



Celebrations

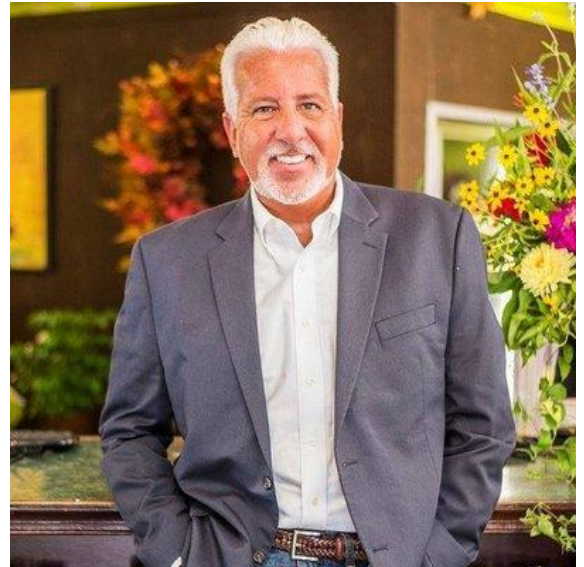
Oklahoma State Florists' Association 2019 Conference

July 20 - 21, 2019 • Hilton Garden Inn Edmond Conference Center • 2833 Conference Drive, Edmond OK 73034

Tim Farrell AIFD, AAF, PFCI

Tim Farrell AIFD, AAF, PFCI is an accomplished floral designer, known throughout the country for his creations of beautiful floral compositions. His understanding and ability to teach the elements and principles of floral design make him a sought after presenter for garden clubs, horticultural schools, and retail florist organizations throughout the country.

Farrell has owned and operated Farrell's Florist in Drexel Hill, PA since 1983, and received a Bachelor's Degree in Accounting from Villanova University in 1984.



Tim was inducted to the prestigious American Institute of Floral Designers (AIFD) in 2000 and served as its treasurer on the National Board of Directors from 2002 to 2006. He has served on their Membership and Finance Committees and currently serves on the National Marketing and Education Committees of AIFD.

The American Academy of Floriculture (AAF) inducted Tim to its membership in 2001. He has been a member of the Society of American Florists since 1983 and currently serves on their Consumer Marketing Committee. Tim was inducted to Professional Floral Communicators International (PFCI) in 2006.

Tim's work has been showcased at the Philadelphia Flower Show as a featured designer in the gallery of AIFD. In addition, he has been a guest speaker for the Pennsylvania Horticultural Society and has judged their competitive classes for several years. His work has been featured several times in the national publication, FLOWERS & and he has designed and produced the stage arrangements for the 2001 Presidential Inauguration Ball in Washington, DC.

As a member of the Oscars design team assembled by Charisma Designs, he helps create the floral designs for the Red Carpet and the Kodak Theater in Los Angeles, CA for the Annual Academy of Motion Pictures Awards Show.

In 2007, Tim was honored to represent the United States in the Teleflorist of the Year Competition held in Tokyo, Japan.

Tim has served as a Teleflora Unit President for the Penn Jersey Unit and as the Regional Unit Director for the Northeastern United States. He is a member of Teleflora's prestigious team of Education Specialists.

Deborah De La Flor AIFD, PFCI

Deborah's talent, innovative style and passion for flowers have made her a world-renowned floral designer. For more than 30 years, she has traveled the world, sharing her love for the floral industry through design presentations, seminars, competitions and commentary. Deborah's ability to anticipate and influence the latest floral trends has led to her consulting for some of the biggest names in the floral industry. Her vast knowledge, down-to-earth demeanor and infectious enthusiasm make her a sought-after presenter for floral industry events. She is also the author of the floral design book *Florsages: The Art of Floral Body Design*.



Her many accolades include Florida State Designer of the Year and winner of the FTD Great Masters Design Competition. Most recently, Deborah had the honor of serving as a judge for FTD World Cup 2019 in Philadelphia, PA, as well as the 2015 Interflora World Cup in Berlin, Germany. She was inducted into the Professional Floral Communicators International (PFCI) in 2006. Deborah represented the United States at the Interflora World Cup in Melbourne, Australia in 2004. She has owned De La Flor Gardens in Fort Lauderdale, FL, for more than 25 years.

Shawn Michael Foley AIFD, PFCI

While studying vocal performance in college, Shawn Michael Foley, AIFD, PFCI, had a change of heart. He saw a want ad in the newspaper for a floral designer, applied on a whim, got the job and quickly caught the “flower bug.” He attended as many conventions and classes as he could afford, and in 2011 started his own business, Design Lab Botanicals in Wausau, Wisconsin, where he experimented with mechanics and techniques to develop his own style.

Hungry for large-scale artistic projects, Foley launched the Human Form Project in 2012. This annual series of photographs highlights the beauty of the human body with grand botanical accessories and has appeared in several European magazines, including *Flowers World* and *Blomster*.

Along the way, he crossed paths with crewmembers of HotHouse Design Studio in Birmingham, Alabama, who persuaded him to join their team as a lead wedding designer. His passion for education and creativity landed him the coveted title of Mayesh Design Star in 2016. Foley brings his own creative spark to the industry along with eagerness to educate and share his techniques for weddings, body flowers and floral artistry.



Conference Sponsors

FTD- National Designer

Greenleaf Wholesale-Designer, Flowers for Stage Presentation & Classes & Hotel Décor Decor

Integraflor- Flowers for stage presentations & Classes

Oklahoma Flower Market – Flowers for stage presentations & Classes

OKbride- Cupcakes & Coffee Bar

Teleflora- National Designer

Zoom Roses – Flowers for stage presentations & Classes

Conference Vendors

American Plant Products

Bloomnet

Florist Federal Credit Union

FTD

Greenleaf Wholesale

Silver Leaf Gems

Teleflora

THE Orchid Lei Company

Vast America

Zoom Roses

2019 TENTATIVE CONFERENCE SCHEDULE

SATURDAY JULY 20, 2019

8:00am-4:30pm – **Registration open**- Edmond Conference Center

8:30-10:00AM- **Celebrate! Flowers to Wear**- Leticia Burkett, AIFD, CFD

10:15-11:45AM- **Celebrate! Flowers to Carry**-Shirley Welborn, OCF

12:45-2:15PM-**Celebrate! Flowers as Tributes** -Colleen Horrigan, OCF

2:30-4:00PM-**Celebrate! Flowers Echoing Nature** Dennis Mueggenborg, AIFD, CFD 4:30pm-

6:30pm- **Shop Hop**- Downtown Edmond

Enjoy a fun afternoon visiting local downtown Edmond business, networking & shopping.

7:00pm-10:00pm- **Dinner, Games & Dessert** – Downtown Edmond

Dinner at Othello's Fine Italian & Lawn Games/ Dessert at Silver Leaf Gems

SUNDAY JULY 21, 2019

8:30am-10:00am- **Registration/Tradeshow Open**

10:00am-12:00pm- **It's a Nice Day...** – Tim Farrell AIFD, AAF, PFCI, –
Sponsored by Teleflora

12:00pm-1:00pm-**Lunch**

1:00pm-2:30pm – **Fabulous Centerpieces**
Deborah De La Flor AIFD, PFCI- *Sponsored by FTD*

3:00pm-4:00pm – **Full Spectrum**
Shawn Michael Foley, AIFD- *Sponsored by Greenleaf*

4:00pm- **Closing Session**