

## IMPORTANT INFO:

**SATURDAY, OCTOBER 6TH, 2018** (the preliminary round of the 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 to compete at the final round.

**SATURDAY, FEBRUARY 23RD, 2019** (the final round of the competition) will be a surprise package competition at the Home & Garden Show at the Minneapolis Convention Center. The six finalists will compete for the title of 2019 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 and parameters will be used.

## IMPORTANT DATES:

**WEDNESDAY, OCTOBER 3RD, 2018** The last day to pre-register for the Fall & Winter Classic, and the last day to sign up for the Professional Designer of the Year Competition.

### **SATURDAY, OCTOBER 6TH, 2018**

All designs must be delivered and fully set up with your assigned number next to your design between 7:00 AM - 12:00 PM, and NO LATER than 12:00 PM at Koehler & Dramm.

Koehler & Dramm will also be hosting the annual vendor trade fair as part of the Fall & Winter Classic on Saturday, October 6th.

**SUNDAY, OCTOBER 7TH, 2018** - Join us at Koehler & Dramm's Fall & Winter Classic Design Show! All competitors must be present for the announcement of the finalists or you will not be eligible to continue on in the competition.

**SATURDAY, FEBRUARY 23RD, 2019** - Join us at the Minneapolis Convention Center where the six finalists will compete for the title of 2018 Professional Floral Designer of the Year! All floral industry members, colleagues, friends, and family are encouraged to attend and cheer on the competing designers!

## TO REGISTER:

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

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

The chairperson for this competition is:  
Forest St. Mane  
612-362-3128  
b@koehlerdramm.com

The co-chairperson for this competition is:  
Jessica Sommerhauser AIFD

## PRIZES AWARDED AT SECOND PHASE:

### FIRST PLACE

- \$450 gift certificate to Koehler & Dramm.
- The designer will also be invited to participate in a future Koehler & Dramm design show in 2019!
- NEW! The designer will receive a FREE 10x10' booth at the 2020 Minneapolis Home & Garden Show! (A \$2,588 value!)

### SECOND PLACE

\$250 gift certificate to Koehler & Dramm.

### THIRD PLACE

\$150 gift certificate to Koehler & Dramm.



**Koehler & Dramm**  
wholesale florist

# 2019 FLORAL DESIGNER of the YEAR

PROFESSIONAL  
COMPETITION

*lyrical*  
ARTISTRY



## THEME:

# lyrical ARTISTRY

## DATE:

Saturday, October 6th, 2018  
at Koehler & Dramm's annual  
Fall & Winter Classic Design Show

*The sky is the limit with this year's professional design competition theme, Lyrical Artistry!*

*Choose a song - any song! - and bring it to life using your own creative and interpretive floral design. Please include a copy of the lyrics to your chosen song with your entry.*

*"Music is the shorthand of emotion."  
- Jack Kerouac*

## WHO QUALIFIES:

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

Employees or contractors of Koehler & Dramm or the Koehler & Dramm Institute of Floristry, or any family members of a Koehler & Dramm or Institute of Floristry employee, and Home & Garden Show employees or family members of Home & Garden Show employees are not eligible to enter.

## IMPORTANT INFO:

When you decide to participate in the competition, you must be available on Saturday, October 6th for the preliminary competition, and the afternoon of Saturday, February 23rd, 2019 for the final competition. This will be held at the main stage of the Home & Garden Show at the Minneapolis Convention Center.

## RULES & GUIDELINES:

1. There is no fee to participate in the Professional Design Competition. When you sign up for our Fall & Winter Classic design show, you get free entry to the competition. Cost of show admission is \$45 before October 3rd, 2018, or \$55 after October 3rd.
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 cost. All ingredients used MUST be available on the wholesale market; foraging is not permitted. The maximum allowed design space is 23" x 26" x 5' high.
3. ALL product used MUST be purchased at Koehler & Dramm.
4. All entries must conform to any requirements by category and theme, such as size, materials used, and costs to qualify for judging. FAILURE TO MEET ANY CATEGORY REQUIREMENT WILL RESULT IN DISQUALIFICATION.
5. 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.
6. "No Outlet Required" (battery operated) lights are permitted. ALL other electrical items such as lights, fountains, etc. are not allowed.
7. Entries are limited to one design per person. A number will be assigned to you at registration.
8. Each design entry must have a product allocation worksheet completed prior to arrival. You will receive this worksheet in the mail with your welcome packet, and will be available for download from the Koehler & Dramm website. All materials used in your design and the wholesale cost of each MUST be listed on this form, either typed or written legibly. DO NOT INCLUDE SHOP OR DESIGNER NAME ON THE WORKSHEET. Please provide a typed copy of the lyrics to your chosen song with your entry.
9. 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 in front of your design, and clean your area. Do NOT list your name or shop name on the design or anywhere in the area.
10. Designs MUST be in place by 12:00 PM sharp. The area must be vacated by everyone except the judges at 12:00 PM. \*NO ONE MAY ENTER AFTER 12:00 PM\*

## RULES & GUIDELINES CONT'D:

11. 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 may be an employee of Koehler & Dramm. Your score results and comments will be distributed immediately following the Fall & Winter Classic Design Show on Sunday, October 7th, 2018.
12. On October 6th, 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.
13. The Competition results will be announced at the end of the Fall & Winter Classic Design Show on Sunday, October 7th, 2018. 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 at the Home & Garden Show at the Minneapolis Convention Center on Saturday, February 23rd, 2019 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.

14. Please remove your design after the judges' final announcement. Entries will be released after the show on Sunday, October 7th. Any remaining designs will be disposed of.

DESIGNS MUST ARRIVE BETWEEN 7:00 AM - 12:00 PM ON SATURDAY, OCTOBER 6TH, 2018. THE DESIGN MUST BE COMPLETED AND SET UP BY 12:00 PM AT THE MARKED DISPLAY AREA.

THANK YOU, AND GOOD LUCK!

## WINNER, WINNER!

*In addition to the prizes listed on the reverse, the winner of the 2019 Designer of the Year Competition will also receive a FREE 10x10' display booth at the 2020 Home & Garden show -- worth \$2,588! This includes a listing in the 2020 Home & Garden Show guide, produced by MSP Magazine.*