

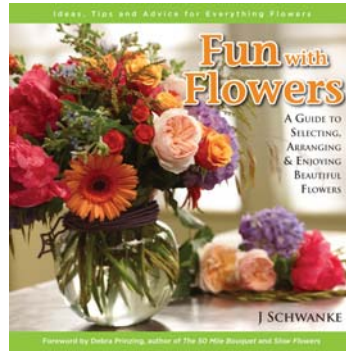


J Schwanke The Flower Expert

A True Flower Celebrity, Author, Award Winning Speaker and the Most Trusted Voice in the Flower Industry.

About J Schwanke

Fourth generation florist J Schwanke is a flower expert, flower content producer and professional speaker, known throughout the flower industry and beyond. He is regarded as the most trusted voice in the flower industry. (He was actually born at a flower convention!) His website, uBloom, offers flower fans everywhere the opportunity to learn and experience the fun of flowers and flower arranging, 24/7! J's passion for flowers is far-reaching and infectious. J is the author of *Fun with Flowers - Your Guide to Selecting, Arranging and Enjoying Beautiful Flowers*, published in 2014, which received a Living Now Book Award. His latest book, *Bloom 365 - The Essential Guide to Arranging Flowers Every Day*, features 365 tips, tricks, and techniques for flower arranging.



uBloom.com and J Schwanke Productions

Schwanke is the CEO of uBloom.com, the first online community for flower fans, created for both professionals and enthusiasts. J is the the host and producer of the web broadcast flower design show, *Fun with Flowers and J* which can be viewed online at uBloom.com. The show's predecessor, *JTV*, was the first of its kind.. His company, J Schwanke Productions produces videos, trend publications and books aimed at the general public and flower professionals alike.



J Schwanke's Career Highlights

- Host and creator, internet video series *Fun with Flowers and J* on uBloom.com
- Author of *Bloom 365 - The Essential Guide to Arranging Flowers Every Day*
- Author of *Fun with Flowers - Your Guide to Selecting, Arranging and Enjoying Beautiful Flowers*
- Host and creator of internet video documentary series:
 - *The California Grown Experience on uBloom*, 40 episodes featuring flower farmers and distributors
 - *The Florida Fresh Foliage and Flower Tour*, 8 episodes primarily featuring Florida's vibrant foliage farms
 - *Destination Dallas*, 12 episode series on Trend and Color in the holiday and home accessories markets
- Host and creator, internet video series *JTV* on uBloom.com
- Regular guest contributor to *My West Michigan*, and *Take 5 and Company*, WZZM TV 13
- Creator of *uBloom Trend Synthesis*, a foremost trend publication for the flower and home accessories markets
- Product Designer, Gala Bouquet Holder, FloraCraft Corporation
- Product Designer, Floral Fan Deck, John Henry Company
- Creative Director for floral books published by the John Henry Co. including *Wedding Flower Style* and *Flowers for Every Day*
- 21 years as Public Speaker, Flower Design Consultant, and Flower Industry Spokesperson
- 13 years as Director of Operations, Greens Greenhouses Flower Shop and Garden Center

Critics, sponsors and flower-loving attendees agree, Schwanke is one of the most requested speakers in the world of flowers.

J Schwanke's Public Speaking Highlights

- Epcot International Flower and Garden Festival, Walt Disney World
- Tulip Time, Holland Michigan
- Bouquets to Art, San Francisco
- Horti-Fair, Amsterdam, The Netherlands
- Flowers at Kensington Palace, London, Great Britain
- Art in Bloom, Museum of Fine Arts Boston
- San Francisco Flower & Garden Show
- Flower Demonstrations in all 50 States

J Schwanke's Awards and Recognitions

- 2015 One of "Today's Most Influential Floral Designers" by Flowers Across Melbourne
- 2014 Living Now Book Award for *Fun with Flowers - Your Guide to Selecting, Arranging and Enjoying Beautiful Flowers*
- 2013 Iron Designer by the International Floral Expo
- 2011 Crystal Rose Award, Denoting Living Legend in the Flower Industry
- 2010 Society of American Florists' Tommy Bright Lifetime Achievement Award of Excellence in Communication, Instruction and Marketing for the Flower Industry

J Schwanke's Professional Certifications and Education

- Certified Flower Designer (CFD)
- American Academy of Floriculture (AAF)
- American Institute of Floral Designers (AIFD)
- Professional Floral Communicators International (PFCI)
- * Public Speakers Association
- BFA Marketing and Public Relations, Lutheran Midland College

CONTACT INFORMATION

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