

**“The women there are wonderful to work with. They’re extremely knowledgeable and very helpful when it comes to invitation etiquette.”**

**—weddingwire.com**

## Heidi Kallett

### **PRESIDENT AND CEO**

**Company** The Dandelion Patch

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After realizing the near death of the traditional handwritten thank you note, Heidi decided to launch The Dandelion Patch. With a purpose to help customers celebrate and personalize all life’s milestones, her two retail stores have fast become the premiere stationery and gift boutiques in Northern Virginia. The Dandelion Patch has a reputation for having an impressive selection, exceptional customer service and giving top-notch etiquette advice. Buzz about Heidi’s stores in the bridal community has garnered much recognition from *The Knot*, *Washingtonian* magazine and many on-line community bulletin boards. Heidi’s leadership has resulted in over 400% growth of The Dandelion Patch in the past three years. When asked what makes her successful she replies, “I am focused, optimistic and tenacious. My friends would say that I’m little but mighty!” jokes Heidi. A big believer in giving back to her community, Heidi is a past president of the Junior League of Northern Virginia, a graduate of Leadership Fairfax and serves on many non-profit boards including Volunteer Fairfax, Children’s Science Center of Northern Virginia, Childhelp USA and is a trustee for the Campbell Hoffman Foundation. Her honors include “Woman of Vision” by the JLNV and “Most Likely to Make a Difference” by Leadership St. Pete. This dynamic lady is well-known for her boundless energy and enthusiasm. When asked what’s next, she smiles and says, “I’m working on launching a sister company for The Dandelion Patch—Wish Special Events. I have two children, shouldn’t I have two businesses?”

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