



FEATURE DESIGNER / PRESENTER  
**Derek Woodruff, AIFD PFCI CF**

Derek joined the floral industry at the ripe age of 16 where he began learning floral design in vocational school and

working for a local florist. Since then, he has continued to study the trade through institutes such as Michigan State University, the Michigan Floral Association (MFA), and the American Institute of Floral Designers (AIFD). In 2008 he launched his own business, Floral Underground, which has gone through many a metamorphosis to become the business that it is today. Derek is a captivating speaker who finds particular joy in helping audiences find inventive ways to use new and existing products. As a member of the Syndicate Sales Design Team,

Derek has a "big picture" perspective on industry trends, and how florists can make the best practical and artistic use of materials. He enjoys presenting on stage, in hands-on workshops, and also online to audiences of floral designers and consumers alike. In addition to being an educator, Derek considers himself a "competition designer" spending many years polishing the practice of live floral design competition. This love of competition has won him numerous awards both in and out of the industry, including the MFA's Chuck Bannow Award, MFA's Designer of the Year (twice), AIFD's Bobbi Cup (Twice), second runner-up on a national television floral design competition reality show called: "The Arrangement", and is the winner of the 2016 Sylvia Cup Design Competition.

COMMENTS FROM  
OPEN HOUSE 2016:

*"...beautiful ideas-great presentation! Keep having inspiring designers & presentations"*

-Mindy Mendicino  
Lavender Goose  
Peckville, PA

*"...a great time and new motivations"*

-Andrea Knoll  
Dee's Flowers  
Tremont, PA



933 Columbia Boulevard  
Bloomsburg, PA 17815

Return Service Requested

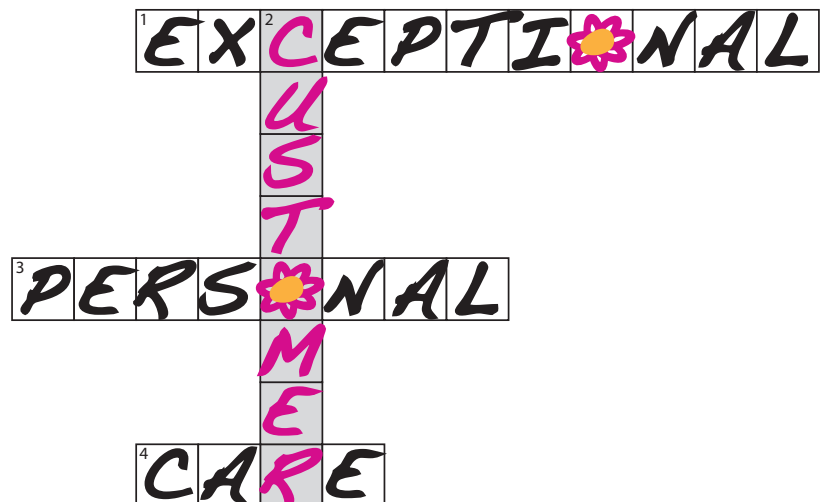
**WHOLESALEERS.** Because it takes more than flowers to grow your business.™

**Dillon Floral**  
**Annual**  
**Design Show**  
**& Trade Fair**  
**Open House**

Sunday, September 17, 2017  
8:00 AM-4:30 PM

Featuring  
**Derek Woodruff, AIFD PFCI CF**

Co-sponsored by Syndicate Sales & Dillon Floral



# EXCEPTIONAL PERSONAL CARE

When we care for others, we connect to them on a very personal level. Flowers are the BEST way to connect to others, to show we care: I Love You, Thinking of You, Deepest Sympathy, Happy Birthday, Get Well, Holiday Greetings...and the list goes on.

Take a break from the norm and join us for a creative and inspirational day as we network amongst beautiful flowers, potted plants and floral hardgoods. Get rejuvenated during three Design Show segments, meet with Vendor Partners from around the world, share ideas with your peers and enjoy food and fellowship.

We'll be asking, "How Can We Help You?" as we continue to strive towards delivering Exceptional Personal Care with every one of your orders.

**SEE YOU SOON!**

## SCHEDULE:

### Doors Open

Refreshments & Shopping . . . 8:00am-9:30am

**Design Session 1** . . . . . 9:30am-11:30am

Lunch & Shopping . . . . . 11:30am-1:00pm

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

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

**Design Session 3** . . . . . 3:30pm-4:30pm

Special Drawings & Auction . . . . . 4:30pm

**TRADE SHOW:** Meet with friends from around the world and around the corner: Farm Owners and Representatives, Manufacturer Reps and Flower Friends. See and be inspired by new varieties and products, build relationships and network with other florists who care about you!

## POTTED PLANT DESIGN CONTEST:

This year's Theme is "Winter Season"

**Please participate by contacting your Dillon Account Manager by Friday, September 8th to receive your FREE 6" Norfolk Island Pine to create your contest entry.**

Bring your finished design, having incorporated the Norfolk Island Pine in it, with you to the registration desk on show day. All entries will be on display in **Plant Kingdom** for the entire day. The winner will be selected by "People's Choice" and the **Winter-themed Prize** will be awarded at the end of the design show. This popular, friendly event is a great opportunity to showcase your unique design talent and provides lots of potted plant enhancement ideas you can use at your own shop. We look forward to seeing your creative entries!

**SHOPPING:** 10% off, all day on all show-day purchases! Be present at 4:30 PM to win drawings and participate in an auction on today's designs!

## THANKS TO OUR VENDOR-PARTNERS:

### Syndicate Sales - co-sponsor

- Alexandra Farms | California Flower Shippers | Camflor
- Central Calif. Flower Growers | Cramers Posey Patch
- Design Master Color Tool | Equiflor/Rio Roses | Euforia
- The Farm Direct Company | Fern Hill Holly Farm
- Flores Aurora LTDA | Flores Del Este | Flores Del Lago
- Greight Marketing Concepts | Golden Flowers
- The Hiawatha Corp. | Halex | Hill's Imports | Kendall Farms
- Liberty Blooms | Mellano | Misty Flowers | Mrs. Blooms
- Multi Flora | Multi Packaging Solutions | Norben Imports
- Ocean View Flowers | O & J Growers | Pride | Rosa Flora
- Simpsons Greens | Smithers Oasis USA | Sole Farms
- Tuning USA | Turflor | Universal Greens | US Greens
- W.H. Turner & Son



# EXCEPTIONAL PERSONAL CARE

## Registration 2017 Limited Seating

Shop Name \_\_\_\_\_

Town \_\_\_\_\_

**Register by August 31 and take \$10 off registration price!**

**Please Reserve:** \_\_\_\_\_ Tickets at \$55.00 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](http://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](http://www.dillonfloral.com) -- click on "about us", "location/directions".

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



**Please Print Names of Attendees for Badges:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_