

Washington Floral Service in Partnership with Smithers Oasis Proudly Present:

HOT HUES!

Weddings and Color Trends for 2010

DESIGN SHOW, SUNDAY, MARCH 28TH

Doors open at 11:00 am

\$19 Advance Purchase

Show starts at 12:00 pm

\$29 At the Door

Color sets the mood for the entire wedding. It's the strand that pulls together not only your work but the feel for the entire event. It's the basis for most everything you do. It's the most powerful sales tool you have. Are you using it? Really using it?

When was the last time you updated your color palettes? If you're still selling colors and styles from 5 years ago you are missing today's bride.

Join us as Frank Feysa leads you through a timely update on both style trends and new color combos that will make your work stand out.

DESIGN SHOW

HANDS-ON WORKSHOP, MONDAY, MARCH 29TH

Workshop Hours: 3:00 - 6:00 pm

\$29 Pre-registration Required

This is your perfect chance to put some of your new ideas to work. Frank will lead you through three separate hands-on projects during this intensive three hour session. Projects will include:

- Fresh bridal bouquet using the new Oasis Super Wet Holder and a wire collar, emphasizing uses of the wire collar, embellishments to the bouquet, and construction techniques.
- "Faux Hand-Tied" bridal bouquet. Methods and techniques will be demonstrated for constructing a hand-tied look, while using a bouquet holder to preserve freshness.
- Ring bearer pillow constructed of gypsophilia and bullion wire.

This workshop is designed for the professional florist - experience is required. No "first time" students please.

Space is limited to 25 people, so register early!

Call your Washington Floral salesperson today, or register online at www.washingtonfloral.com.

WORKSHOP

FRANK FEYSA AIFD

Frank has been involved in the floral industry for more than 30 years in various capacities including retail shop owner, stage designer, hands-on instructor, party and event design and commercial print design. Frank is very active in the North Central AIFD region, serving in a variety of leadership positions and currently as past president. In 2008 he was Fresh Flower Procurement chairman for the AIFD National Symposium "Collaboration" held in Chicago, Illinois. Frank's designs have also been featured in such publications as Flora and IDEA magazines.



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DESIGNER