

# SHOWCASE REGISTRATION



2017 • SHOWCASE • 2018

## October 3, 2018

McKenzie-Merket Alumni Center  
2521 17th Street  
Lubbock, Texas 79409

- 6:00PM | Shop the Product Gallery and see all that is New!
- 7:00PM | Dinner and Time to Network
- 8:00PM | Sharon McGukin to present *Trending Top Ten*
- 9:30PM | Purchase a Program Design to support Texas Continuing Education

Texas is *Trending* and Sharon McGukin will be with us throughout the year as she travels to the three Texas Floral Showcase locations.

Presentations will highlight the *Trending Top Ten* points that retailers florists must learn, understand, and apply to stay in business. This well researched presentation, written exclusively for Texas, will take us to the top!

Sharon McGukin AIFD AAF PFCI inspires others to 'celebrate life with flowers'. She is nationally known for her floral expertise, southern charm, and energetic connection with audiences as an entertaining and informative speaker.

She began her career as a small town florist with floral adventures leading her around the world. She has consulted in Asia for the home décor industry and presented flower demonstrations and tracked floral trends across the United States, Canada, and Europe. From decorating floats at the Rose Bowl Parade to designing flowers for the White House, this floral fashionista has lots of flower stories to share. She often contributes articles or design tips for industry and lifestyle magazines, national newspapers, and blogs.

Texas is delighted to welcome Sharon McGukin!

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 October 3rd Showcase in Lubbock.  
At the door registration will be an additional \$10.00.

\$\_\_\_\_\_ 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 Lubbock?**  
TSFA has secured a special rate of \$89 at the Hampton Inn Lubbock Southwest. Please make sure to call and ask for this rate by September 7th.

Hampton Inn Lubbock Southwest  
5614 Englewood Ave, Lubbock, TX 79424  
806.797.9600