

IMPORTANT INFORMATION

Saturday, October 1, 2016 (first competition) will require each competitor to pre-design an arrangement off-site and bring it as a finished piece to Koehler & Dramm. Six finalists will be chosen.

Saturday, February 25, 2017 (final competition) will be an on-stage surprise package competition at the Home & Garden Show at the Minneapolis Convention Center. The six finalists will compete for the title of 2017 Professional Floral Designer of the Year. Koehler & Dramm will provide all materials except tools for only the final competition.

The six finalists will receive separate rules for the final competition. The same score sheet parameters will be used.

IMPORTANT DATES AND TIMES

Wednesday, September 28, 2016

Last day to pre-register for the October show and last day to sign up for the Professional Design Competition.

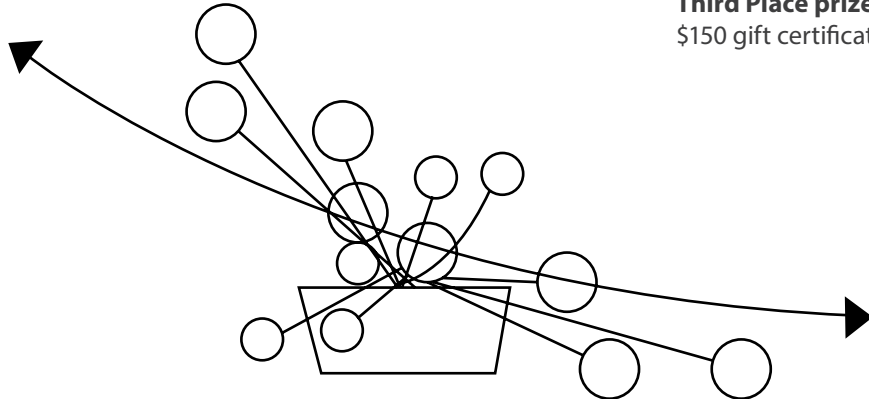
Saturday, October 1, 2016

All designs must be delivered and fully set up with your assigned number beside your design between 9:00 AM and 12:00 PM at Koehler & Dramm.

Check in for the Design Event. You must be present for the announcements of the winners at the conclusion of Koehler & Dramm's Design Show on Sunday, October 2, 2016.

Saturday, February 25, 2017

Join us at the Minneapolis Convention Center with the six finalists for the final competition. All floral industry members, friends, and family are encouraged to attend and cheer on the competing designers!



Sign up today with Cheryl Stanius-Deiman by filling out a registration form for the design show and either dropping it in the mail with payment or at the receptionist's desk at Koehler & Dramm.

Cheryl: 612-362-3133
cstanius-deiman@koehlerdramm.com
Online at koehlerdramm.com

Mailing information:
Koehler & Dramm Wholesale Florist
Re: Professional Design Competition
2407 East Hennepin Avenue
Minneapolis, MN 55413

The chairperson for this competition is:
Jessica Leopold
612-362-3151
jleopold@koehlerdramm.com

The co-chairperson for this competition is:
Britta Wilson

Prizes awarded after the second phase

First Place prize:
\$450 gift certificate to Koehler & Dramm;
the designer will also be invited to participate in a Future Koehler & Dramm Design Show in 2017!

Second Place prize:
\$250 gift certificate to Koehler & Dramm

Third Place prize:
\$150 gift certificate to Koehler & Dramm

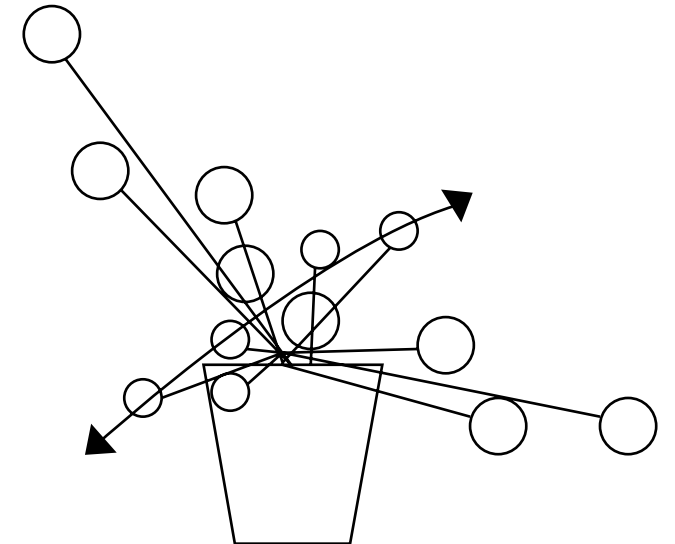


2017 FLORAL DESIGNER *of the* YEAR PROFESSIONAL COMPETITION

Saturday, October 1st, 2016

LINE

An Elemental Spotlight



Compete for a chance to be a finalist on the Main Stage at the Minneapolis Home & Garden Show for the title of **Koehler & Dramm's 2017 Professional Floral Designer of the Year**

This year's theme is

Line: An Elemental Spotlight

Line is defined as "the visual pathway that directs eye movement through a composition—the distance between two points." Lines can be vertical, horizontal, diagonal, and curved. We invite you to take this opportunity to become inclusive with this element of floral design and show us how you express "line." There are so many ways to incorporate line into a design and we are excited to see the intensity and imagination of your line. While we want you to focus your design on line, we remind you not to forget about the other important principles and elements of design that you will still be evaluated on as well. All are critical to a successful design—we just ask that your line, shine.

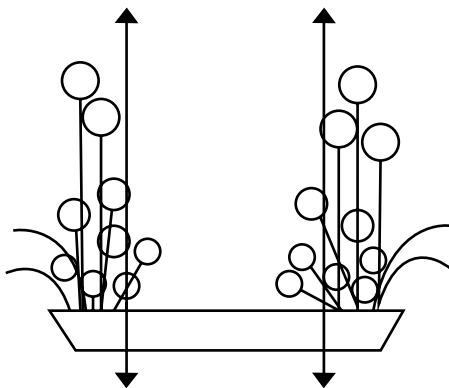
WHO QUALIFIES?

Any professional florist, owner, or employee who is actively engaged in floral design as a business career.

Koehler & Dramm employees or any family members of a Koehler & Dramm employee and Home & Garden Show employees or family members of Home & Garden Show employees are not eligible to enter.

IMPORTANT INFORMATION:

When you decide to participate in the competition, you must be available on Saturday, October 1, 2016 as well as Saturday, February 25, 2017 for the final competition. This will be held at the Lifestyle Stage of the Home & Garden Show at the Minneapolis Convention Center.



RULES FOR THE COMPETITION ON SATURDAY, OCTOBER 1, 2016

1. There is no fee to participate in the Professional Design Competition but, when you register you MUST specify that you are participating in the competition. When you sign up for our October 1 Design Show, you get free entry to the competition. Cost of show is \$25 before 9/28, or \$35 after 9/28.
2. The wholesale cost must not exceed \$50.00. A minimum of 50% must be dedicated to fresh product, meaning fresh product must not fall below \$25.00 wholesale. The maximum permitted design space is 24" wide x 18" deep.
3. All entries must conform to any requirements by category and theme, such as size, materials used, and costs to qualify for judging. The predominant amount of product must be purchased from Koehler & Dramm. FAILURE TO MEET ANY CATEGORY REQUIREMENT WILL RESULT IN DISQUALIFICATION.
4. Containers or accessories must be available on the wholesale/retail market. The design must be confined to the size requirements. Antiques and collectibles are not allowed. Props will not be judged.
5. "No Outlet Required" (battery operated) lights are permitted. ALL other electrical items such as lights, fountains, etc. are not allowed. Electrical outlets will not be available.
6. Entries will be limited to one design per person. A number will be assigned to you at registration.

NEW THIS YEAR

7. Each design entry must have a product allocation worksheet filled out prior to arrival. This worksheet is REPLACING the 3x5 card of the past. We are offering more room to write and a standard format that is the same for each competitor this year. This worksheet will be mailed out with your welcome letter and it will also be available for download from the K&D website. All materials used in the arrangement and the wholesale cost of each MUST be listed on this form, either typed or written in a very legible form. DO NOT INCLUDE SHOP OR DESIGNER NAME ON THE WORKSHEET.

8. When you arrive at Koehler & Dramm, YOUR DESIGN MUST BE FINISHED. You may fine-tune it in your designated display area. You will check in with a Koehler & Dramm staff member. He/she will take your name and assign you a number. You will receive a packet of information with your number. Take your design to the corresponding number in the display area, place it, fine-tune it, place your product allocation worksheet on top of your yellow folder and clean your area. Do NOT list your name or shop name on the design or in the area.

9. The area must be vacated by everyone except the judges at 12:00 PM. *NO ONE MAY ENTER AFTER 12:00 PM*

10. There will be five qualified judges who are not employed at Koehler & Dramm. The six winners will be determined by throwing out each competitor's high and low scores, and taking an average of the other three scores. There will be one additional cost-product judge who will be an employee of Koehler & Dramm. Your score results and comments will be distributed immediately following the Design Show on Sunday, October 2, 2016.

11. On October 1, check in at the Design Event Registration Table. If you are not checked in for the Design Event, you will not be eligible for the competition.

12. The Competition results will be announced at the end of the Design Show on Sunday, October 2, 2016. Six designers will be chosen as finalists. The designers will be called as their designs are presented to the audience. YOU MUST BE PRESENT FOR THIS ANNOUNCEMENT or you will not be eligible to continue as a finalist. Each finalist will appear on stage at the Home & Garden Show at the Minneapolis Convention Center on Saturday, February 25, 2017, where they will each be given the same surprise package with which to create a design.

The design area will be open for display and photographs after judging is completed.

13. Please remove your design after the judges' final announcement. Entries will be released after the show on Sunday, October 2, 2016. Any remaining designs will be disposed of.

DESIGNS MUST ARRIVE BETWEEN 9:00 AM-12:00 PM ON SATURDAY, OCTOBER 1, 2016. THE DESIGN MUST BE COMPLETED AND SET UP BEFORE 12:00 PM AT THE MARKED DISPLAY AREA. THANK YOU AND GOOD LUCK!