

# SHOWCASE REGISTRATION



2017 • SHOWCASE • 2018

## June 7, 2017

The Houston Raquet Club  
10709 Memorial Dr.  
Houston, Texas 77024

- 6:00PM | Shop the Product Gallery and see all that is New!
- 7:00PM | Dinner and Time to Interact with your Floral Friends
- 7:30PM | Tim Farrell will present *Exceeding Expectations*
- 9:00PM | Product Gallery Shopping  
Design Auction to support the Texas Floral Endowment  
Floral Scholarships

### *Exceeding Expectations*

With a marketplace that offers our customers expanded options *Exceeding Expectations* is a key to successful retailing.

*Exceeding Expectations* in every component of the business is a must to ensure success today. Whether it be the quality and variety of product or the visual value of design or perhaps it is the first impression entering the front door or the receipt of the florals that are delivered out the back, each and every aspect of retailing and the importance of *Exceeding Expectations* will be addressed in this well thought out presentation.

Tim Farrell AIFD AAF PFCI is the perfect presenter for this topic. With his knowledge of design combined strategically with his accounting background and long term business success he has what it takes to take the lead on this multi level subject that is most important to the success of today's retailer.

So get ready for the 1-2-3 of how to exceed all that is expected! Get ready to learn how you can take your business to the next level creating customer loyalty and securing your success.

Attendee Name

Business Name

Address

Phone

Email

\$65 Registration Includes  
Dinner | Design Presentation  
Product Gallery Shopping

Take 30% off Showcase Registration  
as a TSFA Member

\_\_\_\_\_ I am registering for the June 7th  
Showcase in Houston.  
At the door registration will be an  
additional \$10.00.

\$\_\_\_\_\_ Showcase Registration

\$\_\_\_\_\_ Total Enclosed

\_\_\_\_\_ Credit Card No.

\_\_\_\_\_ Expiration

\_\_\_\_\_ Code

\_\_\_\_\_ Zip Code

\_\_\_\_\_ Signature

Mail check to:

Texas State Florists' Association  
PO Box 170760 | Austin, TX 78717

**OR REGISTER ONLINE AT TSFA.ORG**

**Staying the night in Houston?**

TSFA has confirmed \$119.00 room rates,  
including a full breakfast buffet,  
single or double at the Sheraton Houston  
Brookhollow Hotel. Call 888.627.8196  
to confirm rates. Ask for code TSFA to  
confirm the special pricing.