

SHOWCASE REGISTRATION



2017 • SHOWCASE • 2018

October 11, 2017

Odessa Country Club
1 Fairway Drive
Odessa, Texas 79765

- 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

\$50 Registration Includes
Dinner | Design Presentation
Product Gallery Shopping

Take 30% off Showcase Registration
as a TSFA Member

_____ I am registering for the October 11th Showcase in Odessa.
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 Odessa?

TSFA has confirmed \$109.99 room rate plus tax per room per night for a standard rate and \$139.99 for rooms on the Concierge Level. The Concierge Level includes complimentary breakfast in the morning and complimentary hors d'oeuvres and cocktails in the evening.

MCM Elegante | 5200 E. University | Odessa, TX 79762
Reservations must be made by September 20th in order to guarantee rooms and rate and may be made by calling toll free 866-368-5885 or direct 432-368-5885. Please ask for the Texas State Florists Association group rate to receive the special pricing.