

REGISTER TODAY TO IMPROVE YOUR CRAFT
DELIVER BETTER CUSTOMER EXPERIENCES

Complete this form and return by mail, fax or email. Free to apply! TSFA will reply in two weeks if you have been accepted.

Name: _____

Shop: _____

TSFA member, circle: Yes or No

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

**CHANGING FLORAL INDUSTRY & CUSTOMERS
STAY ROOTED IN SOUND PRINCIPLES**

Our floral industry is diverse and ever-changing. Customers are educated about product and demand superior service. Evolve your craft now!

TSFA connects talented florists with renowned speakers and education experts. Our learning environments better your designs and business!

Join your floral peers now: collaborate to pursue advanced certification. Your customers, team, product offerings and business will benefit!

Log on TSFA.org now: learn more and register!



**PRESTIGIOUS
CERTIFICATION FOR
TEXAS FLORISTS**

CULTIVATE A FLOURISHING FLORAL BUSINESS

www.TSFA.org



P.O. Box 170760 Austin, TX 78717
Email: questions@tsfa.org

Phone: **(512) 834 - 0361**
Toll free: (800) 375 - 0361
Fax: (512) 834 - 2150

“ Learning creates challenges, enthusiasm and passion - to experiment with new ideas, grow creatively and be better in all phases of business. ”

BOTTOM-LINE BENEFITS FOR FLORAL EXPERTS PLANT BLOSSOMS OF INSPIRATION

You will be challenged intellectually, inspired creatively and motivated to enhance designs!

Benefits of participating in the valuable courses:

- *Get fresh perspective on the industry and your shop
- *Capitalize on popular and profitable flower segments
- *Be re-inspired for management, sales and marketing
- *Take advantage of new methods to promote a shop
- *Network with peers who understand your challenges

TMFA better florists' knowledge and design skills; advanced certification also includes:

- *Registration discounts for some education programs
- *TMFA pin specially personalized with your name
- *Wear the pin in your shop for customers to see
- *Special recognition at TSFA award ceremony

STEPS TO YOUR TMF ADVANCED CERTIFICATION DESIGNED FOR FLOWER POWER

You must have first obtained your Texas Master Florist designation to pursue your TMFA advanced certification. Class costs vary based on materials and designers.

To attain your prestigious TMFA certification requires an empowering combination of courses, workshops and conventions:

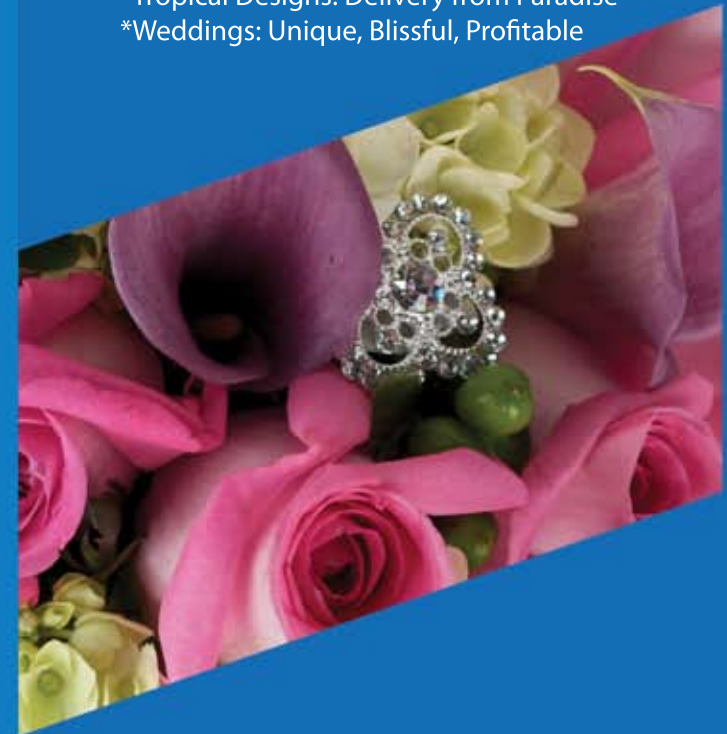
- 01 Attend courses in 4 of 12 TSFA-approved topics
- 02 Attend 4 TSFA Convention approved hands-on workshops
- 03 Earn 1 credit per class
- 04 You have 4 years to obtain 8 total required credits

TMFA's best aspect is shared success stories: experience with products, designs, ad campaigns, business procedures, marketing tools and more!

COURSEWORK TOPICS APPROVED BY TSFA PUSH NEW BUDS OF PROSPERITY

Choose which relevant and compelling subjects best suit you. Approved topics:

- *Capitalize on the Sympathy Segment
- *Color Trends and Future Forecasting
- *Current Design Techniques and Styles
- *Interconnected: Fashion and Flowers
- *Manage Social Media and Technology
- *Merchandising and Store Displays
- *Principles for Accurate Bookkeeping
- *Product Development + Trend Forecasting
- *Quality Home Florals and Interior Design
- *Sculptural Art and Floral Arrangements
- *Tropical Designs: Delivery from Paradise
- *Weddings: Unique, Blissful, Profitable



Course descriptions
provided by instructors
or online at www.TSFA.org