



**JULY 26-28, 2019**

Presented by the Texas State Florists' Association | Partially Underwritten by the Texas Floral Endowment

## TEXAS FLORAL EXPO SCHEDULE

### FRIDAY, JULY 26, 2019

- 8:00 am**      **PRODUCT GALLERY INSTALL**
- 9:00 am - Noon**      **HANDS-ON DESIGN EXPERIENCE**  
*Building Blocks: The Elements and Principles of Design*  
Pete Samek AIFD  
Experience underwritten by FTD  
Silver Level Texas Floral Education Underwriter  
Additional Registration Required  
Class limited to 25
- 10:00 am - Noon**      **BUSINESS SESSION**  
*Where is the Nearest Florist? How to Make Money with Google My Business*  
Dr. Chris Stacey  
Session underwritten by See What You Send  
Bronze Level Texas Floral Education Underwriter
- 1:00 pm - 3:00 pm**      **HANDS-ON DESIGN EXPERIENCE**  
*The Art of the Bouquet*  
Stacey Carlton AIFD EMC  
Experience underwritten by Floriology  
Bronze Level Texas Floral Education Underwriter  
Additional Registration Required  
Class limited to 25
- 1:00 pm - 3:00 pm**      **BUSINESS SESSION**  
*Finding & Selling Luxury Weddings*  
Sarah Campbell  
Session underwritten by  
Texas Floral Education Underwriters
- 3:00 pm**      **PRODUCT GALLERY INSTALL COMPLETE**
- 3:15 pm - 3:45 pm**      **TSFA ANNUAL MEETING**
- 4:00 pm - 6:00 pm**      **HANDS-ON DESIGN EXPERIENCE**  
*I want lots of greenery!*  
*Translating Trends into useful Techniques using Foliage*  
Brooke Raulerson AIFD FSMD  
Experience underwritten by  
Floral Greens Farmers of Florida  
Bronze Level Texas Floral Education Underwriter  
Additional Registration Required  
Class limited to 25
- 4:00 pm - 6:00 pm**      **BUSINESS SESSION**  
*Profitable Holiday Planning*  
Moderator | Charles Ingrum  
Panel | Ann Marie Dylla, Brad Weinstein  
Marcia Wilson

- 5:00 pm - 7:00 pm**      **PRODUCT GALLERY**  
**TSFA ELECTION OF OFFICERS**

- 7:30 pm - 10:30 pm**      **STARS OF TEXAS EVENT**  
*PsychoFloral*  
Talmage McLaurin AIFD  
Presentation underwritten by  
Texas Floral Education Underwriters

### SATURDAY, JULY 27, 2019

- 8:30 am - 9:30 am**      **MAIN STAGE PRESENTATION**  
*The Evolution of Floristry*  
Stacey Carlton AIFD EMC  
Presentation underwritten by Floriology  
Bronze Level Texas Floral Education Underwriter
- 8:30 am - 9:30 am**      **BUSINESS SESSION**  
*Social Exposure: Techniques for Increasing Brand Awareness and Sales, One Post at a Time*  
Sarah Campbell  
Presentation underwritten by  
Texas Floral Education Underwriters
- 10:00 am - 5:00 pm**      **PRODUCT GALLERY**  
**TSFA ELECTION OF OFFICERS**
- 10:45 am - 11:45 am**      **MAIN STAGE PRESENTATION**  
*Visual Impact*  
Michael Derouin AIFD  
Presentation underwritten by Accent Decor  
Bronze Level Texas Floral Education Underwriter
- 10:45 am - 11:45 am**      **BUSINESS SESSION**  
*Improve Profitability and Cash Flow While increasing Value by Controlling the Cost of Goods Sold*  
Gaylon Pyle  
Presentation underwritten by  
Texas Floral Education Underwriters
- Noon - 2:00 pm**      **LUNCH & LEARN PRESENTATION**  
*What's Hot & What's Not!*  
Chris Norwood AIFD PFCI  
Presentation underwritten by  
Texas Floral Education Underwriters

- 2:00 pm - 2:30 pm**      **PRODUCT GALLERY**  
**TSFA ELECTION OF OFFICERS**

**2:30 pm - 4:00 pm**    **LECTURE & DEMONSTRATION**  
*Floral MythBusters*  
*DeBunking the Folklore of Flower Care*  
Loann Burke AAF AIFD PFCI  
Demonstration underwritten by Smithers-Oasis  
Bronze Level Texas Floral Education Underwriter

**4:00 pm - 5:00 pm**    **PRODUCT GALLERY**  
**TSEA ELECTION OF OFFICERS**

**5:00 pm - 6:00 pm**    **BUSINESS SESSION**  
*The Mystery of Wholesalers*  
Moderator | Charles Ingram

**7:00 pm - 9:00 pm**    **HANDS - ON DESIGN EXPERIENCE**  
*CHROMA: Get Your Color On*  
Pete Samek AIFD  
Experience underwritten by FTD  
Silver Level Texas Floral Education Underwriter  
Additional Registration Required  
Class limited to 25

**SUNDAY, JULY 28, 2019**

**9:30 am - 11:30 am**    **HANDS - ON DESIGN EXPERIENCE**  
*Foliage: Rulloda Style*  
Phil Rulloda AAF AIFD PFCI  
Experience underwritten by BloomNet  
Platinum Level Texas Floral Education Underwriter  
Class limited to 100  
Register to secure your place

**9:30 am - 11:30 am**    **LECTURE & DEMONSTRATION**  
*A Fresh Look: Christmas 2020*  
Scott Hasty AIFD  
Demonstration underwritten by Teleflora  
Gold Level Texas Floral Education Underwriter

**9:30 am - 11:30 am**    **BUSINESS SESSION**  
*SEO & SEM: Modern Marketing Essentials to Build Web Business*  
Jackie Lacey AAF AIFD CFD PFCI  
Michaela Hills  
Session underwritten by Floriology  
Bronze Level Texas Floral Education Underwriter

**Noon - 2:00 pm**    **LUNCH AND LEARN PRESENTATION**  
*Discovering the Art of Leadership*  
Jody McLeod AIFD NCCPF  
Presentation underwritten by Rio Roses  
Gold Level Texas Floral Education Underwriter  
Presentation underwritten by Syndicate Sales  
Silver Level Texas Floral Education Underwriter

**2:30 pm - 4:30 pm**    **HANDS - ON DESIGN EXPERIENCE**  
*Stylized Tropicals that Sell*  
Phil Rulloda AAF AIFD PFCI  
Experience underwritten by BloomNet  
Platinum Level Texas Floral Education Underwriter  
Class limited to 100  
Register to secure your place

**2:30 pm - 4:30 pm**    **LECTURE & DEMONSTRATION**  
*Personalized Floral Expressions*  
Fabian Salcedo  
Demonstration underwritten by CalFlowers  
Gold Level Texas Floral Education Underwriter

**2:30 pm - 4:30 pm**    **LECTURE & DEMONSTRATION**  
*Profitable Stylings for Exquisite Events*  
Chris Norwood AIFD PFCI  
Demonstration underwritten by  
Texas Floral Education Underwriters

**5:30 pm - 8:30 pm**    **ADVANCED HANDS-ON  
DESIGN EXPERIENCE**  
*Tropicals: Rulloda Style*  
Phil Rulloda AAF AIFD PFCI  
Experience underwritten by BloomNet  
Platinum Level Texas Floral Education Underwriter  
Additional Registration Required  
Class limited to 20



The Sheraton Georgetown is the Texas Floral Expo's host hotel and conference center where all programming will be presented.

To make your hotel room reservation please call 1.737.444.2700 to book directly and request the Texas State Florists' Association rate of \$169.00.