



2012 Potomac Flower Show

Sunday, March 18th, 2012 11:00AM - 5:00PM

EVENT SCHEDULE

11:00 AM – 2:00 PM Open House (Meet & Greet)

Welcome Back! Get together with your salesperson and peers, visit the Grower and Vendor Exhibitions to learn about exciting new products, vote for your favorite design at the People's Choice Competition, register to win the Grand Prize Raffle Award, and enjoy live music while sampling wonderful hors d'oeuvres, foods, and drinks!

2:00 – 4:30 PM "The Main Event" by Tom Simmons



Tom Simmons AIFD has been active in the floral industry for over 32 years and has assisted Teleflora's Industry Relations and Product Development departments with new product research. He is a past president of the American Institute of Floral Designers (AIFD) and serves on the Finance and Marketing Committees of AIFD and is a past president of the Los Angeles Coastal Counties Unit of Teleflora. He also serves as a director for the California State Floral Association. His work has been featured in numerous publications in the United States, as well as Canada, including several covers and feature articles in *Flowers & magazine*, *Brides magazine*, *People magazine* and *Los Angeles Magazine*.

Tom delights in creating different and unique designs, always trying new ideas and innovative techniques. He has extensive and broad-based experience in the floral industry, blending strengths in platform design, instruction, teaching skills, buying and selling techniques, floral operations and management, and a wealth of marketing knowledge.

One of California's leading floral design professionals, Tom is owner of *THREE BUNCHES PALMS PRODUCTIONS*, an event and design company in Palm Springs, California. He is a member of Teleflora's prestigious team of Education Specialists.

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 Open House will be a celebration of all 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 David Powers, Amy Ortiz, 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.