

EVENT SCHEDULE

11:00 AM – 2:00 PM Meet & Greet



Join us for this special event as we celebrate our **20th anniversary** at Potomac Floral Wholesale! Browse through the Grower and Vendor Exhibitions for remarkable inspiration and ideas, and a vast selection of products, vote for your favorite People's Choice Competition design, register to win the Grand Prize Raffle Award, and have fun with live entertainment, great food, drinks and much much more!

2:00 – 4:30 PM “Dutch Impressions, Global Style” by Rene van Rems



We are extremely excited to have a very special key note presenter on our 20th year anniversary!

René van Rems, AIFD, is an Amsterdam, Holland born designer who has called San Diego, CA his home for the last 39 years. He is President of René van Rems International, an independent consulting firm, and is an author, presenter, and educator. His nine years as Director of Promotion for the California Cut Flower Commission had him present in all states of the country and awarded him the title “Ambassador of the Floral Industry”. He is a member of the American Institute of Floral Designers (AIFD), and the National Speakers Association.

As a multi-national award-winning designer he has bridged high-end retail and floral design with other retail principles including E-commerce and National mass market channels. René's education at the famous Aalsmeer (Holland), Horticulture/ Floriculture Institute and the Rietveld Academy of Arts in Amsterdam was followed by a year in London and industry travels all over the globe.

René and his work have been featured in many industry and consumer shelter magazines, numerous newspapers and on television such as NBC and Home & Garden TV.

Recently he was bestowed the AIFD highly regarded “Influence of Design” award, an honor only proclaimed to six designers in the 50 year long-life of the organization. In 2014 he was selected as a judge for the Pasadena Tournament of Roses Parade, a personal highlight in his career.

He is the author of two books, “René's Bouquets, A Guide to Euro-Style Hand-Tied Bouquets” and “René's Bouquets, Twenty Five Styles for Fashion Forward Bridal Bouquets”.

4:30 – 5:00PM Announcement of Grand Prize, People's Choice Award and The Potomac Floral Wholesale Annual Design Competition* Winners



The final event of our Flower Show will recognize the talent of the winners. The following awards will be presented:

- Design Competition – 1st Place Winner – \$1000 Award
- Design Competition – 2nd Place Winner – \$500 Award
- Design Competition – 3rd Place Winner – \$250 Award
- People's Choice Winner – \$500 Award
- Grand Prize Raffle Winner – \$500 Award

*A panel of five certified judges

• To reserve your place at the show, please e-mail your name, company name and the number of guests attending to openhouse@flowerwholesale.com or contact Minie or your Salesperson in our office at (301) 589-4747.

• If you are interested in participating in the Potomac Floral Wholesale Annual Design Competition, please contact David Powers (dpowers@flowerwholesale.com) or visit our website (www.flowerwholesale.com) for more details. Please note that admittance to the competition is limited to a maximum of 15 participants.