



FEATURE DESIGNER

J SCHWANKE

aaf • AIFD • PFCI



Sunday Schedule

J trained extensively for his career in flowers before joining his family's floral business in 1976, and assuming management in 1981. In 1994, J began his career as a floral marketing consultant and industry spokesperson. His presentation and speaking skills quickly propelled him into a full time marketing consultant and promotions expert for many floral industry leaders.

He is the host of JTV at www.ubloom.com on a weekly basis, is the author of 2 books and continues to write articles for national and international trade magazines and home and garden consumer magazines. Located in Grand Rapids, Michigan, JMHS Enterprises consults, develops creative products and marketing plans, guides trend forecasting and produces educational materials and classes for the floral industry.

J Schwanke is one of the most sought after motivational presenters and floral educators in the industry. He is a member of the American Academy of Floriculture, the American Institute of Floral Designers, Professional Floral Communicators International and the National Speakers Association.

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.



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



Open House 2009

Sunday - September 20, 2009

8:00am until 4:00pm

with J Schwanke



Motivation • Passion • Design . . .
with J Schwanke on Sunday, September 20!



Could there be a better time to get motivated and passionate about flowers?
This is a day you simply don't want to miss – J Schwanke brings
exceptional experience and talent, a passion for flowers, and lots of fun!



World Trade Fair - Your Passport to Success: Pick up your passport at the Registration Table and get going! Visit vendor partners from around the world, representing the partnerships we have with superior quality suppliers of fresh flowers and hardgoods! Visit with our greenhouse staff and experience *Blooms from Bloomsburg* as well as *Plant Kingdom* foliage and flowering potted plants. Then drop your completely stamped passport in the drawing box for a chance to win a worldly prize.

Hassle-Free Standing Orders: Remove the hassle of ordering the things you use day in and day out at your shop; spend valuable time on design, marketing and becoming more successful! 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!**

Design Contest - Ivy Wreath Showdown: Arrive on Sunday with your 6" Ivy Topiary Wreath artfully embellished with your personal style to enter the "Ivy Wreath Showdown." Our popular, annual contest is a great venue to gather lots of creative new design ideas, showcase your talent and have a chance to win an awesome prize. Call **Wendy Nolan at 1-800-DILLONS, ext. 147 before Sept. 11** to receive your *free 6" ivy wreath topiary* for the competition. Last year's "Spath Bling" contest was wildly successful and lots of fun. All entries will be voted on using a "People's Choice" process on show day.

Comments from Open House 2008:

" This was my first floral trade show, and it was an awesome experience. Way to Go! "

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

" This show always gets me inspired to push the limits! "

Michelle Brown Jane's Flower Shoppe - New Holland, PA

" Enjoyed learning how to differentiate myself from others ...! "

Michael Hasco, AIFD - Carlisle, PA

Dillon Floral Corporation is a Proud Member of:



Thanks to Our Vendor-Partners:

- American Flower Group • Amy's Orchids
- Bernecker's Nursery, Inc.
- Plowboys Horticulture • Candle Artisans, Inc
- Carson & Gebel Ribbon Co. • Choice Farms
- Continental Floral Greens
- Cramer's Posie Patch • Country Joe's Nursery
- Design Master Color Tool ,Inc.
- Diamond Line Containers • Esmeralda
- Esprit • The Farm Direct Company
- Fern Hill Holly Farm • Fiore Farms
- Flora Craft Corporation • Flores Aurora LTDA
- Fresca Farms • Flores Del Lago
- Flores Los Sauces • Florisol • Flores Funza
- Gardens America, Inc.
- Greight Marketing Concepts
- Golden Flowers • The John Henry Company
- The Hiawatha Corp • Hoxex
- Hill's Imports, Inc. • Inverpalmas
- Kendall Farms • Miramonte/Miraflor
- Misty Flowers • Multiflora
- Norben Import Corp. • Ocean View Flowers
- O & J Growers • Premium Flowers
- Pride • Priority One Flowers
- Regency Int. • Rosa Flora • Silvestres
- Simpson's Greens • Smithers Oasis USA
- Solé Farms • Stewart's Greenhouse, Inc
- Sunburst Flowers • Syndicate Sales, Inc.
- Top Star Floral • Tran Trex Foliage
- Trillium Floral • W.H. Turner & Son
- Valleflor • White Sands

Sunday Show Registration 2009



Please Print Names of Attendees for Badges:

Shop Name _____

Town _____

Please Reserve: _____ Tickets at \$40.00 each.

Charge my account Check Enclosed Charge my Credit Card:

Card _____ Card # _____ Exp Date _____

Four Easy Ways to Register!

1 Fax: 570-387-8135

3 On-Line: www.dillonfloral.com

2 Phone: 1-800-DILLONS x 143

4 Mail: 933 Columbia Boulevard,
Bloomsburg, PA 17815

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