

SHOWCASE REGISTRATION



March 24, 2015

Hilton Garden Inn Temple
1749 Scott Boulevard | Temple, TX 76504

- 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 | uBloom.com Flower Expert J Schwanke will present 101 ideas to make your life in the design room a little easier!
- 8:30PM | Product Gallery Shopping
Design Auction to support the Texas Floral Endowment

Basics 101....Anything but Basic

Texas is taking *101 Design Ideas* on the road that will make your life in the design room just a little easier. uBloom.com Floral Expert J Schwanke AAF AIFD PFCI TMF will show you how!

What a perfect opportunity to learn and share incredible flower tips, tricks, and techniques that will help you the very next day in your flower business. Make YOUR BUSINESS more PROFITABLE, FASTER, EASIER and a whole lot more FUN.

Join J Schwanke AAF AIFD PFCITMF, the host of *Fun with Flowers* and *JTV*, as he shares his collection of essential tips, tricks and techniques gathered from throughout the flower industry.

Be the first to see him use your favorite flowers, foliage, and floral products! It's time for fantastic fun and flower ideas...

101 to be exact!

Attendee Name

Business Name

Address

Phone

Email

\$35 Registration Includes
Dinner | Design Presentation
Product Gallery Shopping

Take 30% off Registration as a TSFA Member

**\$101 will be presented to one
attendee at each Showcase!**

____ I am pre-registering for the
March 24th Showcase in Temple
At the door registration will be an
additional \$10.00

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 Temple?

There are \$99 room rates at the Hilton Garden Inn-Temple. Call 254.773.0200 and ask for the TSFA group code to receive this reduced rate.

J SCHWANKE *The Flower Expert*

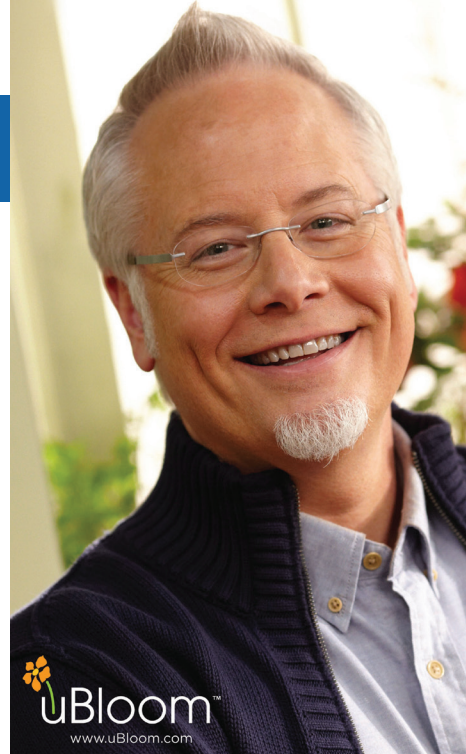
A True Flower Celebrity, Author, Award Winning Speaker and one of the Most Trusted Voices in the Flower Industry.

J Schwanke's love of flowers began at birth during a snowstorm at a state flower convention in Nebraska. In 1976 J formally joined his family's flower business, Green's Greenhouses Inc., where his career grew and blossomed as he directed the Flower Shop and Garden Center operations starting in 1981. J is a Certified Flower Designer (CFD), a member of the American Academy of Floriculture (AAF), the American Institute of Floral Designers (AIFD), the Professional Floral Communicators International (PFCI).

In 1994 J began his independent career as a flower design consultant, flower industry spokesperson becoming the foremost expert on flower design in the American flower industry. J is the CEO of uBloom.com, the first online community for flower lovers, both professional and enthusiast. As the host and producer of the first ever web broadcast flower design show, JTV, and his current show Fun with Flowers and J, J is regarded as the most trusted voice in the flower industry. His website, uBloom, offers flower lovers everywhere the opportunity to learn and experience the fun of Flowers and Flower Arranging, 24/7! J's Passion for Flowers is far reaching and infectious.

J is the creator and publisher of the *uBloom Trend Synthesis*, an annual publication that explores current trend concepts and how they relate to floral and decorative accessory retailers. J has given Flower demonstrations in all 50 states, Canada, and throughout Europe and continues to educate and entertain his flower fans around the globe. Highlights include the Epcot International Flower and Garden Festival, Art in Bloom, Bouquets to Art, San Francisco Flower & Garden Show, Flowers at Kensington Palace, and 100's of state, association, wholesale and consumer shows.

2014 saw the publication of J's new book, *Fun with Flowers — Your Guide to Selecting, Arranging and Enjoying Beautiful Flowers*. J was awarded the Iron Designer of the year by the International Floral Expo (2013). J was honored with the Society of American Florists' Tommy Bright Lifetime Achievement Award of Excellence in Communication, Instruction and Marketing for the Flower Industry (2010). J was also honored with the Crystal Rose Award, Denoting J as a Living Legend in the Flower Industry (2011). Critics, sponsors and flower-loving attendees agree, J is one of the most sought after speakers in the flower world.



J's 101 Design Ideas to Travel Texas

In addition to the overall support of the Texas Floral Education Underwriters these companies have partnered to travel with J and 101 Design Ideas:

Texas Floral Education and Product Partners

Acolyte Designs, Inc. | Chrysal Americas | Design Master
Greenleaf Wholesale Florists | Priest International, Inc.
Rio Roses | Southern Floral Co | TSFA Growers Division

Texas Thanks You for not only providing the product to make these ideas both profitable and fun to produce but also for the additional funding to bring these ideas to Harlingen, Temple, the Texas Floral Expo...and later in the fall to Lubbock.

