

# *Design Programs*

## ***“Entertaining...The Holiday Edge”***

**Presented by Steve Brickner, AIFD, The Flower Cart, Chesterton, IN  
Sponsored by Service Insurance Agency and T & T Wholesale Décor, LLC**

Entertaining...the way to start off the holiday season. Steve will present creative designs in permanent botanicals designed to impress any client. From an intimate party at home to a corporate party for hundreds, Steve will help put you on the Cutting Edge.

*Friday, August 1 – 8:00 pm – 9:30 pm Salons 1-4*

## ***“The Color of Weddings”***

***Sam Hyder, Flowers Direct, Inc., Chattanooga, TN  
Sponsored by Bloomnet and Flowers Direct, Inc.***

Sit back...enjoy...as you experience “The Color of Weddings”. A look at today’s trends in wedding design, from flowers for the bridal party to church and reception designs.

*Saturday, August 2 – 11:00 am – 12:00 pm Salons 1-4*

## ***“Weddings With Style”***

***Presented by FTD Design Instructor Ian Prosser, aaf, AIFD, NDSF,  
Botanica International Florist, Tampa, FL***

“Weddings With Style” is unlike any other wedding program you’ve seen. Ian will show you how to sell and increase the cost of the wedding flowers, as well as be in control of the entire visual segment of the wedding including add-ons. Learn how to create a signature look that will set you apart from the competition.

*Saturday, August 2 – 2:00 pm – 3:30 pm Salons 1-4*

## ***“Christmas...The Competitive Edge”***

***Commentator: Kevin Ylvisaker, AIFD, PFCI, Mukwonago, WI  
Sponsored by Teleflora***

***Designers:***

***Jeff Bradshaw, AIFD, TCF, Rebel Hill Florist, Nashville, TN  
Sponsored by Alcan, Avery Imports and Metro Floral Wholesale, Nashville***

***Terry Chappell, TCF, Moss’ Florist, Mt. Juliet, TN  
Sponsored by Capital Wholesale Florist and Service Insurance Agency***

***Dee Dee Klockenga, ICPF, Forget Me Not Flowers, Bloomington, IL  
Sponsored by D & B Enterprises, Design Master and Supreme Floral Distributors***

***David Christopher Smith, Smith Wholesale Floral Co., Sheffield, AL  
Sponsored by Smith Wholesale Floral Co.***

In today’s world we must maintain “The Competitive Edge”. We must sharpen up our design skills and hone in on what’s new to stay ahead of the competition. Our talented design panel are all competitors and will share razor sharp design ideas on how you can stay ahead in this competitive world.

*Sunday, August 3 – 9:00 am – 10:00 am and 10:30 am – 11:30 am  
1:30 pm – 2:30 pm and 3:00 pm – 4:00 pm*