

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

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## 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

Unopposed Exhibit Time

- 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 Education Underwriters

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



### INTERACTIVE PRESENTATION

*The Leadership Perspective*

Jody McLeod AIFD, CFD, PFCI, NCCPF

Underwritten by TSFA

SCHEDULE • JUNE 19-21, 2026