American Institute of Floral Designers induction – 2015.
- Named Texas All-Star Competition Champion – 2025.
- Managed numerous shops, owned a shop and is currently the owner of Magnolia and Pine Floral and Events.

- Allied Florists of Houston Past President.
- AIFD South Central Regional Chapter Past President.
- Currently serves as TSFA Membership Committee Chair.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

# DISCOVERING THE HEARTBEAT OF NATURE

Sunday, June 21, 2026 • 10:30 a.m. - 11:30 a.m.

## ABOUT THE PRESENTATION

Where do the seeds of design germinate? Will the heartbeat of nature provide the answer with its complex geometries and organic rhythms? Through vivid vignettes, this presentation explores the relationship between the organic media of wood and botanicals, with the deliberate manipulation of inorganic metal and stone. Surprising structures invite discovery to experience the story in the hidden mechanics and the use of faux finishes to help create a world of mystery. Re-imagine architectural backdrops and watch as each transforms into dramatic sculptural statements.

## Judy Janzen AIFD, EFD



- Grew up in her parents' flower shop in Fresno, California.
- American Institute of Floral Designers induction – 2024.
- Was a California Top 10 Winner in 2024.
- Won the Sylvia Cup in 2025.
- Discovered no fear of heights while working on floats for the Rose Parade.
- Was a daring and inventive AIFD main stage presenter during AIFD Symposium in Palm Springs – 2025.
- Looking forward to working on a team at the Philadelphia Flower Show.

- Explores stories with innovative structures and intentional use of space.



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

# AMERICAN FLORAL TRENDS® 2027-2028

Saturday, June 20, 2026 • 11:45 a.m. - 1:45 p.m.

## J. Keith White AIFD, CFD, CEJ



- 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.



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

### ABOUT THE PRESENTATION

Be the first to see the 2027-2028 American Floral Trends® as Texas's own J. Keith White AIFD, CFD, CEJ, unveils them during a national launch at the 2026 Texas Floral Expo. 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. Discover an inspiration portal to the anticipated color palettes and themes that will direct design paths over the next two years. Each trend will showcase floral design applications while offering an abundance of merchandising tips. These trends will help guide your purchasing to make a tremendous difference in your bottom line.

## HANASHI

Sunday, June 21, 2026 • Noon - 3:00 p.m.

## Jody McLeod AIFD, CFD, PFCEI, NCEPF



- Seasoned floral industry veteran with over 30 years of experience.
- Teleflora Education Specialist.
- Member of the American Institute of Floral Designers.
- AIFD Symposium Coordinator – 2024.
- AIFD Southern Chapter Past President – 2024.
- North Carolina Florist of the Year and Jim Treadaway Cup Hall of Fame – 2024.
- Creator of high energy, engaging and inspiring floral design programs.
- Content developer for leadership seminars.
- Mayor Town of Clayton, North Carolina.
- Married to Dr. Amelia McLeod.
- Dog Dad to AussieDoodle, Blais!

teleflora.

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

### ABOUT THE PRESENTATION

Hanashi (Hana-shi) is the Japanese word for story. Flowers speak what words alone cannot express, and every floral tells a unique story. As designers, we must ensure that the story is well-told by being clear, clean and concise. Floral artists frequently focus on line, movement, mechanics and structure, but how often do we consider what the design represents? Learn to explore ways to formulate each element with intention. By incorporating Hanashi into the design process, we can elevate our florals to another level. For centuries, a story has been told through art, fashion, music and literature. Now, in the 21st century, we're sharing Hanashi in floral design.

# THE LEADERSHIP PERSPECTIVE

Saturday, June 20, 2026 • 3:15 p.m. - 4:15 p.m.

Jody McLeod AIFD, eFD, PFCI, NCEPF

## ABOUT THE INTERACTIVE PRESENTATION

Join Jody for an interactive session designed just for you! This practical and engaging leadership training was created specifically for florists. We'll explore how focus can transform the way you lead your team and business, how success and failure shape stronger leaders and why leadership begins with leading yourself. Through a mix of short talks, reflection and conversation, you'll leave with a fresh perspective, renewed confidence and at least one clear leadership shift you can take back to your shop right away.



Interactive Presentation underwritten by  
Texas State Florists' Association

## STATE OF THE FLORAL INDUSTRY TRENDS, CHALLENGES AND SHARED OPPORTUNITIES

Sunday, June 21, 2026 • 9:00 a.m. - 10:00 a.m.

## ABOUT THE INTERACTIVE PRESENTATION

This fast-moving State of the Industry session goes beyond the headlines to unpack what's really happening across retail, wholesale, production and consumer demand. Drawing on SAF research, member outreach and national data, you'll get a clear snapshot of the sales trends, holiday performance, staffing pressures and market shifts impacting businesses here in Texas and across the country. The program then extends into a candid panel conversation with growers, wholesalers and retailers offering real-world insight on how we strengthen and grow the industry together – leaving you with practical takeaways and a broader, supply-chain-wide view of what's next.

Kate Penn



- Has served as CEO of the Society of American Florists (SAF) since November 2017, after nearly three decades directing its content and education strategy.
- Led SAF, the national trade association for the U.S. floriculture industry, through a period of significant transformation and growth.
- Brings deep institutional knowledge and long-standing commitment to the floral community she now leads.
- Draws on her background in journalism and storytelling to inform SAF's strategic direction, advocacy efforts and member engagement.
- Penn led a comprehensive strategic planning process in 2019 to reposition the association for the future.
- Worked to expand SAF advocacy and local marketing efforts, launched an online training hub to recruit and develop floriculture talent, broadened SAF portfolio of live and virtual education and invested in inspiring the next generation to build vibrant careers in the floral industry.



TEXAS DEPARTMENT OF AGRICULTURE  
COMMISSIONER SID MILLER

Presentation underwritten by  
the Texas Department of Agriculture

INTERACTIVE PRESENTATIONS

# PREP, PROTECT, PERFORM RENEWAL FOAM + PROPER PROCESSING

Take Root with **Brandy Ferrer** AIFD, EFD, TMF



- Owner of Simply Beautiful Floral Company in Gilmer, Texas, for more than a decade.
- 2024 Texas Designer of the Year, 2023 Frankie Shelton Cup Winner and 2nd Place Winner of the 2024 Mid-America Cup.
- AIFD Foundation Board of Trustees, TSFA Retail Director, AIFD South Central Chapter Board Member.
- Contributor to TEXAS in Bloom, sharing industry insights and creative inspiration.



SMITHERS-OASIS

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

## ABOUT THE SPOTLIGHT

Many popular soft stemmed floral varieties can be challenging to use successfully in traditional foam. Explore how proper processing techniques and thoughtful product selection can improve performance and longevity in foam-based designs. Learn more about Smithers-Oasis® Renewal Foam as a supportive alternative along with care and handling practices using Floralife® solutions to help protect sensitive flowers.

# DESIGN WITH HEART • BUILD WITH INTENT

Grow with **Rebecca Sullivan** AIFD, EFD, TMF



- Bachelor of Science in Horticulture from Texas A&M University.
- Teacher of floral design, agriscience and high school science for more than 30 years.
- Fancy Pants Floral, a studio floral business, launched in 2019.
- Texas Master Florist designation – 2018.
- Texas Designer of the Year – 2025.
- American Institute of Floral Designers induction – 2025.
- Chair of TSFA Floral Design Dinner for teachers during the 2025 ATAT Professional Development Conference.

## ABOUT THE SPOTLIGHT

Explore sympathy floral techniques that prioritize symbolism and longevity. Learn how to offer deeply treasured, artistic arrangements while scaling your profitability through smarter, sustainable design choices.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

# PLANTING SEEDS FOR SUCCESS BUILDING RELATIONSHIPS THAT GROW YOUR WORKFORCE

Blossom with **Cassie Sanders** AIFD, EFD, TMF



- Projects and Partnerships Specialist for TSFA.
  - Former high school floral design teacher with 15 years of experience.
  - American Institute of Floral Designers induction – 2023.
  - National Board-Certified Teacher designation – 2025.
  - Lubbock ISD Secondary Teacher of the Year – 2024-2025.
  - TSFA Education Committee member for 13 years.
- A dedicated educator who has taught numerous workshops and programs.

## ABOUT THE SPOTLIGHT

Build meaningful relationships with local floral design teachers to better understand the skills and readiness of students with TSFA Level 1 and Level 2 Floral Certifications. Explore how student skillsets align with workforce needs, hear success stories and leave with an actionable plan to recruit, support and retain student talent to help fill current and future job openings.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

CONCURRENT SPOTLIGHTS

SATURDAY, JUNE 20, 2026 • 2:15 P.M. – 3:00 P.M.

## IT'S A WRAP

Take Root with Susan Piland AIFD, CFD, TMF

### ABOUT THE SPOTLIGHT

We've all been there – your customer shows you a picture of a perfectly wrapped bouquet, and you think, “Okay ... I can figure this out.” Explore using Korean floral paper in this instructional, interactive spotlight that will elevate your confidence in your wrapping skills.



- Floral career began as a horticulture student at Skyline Career Development Center in Dallas.
- Studio Florist and Freelance Designer.
- Texas Master Florist designation – 1986.
- American Institute of Floral Designers induction – 2023.
- 40-year member of TSFA.
  - TSFA President – 2023-2024.
  - TSFA Education Committee Co-Chair.
  - TSFA School of Floral Design Instructor.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

## THE RIPPLE EFFECT

Grow with Cheryll Vaughan CFD, PFCEI, TMFA

### ABOUT THE SPOTLIGHT

One floral design can provide endless inspiration. In this 45-minute demonstration, a natural, organic compote arrangement transforms into a bridal bouquet and other stylish alternatives. Easily see how one well-developed concept can evolve through simple shifts in mechanics. With intention, creativity and planning, an idea can be reimaged to achieve countless possibilities.



- Owner of Creative Petal Designs since 1997.
- Lead designer at Blumen Meisters in New Braunfels.
- Recent media:
  - Featured on The Knot Best of Wedding Design.
  - Featured on WETV, highlighting a Georgetown wedding.
- Texas Master Florist Advanced (TMFA).
- Certified Floral Designer (CFD).
- Professional Floral Design Communicator (PFCEI).

- TSFA Past President.
- TSFA Education Committee Co-Chair.
- TSFA School of Floral Design Instructor.
- One of the editors for the new Texas Master Florist curriculum.
- Texas Floral Expo Chair on multiple occasions.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

## FEATURING KOKEDAMA IN EVERYDAY STYLINGS

Blossom with Fabian Salcedo

### ABOUT THE SPOTLIGHT

Are you looking for a new idea to elevate your plant sales? Have you been seeking ways to upscale your designs each and every day? Step into the world of Kokedama and learn the best in technique and style. This elevated indoor decor trend will add to your layers of learning and give your clients one more reason to love your shop.



- A graduate of the University of Texas.
- Love of all things floral began in 2005 at a well-known Austin floral shop, washing buckets.
- Industry education includes the Floral Design Institute.
- Creative Director of Monarch Florals, translating his vision into innovative designs one event at a time.
- He thrives on the creative process.
- Learning, sharing and teaching bring him joy.

- An artist first, Salcedo draws on flowers as his medium.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

CONCURRENT SPOTLIGHTS  
SUNDAY, JUNE 21, 2026 • 3:30 P.M. - 4:15 P.M.

WORKSHOPS TO HELP YOU BLOOM

FRIDAY, JUNE 19, 2026 • 10:30 A.M. – 12:30 P.M.

## HANDS-ON WORKSHOPS TO HELP YOU BLOOM ONE LESSON AT A TIME!

### TAKE ROOT WITH SUSAN PILAND AIFD, CFD, TMF TRANSITIONING STYLES FOR TODAY'S BRIDE

#### ABOUT THE WORKSHOP

Learn essential steps to transition a classic round hand-tied bouquet into an elegant cascading teardrop. The class is created for aspiring wedding designers and those hoping to discover a new method to create an ever-so-popular style. Join us and be guided through the mechanics and floral placements to create the graceful, well-balanced bouquet today's bride is requesting.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

### GROW WITH BRANDY FERRER AIFD, CFD, TMF MECHANICAL MAKEOVER: REIMAGINING TIME TESTED PRODUCTS

#### ABOUT THE WORKSHOP

Smithers-Oasis® products are staples in nearly every flower shop – but what if a product could do more than its intended purpose? In this interactive, hands-on workshop, discover innovative ways to reimagine five familiar Smithers-Oasis® mechanics for entirely new design applications. Participants will explore creative, modern techniques that expand the versatility of everyday products, helping maximize both design potential and inventory value. You will choose a product to experiment with and create a finished design that showcases one of its unexpected new uses – leaving with practical ideas to diversify offerings and get more from the products already on your shelves.



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

### BLOSSOM WITH JUDY JANZEN AIFD, CFD LET'S CHANGE THE TROPIC

#### ABOUT THE WORKSHOP

Learn how to evoke a tropical aesthetic with innovative techniques. You will design a striking arrangement employing a reusable structure with concealed mechanics and discover how to sell space effectively with exquisite minimalism. Elevate your floral artistry and develop skills to create show-stopping creations for premium clients.



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

## TAKE ROOT WITH CHERYL VAUGHAN, CFD, PFCI, TMFA WEDDING FLORALS IN MOTION

### ABOUT THE WORKSHOP

Today's bride has an increased interest in repurposing. Beyond budgetary constraints, there is a desire for sustainability and resource conservation. In this workshop, you will reimagine ceremony florals, purposefully designed to transition seamlessly into the reception space. Discover ways to bring designs forward for a deeper appreciation of each bloom. By strategically repositioning placements, you can maximize floral budgets while elevating the guest experience.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

## GROW WITH FABIAN SALCEDO THE ART OF THE STRING GARDEN

### ABOUT THE WORKSHOP

String gardening, or Kokedama, is sustainable Japanese art that involves wrapping a plant's root ball in moss and binding it with string or twine. In this workshop, you will discover how to create living sculptures that can be hung or displayed outside a traditional container. Learn the basic mechanics of construction and how to grow the concept into more unique and artful creations.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

## BLOSSOM WITH ALAN MASTERS AIFD, CFD, PFCI WIRED AND INSPIRED EXPANDING SYMPATHY DESIGNS INTO A THIRD DIMENSION

### ABOUT THE WORKSHOP

Distinguish your end-of-life tributes from those of competitors by incorporating an innovative use of space. In this workshop, you will learn a new approach to creating sympathy sprays with the addition of decorative wire. Gain a fresh perspective that will inspire new design possibilities. Employ depth to create a more appealing three-dimensional look that will gain the attention of viewers, as well as the praise of your customers.



Presentation underwritten by the  
Texas Floral Education Underwriters  
Texas Floral Education Partners

WORKSHOPS TO HELP YOU BLOOM  
SATURDAY, JUNE 20, 2026 • 4:30 P.M. - 6:30 P.M.

BLOOM WITH ELLIE GRANDE AIFD, EFD, EMC

THE SCULPTED STEM

A MASTER CLASS WHERE FLORAL DESIGN MEETS WEARABLE ART

Sunday, June 21, 2026 • 8:00 a.m. - 10:00 a.m.

ABOUT THE MASTER CLASS

This immersive workshop is designed to bridge the gap between traditional floral design and the sophisticated realm of wearable art. Developed for creative designers who love both nature and adornments, this innovative workshop explores ways to manipulate structural wire, utilize botanical materials and incorporate unique findings as you craft high-fashion, nature-inspired jewelry. Gain hands-on experience with a variety of new techniques while designing a one-of-a-kind floral wearable. Whether you are a florist looking to expand your portfolio or a jewelry maker wanting to explore organic textures, this session will transform how you see, shape and wear flowers. By the end of the workshop, you will walk away with a custom-crafted adornment – be it a floral necklace, floral cuff or botanical statement – that captures the ephemeral beauty of the garden in a permanent, artistic form.



Presentation underwritten by the Texas Floral Education Underwriters Texas Floral Education Partners

BLOOM WITH TRICIA WON AIFD, EFD, EMC, IMF, TMF

ROOTED ELEGANCE

A MASTER CLASS IN WOVEN EUROPEAN FLORISTRY

Sunday, June 21, 2026 • 4:30 p.m. 6:30 p.m.

ABOUT THE MASTER CLASS

Discover the art of structural floral design by blending Old World European techniques with the rugged beauty of the Texas landscape. In this hands-on master class, you will learn to hand-weave a custom armature using native Texas grasses, creating a sustainable, sculptural foundation for a breathtaking seasonal bouquet. Whether you are a seasoned designer or a curious creative, you'll walk away with a newfound appreciation for local materials and the skills to craft elegant, "rooted" arrangements that tell a story of time and place.



Presentation underwritten by the Texas Floral Education Underwriters Texas Floral Education Partners



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. 2026 Scholarship Applications are open! Apply before the April 15 deadline.



TO LEARN MORE AND TO APPLY Scan the QR code or visit [tsfa.org/scholarship-opportunities](https://tsfa.org/scholarship-opportunities)

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

Texas State Florists' ASSOCIATION  
PRESENTS

# BLOOM

2026 TEXAS FLORAL EXPO

ARE YOU READY TO REGISTER?!

REGISTRATION MADE EASY AS 1 - 2 - 3

**1** **“Everything Expo” Registration** – TSFA Member \$399 • Non-Member \$549  
Everything listed on the Expo Schedule is included, with the exception of the optional Hands-on Design Workshops and Master Classes. Register by June 5 to secure this rate.

**2** **Hands-on Design Workshops** – TSFA Member \$95 each • Non-Member \$125 each  
• Transitioning Styles for Today’s Bride • TAKE ROOT with Susan Piland AIFD, CFD, TMF.  
• Wedding Florals in Motion • TAKE ROOT with Cheryl Vaughan, CFD, PFCI, TMFA.  
• Reimagining Time Tested Products • GROW with Brandy Ferrer AIFD, CFD, TMF.  
• The Art of the String Garden • GROW with Fabian Salcedo.

**Hands-on Design Workshops** – TSFA Member \$125 each • Non-Member \$175 each  
• Let’s Change the Tropic • BLOSSOM with Judy Janzen AIFD, CFD.  
• Wired and Inspired • BLOSSOM with Alan Masters AIFD, CFD, PFCI.

**3** **MASTER CLASSES TO HELP YOU BLOOM** – TSFA Member \$195 • Non-Member \$245  
• The Sculpted Stem • Floral Design Meets Wearable Art • Ellie Grande AIFD, CFD, EMC.  
• Rooted Elegance • Woven European Floristry • Tricia Won AIFD, CFD, EMC, IMF, TMF.

REGISTER FOR THE EXPO  
IN ONE OF TWO WAYS

QR code will take you directly to “Everything Expo”



Visit [tsfa.org/expo](https://tsfa.org/expo)



2026 TEXAS FLORAL EXPO REGISTRATION



THERE ARE  
TWO WAYS  
TO ENTER



Scan the QR code.  
Review full circle all you  
need to know to prepare  
for the competition to  
become the next Texas  
Designer of the Year!

Visit [tsfa.org/designer-of-the-year](https://tsfa.org/designer-of-the-year)

## 2026 AWARDS MADE POSSIBLE BY



**June 5**  
Entry  
Deadline

**June 19**  
Categories  
I and II

**June 21**  
Category III

**June 21**  
Recognition

### THE FIRST PLACE WINNER RECEIVES

- Recognition as the 2026 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 2026 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.

# BLOOM TO WIN:

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## THE ART AND STRATEGY OF COMPETING IN FLORAL DESIGN

Written by Alan Masters AIFD, CFD, PFCI  
Texas All-Star Competition Champion 2025

Competing in floral design isn't just about ribbons, trophies or recognition, though those can be sweet rewards. At its heart, it's about growth, courage and creativity under pressure. Whether you're a seasoned designer or stepping into the ring for the first time, competition sharpens your skills, expands your vision and challenges you to bring your best work forward. Here's how to bloom where you're planted – and maybe even take home the win.

### 1. FOLLOW THE THEME – BY ALL MEANS

The theme is your foundation. It's not a suggestion – it's the assignment. Whether it's "Rustic Romance," "Modern Movement" or "Botanical Architecture," everything you create should clearly reflect that concept. Judges are looking to see how well you interpret and express the theme using plant materials and structural choices. Make intentional design decisions that show you understand the assignment. Be literal, abstract or avant-garde, but always be on theme.

### 2. KNOW AND USE THE PRINCIPLES AND ELEMENTS OF DESIGN

Floral competitions are as much about design theory as they are about beauty. Balance, proportion, contrast, rhythm, unity and emphasis aren't just words – they're the backbone of a strong entry. Likewise, understanding line, form, texture, color and space allows you to create compositions that are not only visually striking but also technically sound.

Train your eye. Study fine art, architecture, fashion – any discipline where design principles are at play. The more fluent you are in design language, the more confidently you can break the rules when it serves the piece.

### 3. KEEP YOUR DESIGNS CLEAN AND CONCISE

In the competition world, less is often more. Clean lines, strong shapes and a clear point of view make your work

stand out to the judges. Avoid overcrowding, overthinking or overworking your design. If you're unsure whether something adds value, it probably doesn't.

Neatness counts, too. Stray stems, visible mechanics or cluttered compositions can quickly drag down an otherwise strong entry. Every flower, wire and leaf should have a reason for being exactly where it is.

### 4. HAVE FUN – WIN OR NOT

Competing takes guts. Putting your work on display for critique is no small thing, and it already puts you ahead of the countless designers who never step up. Whether you place or not, the feedback, the exposure and the personal growth you gain are invaluable.

Approach each competition as a learning experience. Experiment. Push your boundaries. Celebrate the creative community around you. And most importantly, enjoy the process – because that joy will show up in your work.

### 5. MANAGE YOUR TIME WISELY

Design under pressure is a different beast. Time management can make or break your entry. Build in buffers. Know your workflow. Allocate time not just for creating, but also for stepping back, correcting mistakes and finishing cleanly.

Mechanics matter. Even if your structure is hidden, it needs to be secure and intentional. The last few minutes should always be reserved for reinforcing stability, fixing flaws and polishing the presentation.

### YOU ARE READY TO BLOOM!

Floral competition is where design, discipline and passion collide. It's an art form and a proving ground all in one. Win or lose, every contest you enter helps you grow stronger, more skilled and more connected to your creative purpose.

So, step into the spotlight. Trust your training, your instincts and your artistry. And remember – every stem you place is a step toward becoming not just a better designer, but a braver one.

BLOOM TO WIN  
BUT MORE IMPORTANTLY  
BLOOM TO GROW

# INTRODUCING THE TSFA FLORAL VR EXPERIENCE

## DISCOVER A NEW WAY TO PREPARE FOR TSFA LEVEL 1 CERTIFICATION

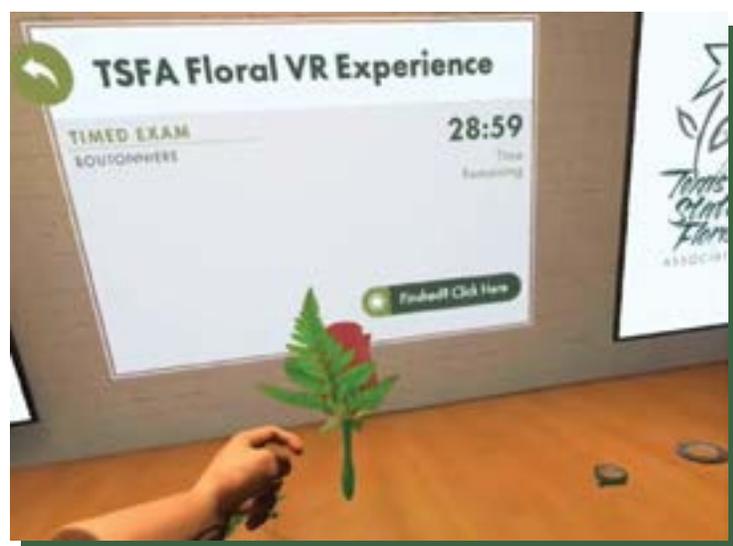
Step into the future of floral education with the TSFA Floral Virtual Reality (VR) Experience – an immersive, hands-on learning tool that prepares learners for the TSFA Level 1 Floral Certification Exam. Aspiring floral designers asked for an innovative way to add practice hours and build proficiency leading up to their certification tests. TSFA delivered!



This cutting-edge program transforms traditional training into an interactive journey, so students can actively learn in a fully simulated floral design environment. Using a Meta Quest headset, participants can practice essential Level 1 skills with confidence, precision and creativity – anytime, anywhere.

What truly sets this program apart is the inclusion of auto-graded practice exams for both the symmetrical triangle and the boutonniere designs. These simulated exams mirror the expectations of the TSFA Level 1 Certification assessment, providing users multiple opportunities to test their skills in a low-pressure environment. Instant feedback helps identify strengths and areas for improvement, empowering learners to adjust and grow before exam day.

Only one license is needed per headset, allowing multiple individuals to share the device and benefit from this innovative educational resource. Whether used in the classroom, floral lab or at home, the program provides consistent, repeatable instruction that supports all learning styles. With VR, designs can be practiced an unlimited number of times, enabling students to overcome anxiety through familiarity and walk into the Level 1 Floral Certification Exam feeling prepared and empowered.



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**EMBRACE FLORAL EDUCATION  
REIMAGINED. TRAIN SMARTER.  
PRACTICE WITH PURPOSE. SUCCEED  
WITH CONFIDENCE – ONLY WITH THE  
TSFA FLORAL VR EXPERIENCE.**

---

The program includes guided training sessions for two core certification designs: the symmetrical triangle arrangement and the boutonniere. Featuring an embedded video tutorial and clear visual indicators, users walk through each step of the design process, from material placement and proportion to balance and finishing details. Learners can refine techniques, build muscle memory and more fully understand design mechanics.



**TO LEARN MORE**  
Scan the QR code or visit  
[tsfa.org/educational-resources/vr/](https://tsfa.org/educational-resources/vr/)

# TSFA Calendar of Events

Design Credit Tricia Won AIFD, CFD, EMC, IMF, TMF



TAKE ROOT



GROW



BLOSSOM

## MARCH

- 2 Texas Independence Day
- 4 High School Testing
- 8 International Women's Day  
Daylight Savings Time Begins
- 17 St. Patrick's Day
- 20 International Day of Happiness
- 26 High School Testing

## APRIL

- 1 Passover Begins
- 3 Good Friday
- 5 Easter
- 9 High School Testing
- 15 High School Testing
- 16 National Orchid Day
- 22 Administrative Professionals Day
- 30 High School Testing

## MAY

- 1 May Day
- 5 Cinco de Mayo
- 6 National Nurses' Day
- 10 Mother's Day  
Dia de las Madres
- 15 Bring Flowers to Someone Day
- 16 Armed Forces Day
- 22-23 Formative Design Class
- 25 Memorial Day

## Advertisers

- 23 Best Biz to Buy, LLC | 972.489.4993 | bestbiztobuy.com
- 23 Freytag's Florist | 800.252.9145 | freytagsflorist.com
- 23 Heights Floral Shop | 713.862.8811 | 800.723.3252 | heightsfloralshop.com
- 23 McShan Florist | 800.331.3349 | mcshanflorist.com
- 23 Rio Roses | 866.746.7673 | rioroses.com
- 23 The Florist, LTD | 940.483.1800 | thefloristltd.net
- Back Cover Texas Floral Education Underwriters

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MIAMI



# Making Texas Floral Education Possible

## PLATINUM



## GOLD



## SILVER



FTD 1910



## BRONZE



SMITHIERS+OASIS



please visit [tsfa.org](http://tsfa.org) for the most up-to-date list of underwriters and their links