



The Texas State Florists' Annual Convention and Trade Show

Reflections: "A Look at our Past...a Vision for the Future" *The 100 Year Anniversary*

July 18-20, 2014

REGISTER EARLY!



Register early online at tsfa.org, by mail, or fax. Save on low advance registration rates! Your convention materials will be in packets at the registration desk listed by your name.

Registration Instructions

- Each attendee must have a badge which will reflect the information recorded on the registration form. For additional forms, go online at tsfa.org, photocopy or call the TSFA office.
 - Faxed forms require authorized credit card payment. Fax to 512.834.2150. If you fax your form, please do not mail the original.
 - Mailed forms should contain full payment.
- The cancellation policy for convention registration shall be:
 - Full refund if canceled 30 days in advance.
 - Full refund less \$50 if canceled 5-30 days in advance.No refund if canceled less than five days in advance.

Remember to bring your tools for all Hands-On Workshops.

Stay the Weekend and Help Keep TSFA's Convention Costs Down!

Renaissance Austin Hotel,
Austin, TX, 512.343.2626.
Special room rates for the
TSFA attendees.
Single/Double \$149.
Room rates guaranteed
until June 30, 2014
or until the room block is
full. Make sure to ask for the
special rates when
booking your room.



Become a TSFA Member Now and Save on Your Convention Registration

Just check one of the boxes below and include the rate in your registration amount to save money on your Convention registration.

- ☐ \$189.95 Owner/Manager
- ☐ \$ 96.00 Employee

At A Glance — The TSFA Convention and Trade Show Offers:

THE 100TH YEAR ANNIVERSARY GALA

Celebrate as TSFA enjoys 100 years of service to the industry. Dinner/Dancing/Awards/Special Recognitions

DESIGN SHOWS:

Saturday:

- "It All Ends with the Beginning" Designer: Tom Bowling AIFD
- "Power Palette" Designer: Jodi Duncan AIFD
- "Cultivating Personality & Emotion into Funeral Design" Designer: Coby Neal AIFD PFCI
- "Eco's of the Past" Designer: Rebecca Sherman AIFD
- "The Elements and Principles of Education" Designer: Rich Salvaggio AIFD
- "Picture Perfect" Designer: Christopher White

Sunday:

- "Every Day in Paradise" Designer: Gerard Toh AIFD
- "Weddings...100 Years of Style & Romance" Designers: Ken Senter AIFD and Donna Senter

TRADE SHOW:

Saturday hours are 9 am - 5 pm. Sunday hours are 9 am - Noon.

LUNCH PROGRAMS:

Saturday: TSFA Annual Meeting and Program "The Power of Service" Speaker: Petra Marquart

Sunday: "Designs on the Edge" Designers Kristine Kratt AIFD and Bill Schaffer AIFD

BUSINESS PROGRAM:

"Secret Shopper Call: TEXAS" Presenter: Tim Huckabee

HANDS-ON WORKSHOPS:

- "Petal It" Instructors: Ken Senter AIFD and Donna Senter
- "Not the Typical Tropical" Instructor: Gerard Toh AIFD
- "The Modern" Designer: Designer Kevin Ylvisaker AIFD
- "The Retro-Floral Menagerie: Poodle Dogs are the Specialty" Instructor: Jim Johnson AIFD TMFA

DINNER/DESIGN PROGRAM (includes admission to the Texas Cup Competition)

"A Century of Centerpieces" Designer Kevin Ylvisaker AIFD

TEXAS CUP COMPETITION:

Watch Texas's showcase for unique and innovative designs.

Thanks to TSFA's sponsors for making these programs available.

A complete list of sponsors are online at tsfa.org.

Questions? Call the TSFA office at 512.834.0361.



REGISTRATION FORM

One form per person. This form may be copied to accommodate additional registrants or you may go online to register at tsfa.org.

Attendee Name _____ Attendee Email _____

Shop _____ Address _____ City/State/Zip _____

Shop Phone _____ Fax _____ Check here if you are a first time Convention Attendee _____

Please circle your event choices and cost, total and send with payment by email: txsfa@sbcglobal.net, fax: 512.834.2150 OR mail: TSFA, P.O. Box 170760, Austin, TX 78717. Questions? Call TSFA 512.834.0361.

CIRCLE YOUR CHOICES AND COST. TOTAL AT THE BOTTOM OF FORM.

		ADVANCED (before 7/15)		AT THE DOOR (after 7/15)																															
		Member	Non-member	Member	Non-Member																														
CHOICE #1	GET IT ALL! MAKE YOUR REGISTRATION EASY. SIGN UP HERE FOR ALL EVENTS. GET IT ALL registration includes: Saturday and Sunday lunches, Friday Dinner and Design Program, the Texas Cup Competition, Saturday 100th Year Anniversary Gala (dinner/dancing/awards), Saturday and Sunday design shows (8) and trade show admission both days. <u>GET IT ALL saves you over \$140.</u> Available for preregistration only. <i>Includes everything except optional hands-on workshops and Business Program.</i>	\$299	\$399																																
CHOICE #2	FRIDAY, JULY 18, 2014 REGISTRATION — COST SAVINGS PACKAGE <i>(Does not include optional)</i> <ul style="list-style-type: none"> Dinner/Design Program "A Century of Centerpieces" (Includes admission to the Texas Cup Competition) Or you may register for events individually: <table border="0"> <tr> <td>Choice #3</td><td>• Texas Cup Competition only</td><td>10</td><td>15</td><td>10</td><td>15</td></tr> <tr> <td>Choice #4</td><td>• Business Program "Secret Shopper Call: TEXAS" <i>(optional)</i></td><td>35</td><td>50</td><td>50</td><td>70</td></tr> <tr> <td>Choice #5</td><td>• Hands-on Workshop "Petal It" <i>(optional)</i></td><td>55</td><td>65</td><td>65</td><td>75</td></tr> <tr> <td>Choice #6</td><td>• Hands-on Workshop "Not the Typical Tropical" <i>(optional)</i></td><td>55</td><td>65</td><td>65</td><td>75</td></tr> </table>	Choice #3	• Texas Cup Competition only	10	15	10	15	Choice #4	• Business Program "Secret Shopper Call: TEXAS" <i>(optional)</i>	35	50	50	70	Choice #5	• Hands-on Workshop "Petal It" <i>(optional)</i>	55	65	65	75	Choice #6	• Hands-on Workshop "Not the Typical Tropical" <i>(optional)</i>	55	65	65	75	50	65	55	70						
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CHOICE #7	SATURDAY, JULY 19, 2014 REGISTRATION — COST SAVINGS PACKAGE <ul style="list-style-type: none"> Lunch/"The Power of Service" Program/Annual Meeting All Design Shows (6) 100th Anniversary Gala/Dinner/Award/Dancing Trade Show Admission Or you may register for events individually: <table border="0"> <tr> <td>Choice #8</td><td>• Design shows (6) and Trade Show admission</td><td>95</td><td>115</td><td>65</td><td>85</td></tr> <tr> <td>Choice #9</td><td>• Sat. afternoon design shows (3) and Trade Show admission</td><td>70</td><td>85</td><td>75</td><td>90</td></tr> <tr> <td>Choice #10</td><td>• Trade show admission only</td><td>10</td><td>20</td><td>10</td><td>20</td></tr> <tr> <td>Choice #11</td><td>• Lunch/"The Power of Service" Program/Annual Meeting</td><td>60</td><td>70</td><td>65</td><td>75</td></tr> <tr> <td>Choice #12</td><td>• 100th Year Anniversary Gala</td><td>100</td><td>125</td><td>110</td><td>135</td></tr> </table>	Choice #8	• Design shows (6) and Trade Show admission	95	115	65	85	Choice #9	• Sat. afternoon design shows (3) and Trade Show admission	70	85	75	90	Choice #10	• Trade show admission only	10	20	10	20	Choice #11	• Lunch/"The Power of Service" Program/Annual Meeting	60	70	65	75	Choice #12	• 100th Year Anniversary Gala	100	125	110	135	190	240	210	260
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CHOICE #13	SUNDAY, JULY 20, 2014 REGISTRATION — COST SAVINGS PACKAGE <i>(Does not include optional)</i> <ul style="list-style-type: none"> Lunch/ "Designs on the Edge" Design Program All Design Shows (2) Trade Show Admission Or you may register for events individually: <table border="0"> <tr> <td>Choice #14</td><td>• Design shows (2) and trade show admission</td><td>45</td><td>60</td><td>55</td><td>75</td></tr> <tr> <td>Choice #15</td><td>• Trade Show only</td><td>10</td><td>20</td><td>10</td><td>20</td></tr> <tr> <td>Choice #16</td><td>• Lunch/"Designs on the Edge" Design Program</td><td>60</td><td>70</td><td>65</td><td>75</td></tr> <tr> <td>Choice #17</td><td>• Hands-on Workshop "The Modern" <i>(optional)</i></td><td>55</td><td>65</td><td>65</td><td>75</td></tr> <tr> <td>Choice #18</td><td>• Hands-on Workshop "The Retro-Floral Menagerie" <i>(optional)</i></td><td>55</td><td>65</td><td>65</td><td>75</td></tr> </table>	Choice #14	• Design shows (2) and trade show admission	45	60	55	75	Choice #15	• Trade Show only	10	20	10	20	Choice #16	• Lunch/"Designs on the Edge" Design Program	60	70	65	75	Choice #17	• Hands-on Workshop "The Modern" <i>(optional)</i>	55	65	65	75	Choice #18	• Hands-on Workshop "The Retro-Floral Menagerie" <i>(optional)</i>	55	65	65	75	85	125	105	145
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Choice #19	TSFA Membership — \$189.95 (Owner/Manager) or \$96 (Employee)																																		

Total _____

PAYMENT INFORMATION (Registration will not be processed without full payment)

☐ U.S. Check/Money Order (payable to TSFA) ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover Billing Zip _____

Credit Card# _____ Exp. _____ Signature _____ Code: _____