



It's 5 O'clock
Somewhere

FSFA 2025 CONVENTION GUIDE

June 5-8, 2025

(Bonus workshop on June 5)

Welcome to the 2025 FSFA Annual Convention!



June 5–8, 2025 | Florida

Dear Floral Friends,

Welcome to a weekend blooming with inspiration, education, and connection! We're so thrilled to have you join us for the Florida State Florists Association's 2025 Convention—a celebration of creativity, craftsmanship, and community in the heart of our beautiful state.

This year's convention brings together a vibrant mix of floral professionals, educators, and industry leaders for hands-on learning, business-boosting insights, and trend-forward design sessions. Whether you're here to refine your skills, grow your business, or simply surround yourself with beauty and like-minded creatives, you're in the right place.

Experience it all—from hands-on workshops and inspiring expert presentations to the thrill of competitions and the joy of our awards dinner and dance, complete with a live band. There's truly something for everyone! Be sure to visit our amazing education partners and vendors at the expo and take advantage of the opportunities to connect, share, and grow.

Let this weekend fuel your passion, spark new ideas, and remind you why you fell in love with flowers in the first place.

Here's to learning, laughter, and a whole lot of floral magic!

With warmest regards,

Michael Smith, AIFD



Getting Here & Resort Information



CLOSEST AIRPORT

Orlando International Airport (MCO)

- Approx. 25 miles from the resort (about 35–40 minutes)
- Uber, Lyft, shuttles, and rental cars are readily available

MARGARITAVILLE RESORT – ORLANDO

8000 Fins Up Circle, Kissimmee, Florida 34747

\$209 per night - Deadline to Book is May 19, 2025

Why You'll Love Staying On-Site

Free Parking

No Resort Fees

Free Wi-Fi in Guest Rooms

Easy Access to Orlando International Airport

Gorgeous Tropical Pool

15% Discount in Provisions Market and Margaritaville Gift Shop

BOOK YOUR STAY

Reserve your room and take advantage of the FSFA group rate before May 19, 2025. We recommend booking early—rooms will fill up quickly!

Visit our website to book your room.

Schedule At-a-Glance

THURSDAY 6/5/25

Time	Session	Location
1:00pm – 3:00pm	Teleflora Hands-on Class – Bespoke Design: Elevate Your Floral Artistry! Jody McLeod * <i>Registration link:</i> https://bit.ly/42g6EHB	Continental Drifter

* Bonus Workshop: Registration for this workshop is separate from the convention. Convention attendance is not required to join!

FRIDAY 6/6/25

Time	Session	Location
8:00am – 1:00pm	FSMD Testing <i>Click here for more information:</i> https://floridastatefloristsassociation.com/FSMD-TEST	Seagrass Dining Room
2:00pm – 5:00pm	Competitions <i>Click here for more information:</i> https://floridastatefloristsassociation.com/	Coral Reef
1:30pm – 3:30pm	FSMD Evaluations	Seagrass Dining Room
4:30pm – 5:30pm	Mainstage Opening Session Social Media Tune Up with Alexander Campbell – <i>Sponsored by Bloomnet</i>	Compass Rose Ballroom
6:00pm – 8:00pm	Welcome Reception, Scholarships and Mentorships	Seagrass Dining Room and Terrace



SATURDAY 6/7/25

Time	Session	Location
7:30am – 8:30am	FSMD Wrap-up & Critique	Seagrass Dining Room
9:00am – 10:30am & 11:00am – 12:30pm	Hands-on Classroom 1* Rebecca Thompson – Urn Tray	Continental Drifter
9:00am – 10:30am & 11:00am – 12:30pm	Hands-on Classroom 2* Ian Prosser – Weddings	Hemisphere Dancer
12:30pm – 1:30pm	Buffet Lunch and Annual Business Meeting	Foyer
1:00pm – 1:30pm	Mainstage Presentation (<i>business session</i>) Ralph Giordano – Controlling your expenses COGS	Compass Ballroom
1:00pm – 5:00pm	Education Partners Expo	Compass Ballroom
3:00pm – 5:30pm	Mainstage Presentation: 3:00pm – 4:00pm – Sandy Schroeck – <i>Sponsored by Smither's Oasis</i>	Compass Ballroom
4:30pm – 5:30pm	Mainstage Presentation: Samantha Bates – <i>Sponsored by FTD</i>	Compass Ballroom
6:30pm – 7:15pm	Reception	On Vacation Terrace
7:15pm – 10:30pm	Dinner & Awards	On Vacation

* Separate registration required

SUNDAY 6/8/25

Time	Session	Location
9:00am – 10:00am	Mainstage Presentation: Selling Confidence with Jody McLeod – <i>Sponsored by Teleflora</i>	Compass Ballroom
10:30am – 11:30am	Mainstage Presentation – Color: The Most Important Element in Floral Design with Leanne Kessler	Compass Ballroom
12:00pm – 1:30pm	Lunch and Competition Awards	Compass Ballroom

Bespoke Design: Elevate Your Floral Artistry



We're excited to announce this exciting hands-on class in collaboration with FSFA annual convention!

Bespoke Design: Elevate Your Floral Artistry

Join us as we explore how we see the word 'bespoke' used often, but what does it mean? By definition, it is a custom-made piece tailored to a specific individual needs and preferences rather than a mass-produced floral design. This bespoke design class will allow you the opportunity to challenge yourself and your floral artistry to create a uniquely designed inspiration that your customers will love.

We will discuss and showcase various design styles and techniques that will enhance your design, and then you will create your own bespoke masterpiece.

Designs created during this class will be showcased at the convention.

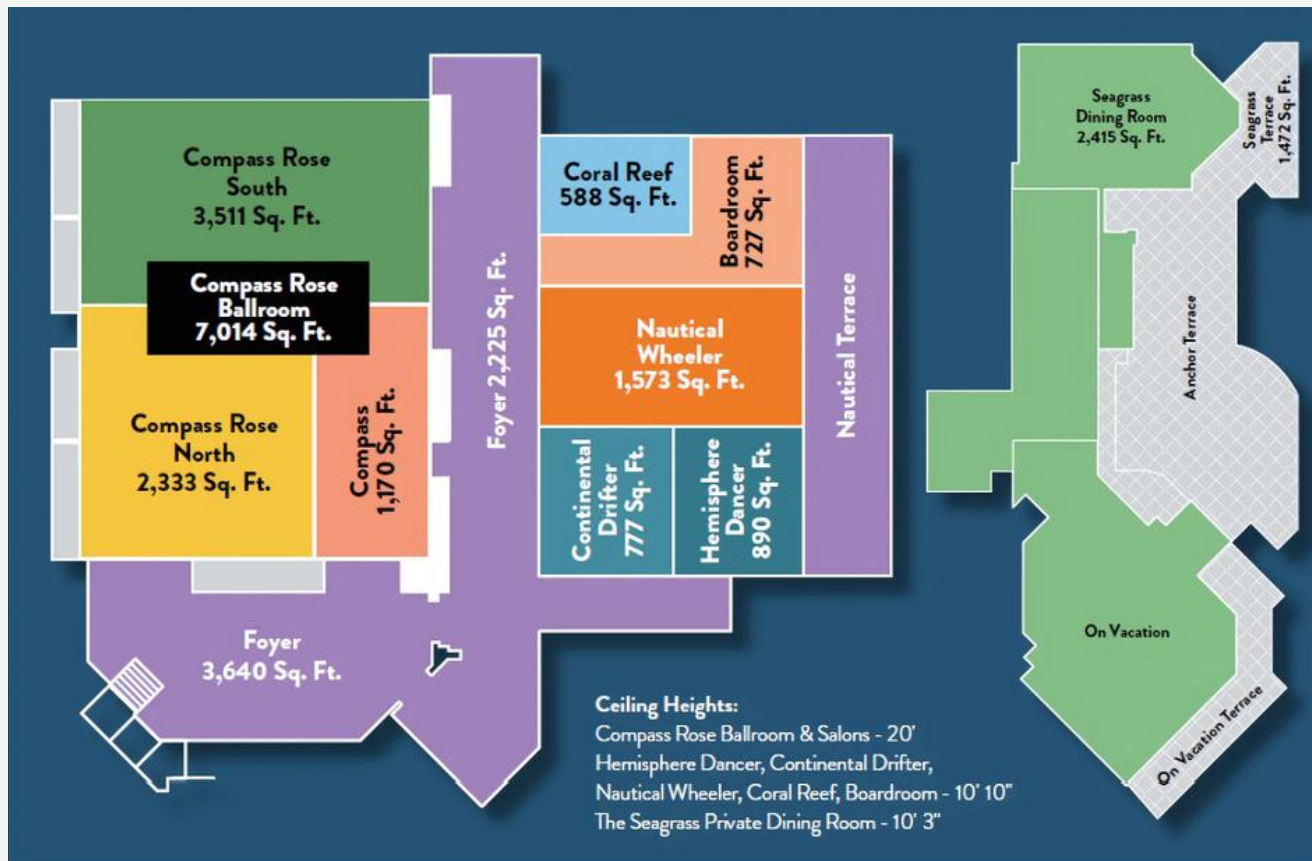
Presentation by:

This program is presented by Teleflora Education Specialist Jody McLeod AIFD, CFD, PFCI

What you'll learn:

- Explore the true meaning of bespoke in floral design
- Learn how to create custom, one-of-a-kind floral pieces tailored to individual needs and preferences
- Discover a variety of design styles and techniques to enhance your bespoke creations
- Watch demonstrations that inspire and guide your own creative process
- Create your own bespoke floral masterpiece

Program Highlights & Session Details



FRIDAY JUNE 6TH



Compass Rose Ballroom

Mainstage Opening Session: 4:30pm –5:30pm

Social Media Tune Up with Alexander Campbell

Sponsored by Bloomnet

Social Media Tune-Up - is an entirely computer-interactive presentation that focuses on the importance of having a social media presence. This session will cover creating engaging content, including posts, carousels, reels, and stories, to enhance visibility and engagement. Alex will analyze three individuals' social media pages from the stage to provide valuable insights for everyone.

Following this program attendees are invited to a welcome reception where FSMD candidates will showcase their work.

SATURDAY JUNE 7TH

Registered attendees have the opportunity to sign up for one OR both of these exciting hands-on classes. Seating is limited and we will sell out fast!

Classes will take place at 9:00am – 10:30am and 11:00am – 12:30pm

NOTE: All flowers and hard goods will be provided, attendees must bring their own design tools



Continental Drifter

Hands-on Classroom 1

New UrnTray with Rebecca Thompson

Sponsored by AIFD Foundation



One Tray, Endless Possibilities – Designing with Versatility and Ease

Join us for a fun and informative session all about one of the most versatile design tools in the floral industry! This unique tray can be used for sympathy arrangements featuring urns or photos, transformed into elegant event centerpieces, or even styled for garden-meadow wedding cakes. We'll explore how customers are also using it for everyday and holiday designs—and why it's a favorite among florists and delivery teams alike.

In this class, you'll learn how to create a sympathy piece using the tray and get a quick demo of other creative applications, including elevated designs using cylinder vases or Harlow stands. Discover how this time-saving, money-saving solution can elevate your designs and make life easier for your shop and your clients.



Hemisphere Dancer

Hands-on Classroom 2

Elevate Your Event Florals with Ian Prosser AIFD

Sponsored by AIFD Foundation



Discover the art of creating stunning centerpieces for any event while mastering pricing strategies that maximize profitability. This hands-on workshop will guide you through designing event-ready centerpieces at multiple price points—from budget-friendly to luxury statement pieces.

You'll learn:

Design Techniques – Create versatile centerpieces for weddings, corporate events, and special occasions.

Pricing Strategies – Understand how to scale designs to fit different budgets without sacrificing style.

Mechanics & Sustainability – Explore efficient techniques and eco-friendly alternatives for long-lasting arrangements.

Client Experience – Learn how to present pricing options that elevate perceived value and boost sales.

Join us for an immersive, hands-on session where you'll leave with fresh design skills and a portfolio-worthy centerpiece collection!

SATURDAY JUNE 7TH - CONT.

Lunch & Learn

Grab your choice of delicious buffet items and join us for this informative session hosted by Ralph Giordano

Sponsor Expo

Join us and visit our generous sponsors as they debut new products, share business tips, focus on industry trends and offer mini-hands-on sessions.



Compass Ballroom

Mainstage Presentation: 3:00pm – 4:00pm

Refining Remembrance: Fresh Sympathy Designs for Today's Florist with Sandy Schroeck

Sponsored by Smither's Oasis

Discover the evolving art of sympathy floral design in this exclusive design show. Explore modern trends in memorial arrangements, including elegant urn designs and contemporary celebrations of life. Learn how to create heartfelt tributes using the innovative Renewal Foam and the latest sympathy products from Smithers-Oasis. This session will showcase fresh design techniques that honor loved ones with beauty and grace while embracing sustainability. Whether you're a florist looking to update your skills or seeking inspiration for meaningful designs, this class will provide creative insight into the future of sympathy florals. Join us for an inspiring and educational experience!



Compass Ballroom

Mainstage Presentation: 4:30pm – 5:30pm

The Beauty of the Holidays: Fresh Approaches to Seasonal Design with Samantha Bates

Sponsored by FTD

Presented by: FTD Education Consultant Samantha Bates AIFD, CF
Join Samantha Bates AIFD for an inspiring floral design session that breaks away from the monotony of holiday arrangements. Discover creative ways to design holiday pieces in various sizes, from intimate arrangements to grand centerpieces. Celebrate the season with designs that bring warmth, gratitude, and beauty into every space, making the holidays even more special.

Dinner & Awards

Join us for a fun evening of delicious food, fun, awards and a LIVE band!

Dress code: Resort chic

SUNDAY JUNE 8TH



Compass Ballroom

Mainstage Presentation: 9:00am – 10:30am

Selling Confidence with Jody McLeod AIFD CFD NCCPF

Sponsored by Teleflora

In today's market, you have to show and tell what you know! Customers want to know what you know, they want to be guided by someone who is knowledgeable and confident. When we design with confidence and authority, knowing your customer and selling to them in a way that is uniquely your own, and adding what makes it uplifting and inspirational with enthusiasm, energy, and confidence will yield a great sell every time, foster strong client relationships and increase your profits. So join us for this selling and communicating with confidence program!



Compass Ballroom

Mainstage Presentation: 11:00am – 12:00pm

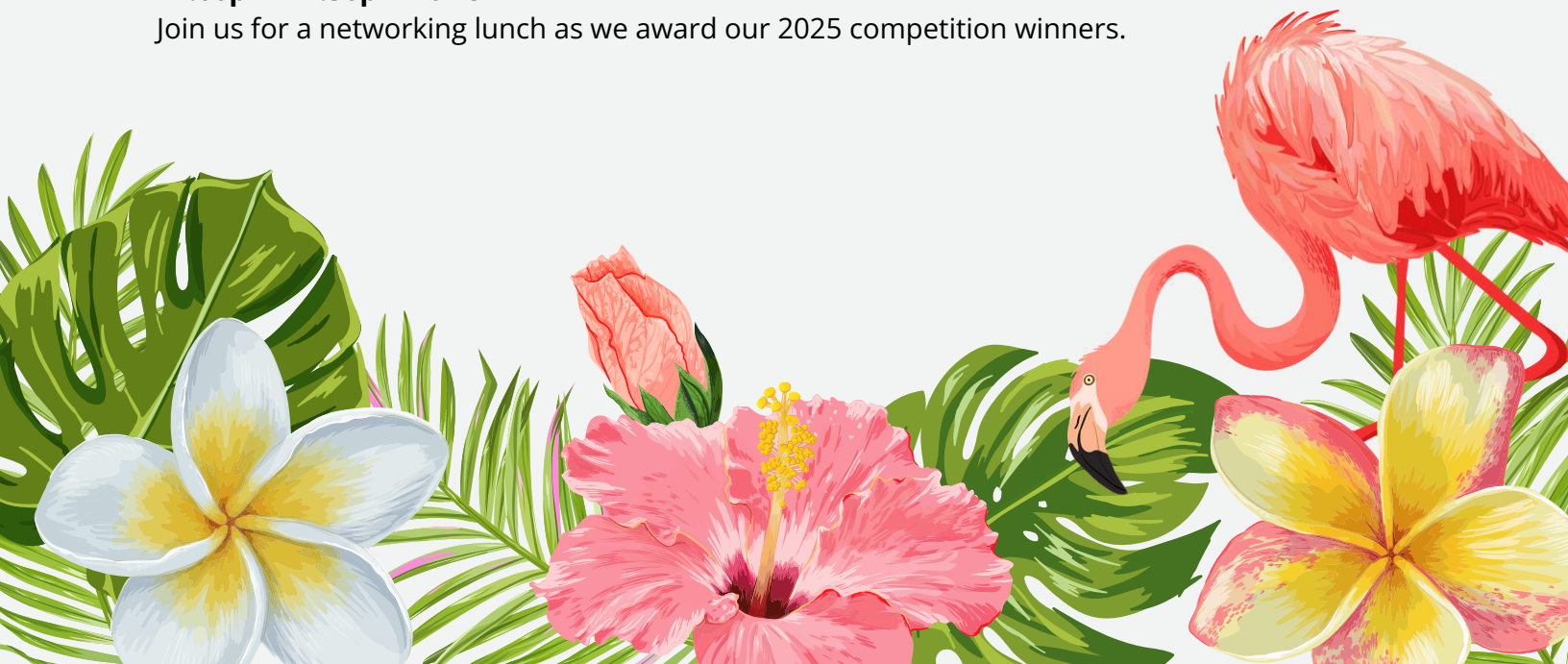
Color - The Most Important Element in Floral Design

with Leanne Kessler AIFD PFCI FDI

Unlock the power of color in this dynamic presentation that explores why color is the most vital element in floral design. From understanding the fundamentals of color theory to tapping into the psychology of color and how it influences emotion and meaning, this session takes a deep dive into the many dimensions of color. Discover the seasons of color and how to design with seasonal palettes in mind, then elevate your work by mastering the art of color to create impactful, harmonious, and memorable floral designs.

12:00pm – 1:30pm Lunch

Join us for a networking lunch as we award our 2025 competition winners.



Ready to Take the Next Step in Your Floral Journey?



CONSIDER BECOMING A FLORIDA STATE MASTER DESIGNER (FSMD)

If you're attending the FSFA Convention and are not yet an FSMD—this could be your moment! The convention offers the perfect environment to explore your potential, challenge your skills, and take that next step in your professional growth. The Florida State Master Designer program is designed for florists who want to:

- Expand their floral design expertise
- Build professional credibility and confidence
- Stand out in the industry with an official designation
- Join a passionate community of committed, creative floral professionals

Whether you're newer to the industry or have years of experience under your belt, FSMD is all about helping you grow. Testing and evaluations are available during the convention, so why not make this the year you go for it?

LEARN MORE

Visit floridastatefloristsassociation.com/Proud-to-be-FSMD to explore:

- The benefits of becoming an FSMD
- What the testing and evaluation process involves
- Inspiring stories from certified designers
- How to register and prepare



Grow with Us: Scholarships & Mentorship Opportunities

FLORIDA STATE FLORIST ASSOCIATION EMBRACES EDUCATION

At FSFA, we believe in nurturing talent and supporting the next generation of floral professionals. Whether you're just beginning your journey or looking to take your skills to the next level, our scholarships and mentorships are here to help you grow, bloom, and thrive.

EDUCATIONAL SCHOLARSHIPS

Each year, FSFA awards two scholarships during the Annual Convention to support continued education in the floral industry:



Jeanne Parsons Scholarship

Named in honor of Jeanne Parsons (1927–1988), this scholarship provides up to \$1,000 toward your floral education goals.



William "Bill" Bobulinski Memorial Scholarship

Established in memory of Bill Bobulinski (1965–2020), this scholarship also offers up to \$1,000, with a focus on courses at the Floriology Institute in Jacksonville, Florida.

Both scholarships are designed to support passionate floral professionals who are eager to learn and grow. FSFA members in good standing are encouraged to apply.

MENTORSHIP OPPORTUNITIES

We're also proud to offer one-on-one mentorships with respected leaders in the floral industry. This is a unique chance to gain valuable insight, hands-on experience, and guidance from florists who have made a meaningful impact in their field.

HOW & WHEN

Recipients will be announced during the Opening Reception at the FSFA Annual Convention on **Friday, June 6, 2025**.

To learn more about eligibility and how to apply, visit our scholarship and mentorship page on our [website](#).



Compete, Create & Shine



FSFA INTERNATIONAL 2025 DESIGN COMPETITIONS

Step into the spotlight and let your floral artistry bloom! FSFA International's annual competitions offer a chance to challenge your creativity, gain recognition, and celebrate the art of floral design. Whether you're new to the scene or a seasoned pro, there's a competition waiting for you.

FEATURED COMPETITIONS

All competitions will be held on Friday, June 6, 2025 from 2pm-5pm in the Coral Reef Room. For full competition details and rules, please visit our [website](#).

FernTrust Cup

- Theme: "Wind Swept on the Beach"
- Fee: \$50
- Requirements: Materials provided
- Prize: \$500

Tablescape Competition

- Theme: "It's 5 O'clock Somewhere!"
- Fee: \$75
- Requirements: Materials provided; bring table settings
- Prizes: 1st \$500, 2nd \$300, 3rd \$200

Sunshine Cup

- Theme: "Margaritaville Vibe"
- Fee: \$75
- Requirements: Materials provided; bring armature and container
- Prize: \$500

Designer of the Year

Compete in all three main competitions to become eligible for the coveted Designer of the Year title.

- Fee: \$125 for all three competitions (*save* \$75)
- Requirements: FSFA Member in good standing & 2025 Annual Convention Registrant
- Prizes:
 - Winner:
 - \$500 Cash, Trophy
 - Registration for the 2026 Convention
 - Opportunity to present at the 2026 Mid-Season Summit
 - 1st Runner-Up: \$250 Cash, Plaque
 - 2nd Runner-Up: \$125 Cash

Competitors must bring their own tools. Approved tools include floral knives, wire cutters, ribbon shears, stem cutters, needle nose pliers, staplers, and hole punches. Battery-operated tools like drills and glue guns are allowed, but **no electric tools that plug into a wall.**

IAN PROSSER BRIDAL BOUQUET COMPETITION

The Bridal Bouquet Competition, hosted by FSFA International, requires a \$25 entry fee per bouquet (up to 3 entries allowed). Participants must be FSFA members in good standing, and designs must include at least 50% fresh, dried, or permanent floral products. The winner will receive \$500 and a plaque. For more information, visit our [website](#).



It's 5 O'clock *Somewhere*

We look forward to
seeing you in Orlando!