

Wednesday, October 12, 2011

It's all about CONNECTING these days...with the world, community, customers, vendors and the industry. Today we'll explore how we all CONNECT and embrace new technology to help us succeed. Let's also CONNECT the old fashioned way; shaking hands, networking with old and new friends, sharing ideas and having fun!

Feature Designer

Vonda LaFever AIFD, PFCI, CFD

Vonda is a freelance designer from Niceville, FL and is a sought after designer and educator throughout the country. She owned and managed her own retail shop in Dixon, IL for more than 20 years and continues to design and consult in the retail segment.

Vonda is very active in the floral industry. Her talents have been employed as a floral instructor at Kishwaukee College where she also assisted with the Student AIFD program. She has served as Teleflora Unit President for the Illinois/Indiana Unit and moved up from there to serve as the Regional Unit Director for the Central region of the United States.

She currently serves on the National Board of Directors for AIFD as the Membership Chairperson. She is also a member of the Teleflora Education Specialists Design Team.

In 2010, Vonda was invited to create the beautiful floral arrangements for the Red Carpet and the Kodak Theater for the Academy Awards in Los Angeles, California.

Vonda loves to travel and share her time and talent, and will tell you, "It's all about the people!"

Schedule

Wednesday, Oct. 12, 2011

Dillon Floral will be open at 8am, come as early as you like to shop, visit Plant Kingdom and meet with your account manager.

1:00 – 2:30 Design Session I

2:30 – 3:30 Shopping Break

3:30 – 5:00 Design Session II

5:00 PM Dinner and Evening Shopping

A Light Dinner will be catered by our Open House caterer.

Comments from Open House 2010: CONNECT with your peers!

"I appreciate learning new techniques & getting a view of the bigger picture. Enjoy meeting other shop owners & exchanging practical ideas"

Cathy Ryle Dingman's Flowers, Dingman's Ferry, PA

"Fabulous job, had a great time. I can't wait to come back in 2011!"

Renee Nace Pamela's Flowers, Enola, PA

"Need a larger size tablet for notes!"

Chris Leukus An Olde Towne Florist & Greenery, New Cumberland, PA

Registration 2011 October 12, 2011

Shop Name _____

Town _____

Please Reserve: _____ Tickets at \$30.00 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

Please Print Names of Attendees for Badges:





933 Columbia Boulevard
Bloomsburg, PA 17815

Return Service Requested

Christmas Design Show

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

Due to the flooding in Northeast and Central Pa, and the effect it has had on our team members, customers and community, our September 18 event was cancelled.

Please join us on **Wednesday, October 12, 2011** for a
Christmas Design Show Featuring **Vonda LaFever AIFD, PFCI, CFD.**

connect @dillonfloral.com

Design Show & Trade Fair
Open House 2011

Sunday - September 18, 2011 • 8:00am until 4:00pm
with **Vonda LaFever**



We'll be incorporating as many elements of our annual show into this Wednesday event, including:

Grand Prize

Drawing to win your entire show-day shopping FREE!

Design Show – CONNECT with the industry! Dillon University is proud to feature **Vonda LaFever, AIFD, PFCI, CFD** presenting ***The Sights, Sounds and Symbols of the Season***. Bring your entire staff to this inspirational program on Christmas Design.

Trade Fair – CONNECT with vendors and Dillon Account Mangers. Vendor Partners representing partnerships we have with superior quality suppliers of fresh flowers and hardgoods.

On-Line Shopping Accounts – CONNECT with Dillon Floral electronically to purchase hardgoods, fresh flowers and potted plants 24/7. Visit the ON-LINE kiosk, see a demo and sign up!

Shopping – CONNECT with savings! 10% off all show day purchases. And bring the van, you'll get **15% off all merchandise you take with you that day!**