



FEATURE DESIGNER

René van Rems
AIFD

The Business of Creativity!

Sunday Schedule

Doors Open:

Refreshments and Shopping 8:00am - 9:00am

Design Session 1 9:00am - 11:00am

Lunch & Shopping 11:00am - 1:00pm

Design Session 2 1:00pm - 2:30pm

Break & Shopping 2:30pm - 3:00pm

Design Session 3 - Grand Finale . . 3:00pm - 4:00pm

Special Drawings & Auction 4:00pm

You are welcome to bring cameras and/or video equipment.
Please refrain from videotaping during design sessions.

René van Rems is a world-renowned ambassador of the floral industry. Originally from Amsterdam, The Netherlands, René has called San Diego, California, home for over 20 years. He is a member of the American Institute of Floral Designers (AIFD), The National Speakers Association, and the Professional Floral Commentators International (PFCI).

René was formally educated in the entire spectrum of Floriculture/Horticulture through his studies at the Rijksmiddelbare Tuinbouwschool at Aalsmeer (Floral Institute). He has led design shows, workshops, and seminars throughout the US, Canada, Europe, and Asia on the styling of fresh-cut flowers.

A frequent speaker at leading art museums, René has also been featured in numerous national publications. His work has been covered on television (HGTV), particularly for his European influence on trends in American floral design.

In 1995, the American Horticultural Society awarded him the Francis Jones Poetker Award, and in 2001, Van Rems was the recipient of the Los Angeles Flower Market's first annual René van Rems Award for excellence in design education. In 2009, René was recognized with the American Institute of Floral Designers' (AIFD) Award of Distinguished Service to the Floral Industry.



933 Columbia Boulevard
Bloomsburg, PA 17815

Return Service Requested

WHOLESALEERS. Because it takes more than flowers to grow your business.™

Dillon Floral Design Show & Trade Fair



The Business of Creativity!

Open House 2010

Sunday - September 19, 2010
8:00am until 4:00pm

with René van Rems

Florists are in the Business of Creativity. Without Creativity, business flounders. Without Business savvy, Creativity is wasted.

You just can't miss this day of creative design and business wisdom from a true Floral Industry Ambassador: René van Rems AIFD.

Trade Fair – Creativity from Around the World: Pick up your passport at the Registration Table and get going! Our vendor partners from around the world await your visit. They represent the partnerships we have with superior quality suppliers of fresh flowers and hardgoods. Be sure to catch up with our greenhouse staff for *Blooms from Bloomsburg* and check out *Plant Kingdom* foliage and flowering potted plants. Before the sun sets on the day, drop your completed passport in the drawing box for a chance to win a creative prize.

Creative Standing Orders: Focus on the creativity of your business — we'll focus on the things you use day in and day out at your shop! Book your standing orders for fresh flowers, hardgoods and potted plants at the show to be eligible to win a *hassle-free prize* given away at the end of the day.

Shopping: Save 10% all day on all show-day purchases! PLUS: be present at 4:00 pm for the **Grand Prize** -- *and you could win your entire show-day shopping FREE!*

Book Signing: Visit with **René** during the breaks. He'll be signing his book: *René's Bouquets*.

Design Contest – The Creative Business of Boston Ferns: Arrive on Sunday with your 6" Boston Fern creatively embellished. Our annual Plant Kingdom design contest has become a much anticipated and enjoyed tradition. Participants share creative design ideas, showcase talent and have a chance to win an awesome prize. Call **Wendy Nolan at 1-800-DILLONS, ext 147 before Sept. 10** to receive your *free 6" Boston Fern* for the competition. All entries will be voted on using a "People's Choice" process on show day.

Comments from Open House 2009:

" Educational and entertaining. So many great tips for design and business growth. Thank you, thank you!! "

Pat Mikloiche Wine & Roses – Waymart, PA

" I never laughed & learned so much together in the same day... "

Jen Sandri Jen's Flowers and More - Shamokin, PA

" One thing I learned today? How much I TRULY LOVE my profession! "

Lorrie Snyder Natural Instinct by Lorrie – Herndon

Dillon Floral Corporation is a Proud Member of:



Thanks to Our Vendor-Partners:

- American Flower Group • Amys Orchids
- Bernecker's Nursery, Inc.
- Plowboys Horticulture • Camflor
- Central Calif. Flower Growers
- Country Joes Nursery
- Design Master Color Tool ,Inc.
- Esmeralda • The Farm Direct Company
- Fern Hill Holly Farm • Fiore Transit
- Flores Aurora LTDA • Fresca Farms
- Flores Del Lago • Gardens America, Inc.
- Greight Marketing Concepts
- Golden Flowers • The John Henry Company
- The Hiawatha Corp. • Halex • Kendall Farms
- Liberty Blooms • Misty Flowers
- Ocean View Flowers • O & J Growers
- Pride • Queens Flowers
- Rosa Flora • Simpsons Greens
- Smithers Oasis USA • Sole Farms
- Stewart's Greenhouse, Inc.
- Syndicate Sales, Inc. • Top Star Floral
- Tran Trex Foliage • Trillium Floral
- W.H. Turner & Son

Registration 2010

Shop Name _____

Town _____

Please Reserve: _____ Tickets at \$50.00 each.

Charge my account Check Enclosed Charge my Credit Card:

Card _____ Card # _____ Exp Date _____

**Register by
Sept. 10
and SAVE 25%**



Please Print Names of Attendees for Badges:

Four Easy Ways to Register!

- 1 Fax:** 570-387-8135
- 2 Phone:** 1-800-DILLONS x 143
- 3 On-Line:** www.dillonfloral.com
- 4 Mail:** 933 Columbia Boulevard, Bloomsburg, PA 17815

Tickets are Non-Refundable and will be charged on the day we receive your registration.

Lodging: Lodging Information is available at www.dillonfloral.com -- click on "location".