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**Happily ever after at the 2024 Arkansas Florists' Convention**

The 72nd Annual Arkansas Florists Association Convention was nothing short of a floral fairytale. Held at the Wyndham Riverfront Hotel in Little Rock, AK, Aug. 25-27, the enchanting weekend celebrated creativity, community and the boundless beauty of flowers. With the theme "Happily Ever After," attendees were in for a treat, and the event did not disappoint. It was a fantastic opportunity to catch up with floral friends and forge new connections. [Details Flower Software](#) provided a glimpse into their unforgettable experience in Arkansas.

Friday, Aug. 25, began with excitement as the opening ceremony set a lively tone. The first round of floral competitions, including the Scholarship Design Competition sponsored by BloomBudz, had everyone on the edge of their seats. Participants then engaged in hands-on workshops and classes, delving into advanced design techniques and business strategies aimed at helping their floral enterprises thrive.

The evening was a whirlwind of enchantment with the "Happily Ever After" dinner. The Alice in Wonderland theme added a whimsical touch, and attendees enjoyed an array of activities, including dancing, karaoke, and a fair share of laughter, all while dressed as their favorite Disney characters. It was a night that set the stage for a weekend filled with fun and inspiration.

Saturday, Aug. 26, was a whirlwind of creativity and learning. Renowned floral designers led educational sessions and demonstrations, covering everything from cutting-edge design concepts to practical business tips. The Arkansas Cup competition was a standout event, with local florists showcasing their best work in hopes of claiming the prestigious title.

Jacob McCall's presentation on conveying emotion through floral bouquets was a particularly poignant moment, tugging at the heartstrings of many. Tricia Upshaw, the Arkansas Florists Association's incoming president, also impressed with a hands-on presentation showcasing her remarkable expertise. The day concluded with a Cinderella-themed banquet, where the atmosphere was nothing short of magical. Sharon Ivey's victory in the Mid-America Showcase, with Brandy Ferrer securing second place, and Christina Day-Essary's receipt of the Bill Plummer Distinguished Honor Award for her outstanding contributions to the floral industry, were highlights of the evening.

As the convention wrapped up on Sunday, Aug. 27, attendees were treated to an inspiring showcase by Ace Berry and Alan Masters. Their contrasting styles celebrated individuality in floral design, and their moving tribute to two recently deceased florists brought tears to many eyes, especially with the hauntingly beautiful AI-generated song playing in the background.

Sandy Schroeck's presentation rounded out the event with fresh takes on classic designs. Her tips on selling empty space in arrangements and innovative approaches to the classic dozen roses were particularly noteworthy. Her saddle design, sponsored by Smithers-Oasis, was a showstopper.

Throughout the convention, there were countless opportunities to network with peers, explore vendor showcases, and enjoy the warm hospitality of the Arkansas floral community. This year's event was a true celebration of the artistry and passion driving the floral industry in the state. With such a remarkable experience this year, everyone is already looking forward to next year's convention, anticipating that it will be equally, if not more, blooming marvelous.

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