

LEADERSHIPREPORT

'Together We Bloom'...the Great Lakes Floral Expo, March 4-6, 2016!

BY KEVIN ADAMO, 2016 GLFE CHAIRPERSON

Now that another holiday season has passed, it's time to get recharged. No better way than at this year's Michigan Floral Association's "Together We Bloom" Great Lakes Floral Expo.

As you look through the scheduled events you will see that we also have recharged the program and Expo floor this year. You owe it to yourself and your employees to take time out from your busy schedule and make a weekend of it.

Some of the best ideas I have used in my own business have come from networking with fellow florists at the Expo. From nationally known designers to the great talented designers we have right in our own backyard, there is no other place you will get as much education, networking, and camaraderie at such a reasonable cost. It is a real value.

I would like to share my own experience with you on how important it is for me and my employees to attend the Expo. Every year I take five designers for the full weekend. They sign up for hands-on classes so that between them they cover all the topics. They attend some main stage shows, walk the Expo floor and attend the banquet. All of this is an expense to my

store, however, it is one that pays for itself over and over all year round.

It is so awesome to see them come back full of energy and new ideas to share with each other and see who can out do the other with these ideas. It is always exciting to see them putting these ideas to work. The great part of this is that those who benefit the most are my customers. We share on social media all the new trends and tricks of the trade that our designers picked up at the Expo. This is a great way to let your customers know your employees are continually learning, staying up to date with trends and designs.

As a business owner, I benefit every year from the variety of business sessions that are offered. You can never know enough about social media, marketing and growing your profits. This year we have added a roundtable discussion where all participants will share their ideas. Each participant will be asked to bring a piece of paper with a unique idea that works for them. These will be collected, discussed and shared in an open floor platform where others can ask questions or feed off that idea. All participants will get an email after the conference containing all the ideas that were submitted. What a great way to show how "Together We Bloom."

I hope to see all of you at this year's GLF Expo. Remember..."Together We Bloom"! ✿

The Michigan Floral Association would like to thank these fine sponsors for making the 2016 Great Lakes Floral Expo possible.

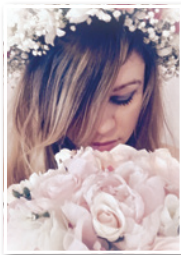




2016 GLFE Design Presenters



DOUG BATES, AIFD, CF, CFD, has presented design shows to florists in Michigan and Indiana and was the Michigan Floral Association 2012 Designer of the Year. He has been an active member of MFA for many years. In 2015 he won the Academy division of the MFA design contest. This year he was inducted into AIFD. He and his wife Karen own Designs by Vogts in Sturgis, MI.



ANGELA CHRISTIE, CF, has been artistic her entire life. She seized the opportunity to hone her creative talents by becoming part of the floral industry. She has been a floral designer for over 14 years, currently working for Boyne Avenue Floral and Greenhouse in Boyne City, MI. Having previously been a part of the EXPO Certified Florist display, she is pleased to be a presenter at EXPO 2016.



TOM FIGUEROA, AIFD, CF, CFD, has 40 years experience in both the retail and wholesale segments of the floral industry. While in retail he was staff designer and hard goods buyer for two flower shops associated with funeral homes as well as a buyer for four stores in the Detroit Metro Area. He has 27 years in wholesale buying, sales, and management and served in several WF&FSA positions. Working for Nordlie, Inc. he was hard goods manager and branch manager in Flint, Michigan, and vice president at the main store in Warren, Michigan. He regularly teaches design workshops at various Nordlie locations.



JOHN HOSEK, AIFD, CAFA, CF, CFD, PFCI, is known for his innovative and original style. He has received the MFA designer of the year award and was a Sylvia Cup winner. He is a Teleflora Education Specialist and has shared his expertise from Australia to England and throughout the USA. A continuing opportunity takes him to Scotland where he collaborates with colleagues, contributing new floral artistry

techniques in *Fusion* magazine. Since 2010 he has introduced new products for Fitz Design and Accent Décor, leading hands-on classes and designing for photo shoots and print catalogs. He is the owner of Surroundings Events and Floral, Verona, Wisconsin.



NEVILLE MACKAY, CAFA, PFCI, WFC, is well known for his creative flair and entertaining personality. He appears as a floral expert and entertainer on many national and local TV and radio shows across Canada. He designs and presents shows across North America for Smithers-Oasis (North America) and is an OASIS® Floral Products Design Director. He also owns and operates My Mother's Bloomers in Halifax, Nova Scotia and has designed floral arrangements for Rod Stewart, Glen Close, Paul McCartney and members of the British Royal Family. His floral works have been featured in many magazines and he writes a regular column for *The Professional Florist* magazine.



JACOB MCCALL, AAF, AIFD, CFD, FSM D, is an FTD Education Consultant and Director of Design and Operations for InBloom, Orlando, Florida. He represented the United States at the 2015 Interflora World Cup in Berlin, and in 2014, won SAF's Sylvia Cup competition. Known for his cutting edge trends and color expertise, he was featured on the Style network's *Whose Wedding Is It Anyway?* He has designed floral creations for many celebrities such as Tiger Woods, Grant Hill, and Diana Ross. He was also selected to design the Christmas décor for the famous Peabody Hotel and the Gaylord Palms Resort.



TRACY PARK, is the owner and principal designer of Park Place Design, a wedding and event studio. She has more than 25 years of wedding design experience and has collaborated with top floral designers throughout the industry. Her garden inspiration style brings a unique flair to her wedding and events work.

GLFE Special Event

'Chopped', The MFA Pro-Am Tournament!

Oh, the wonders of reality TV! The suspense! The drama! The constant wonder of what will happen next?!? Now, the MFA, together with floral industry suppliers, brings it to you, LIVE and in FULL COLOR! Take in all the thrills, chills, and spills as we present: Chopped, The MFA Pro-Am Tournament. Picture your dearest and most beloved floral designers, paired with folks who, although working in the industry we love, have No Design Experience! Watch, as before your eyes, they collaborate, cooperate, and perspire, all in an effort to create stunning floral works of art the likes of which will probably never be seen again. The experienced designers will only be able to advise them on how to make an arrangement. At the end there will be one winner. Novice designers will be: FloraCraft (Mike Romansik), FloristWare (Mark Anderson), Flower Shop Network (Brock Atwill), Mains Importing (Tony Year), Regency Group (Joe Clifford).

You don't want to miss this event, Friday night, 8:00 p.m. - 10:00 p.m., hosted by Doug Bates, AIFD, CF, CFD, sponsored by DWF





JEROME RASKA, AAF, AIFD, CAFA, CF, CFD, PFCI, is co-owner of two retail floral and event operations in Metro Detroit. Having been in the floral industry for over 30 years, he shares his design and business experience with florists as a Teleflora Education Specialist. He has served as chairman of the Professional Floral Communicators International, president of the Michigan Unit of Teleflora, as well as president

of the North Central Regional Chapter of AIFD and the Michigan Floral Association. He has received the Tommy Bright Award for excellence in floral design presentation and was named designer of the year by the National Alliance of Floral Associations.



JIM SCHMIDT, co-founded Hyacinth House in Lansing, Michigan, in 1975. Hyacinth House is Michigan's largest green and blooming plant wholesale supplier to Michigan florists. Their products were featured on "Extreme Makeover, Home Edition" and they have supplied plants for dignitaries such as Bill Clinton, Hillary Clinton, George H.W. Bush, George W. Bush, Pope John Paul II, The Dali Lama, The Rolling Stones, Billy Graham, and events such as the Super Bowl XL in Detroit in addition to multiple professional golf tournaments. According to Schmidt, their favorite customers have always been and will always be Michigan's hardworking, talented florists.

According to Schmidt, their favorite customers have always been and will always be Michigan's hardworking, talented florists.



ANTHONY W. SWICK, AIFD, CFD, FSMD, PFCI, Bay Bouquet Floral Studio, Tampa, FL, has over twenty years experience in the floral industry and fifteen years experience as a shop owner. His involvement in industry associations has given him the opportunity to participate in many projects including as part of the FTD design team responsible for the Florida Governor's mansion. He has also been featured on local Tampa news broadcasts. He is a current member of the BloomNet design team and looks forward to the challenges of bringing new ideas, new trends and new techniques to retail florists.

He is a current member of the BloomNet design team and looks forward to the challenges of bringing new ideas, new trends and new techniques to retail florists.



ROBBIN YELVERTON, AAF, AIFD, CAFA, CF, CFD, PFCI, has been in the floriculture industry over 30 years. An award winning educator, designer, and commentator, he has used his expertise to provide a wealth of information to industry members and the public. As co-owner and vice president of Blumz...by JRDesigns Floral & Event Professionals in Metro Detroit, he uses social media to market his own business and provide insight for shop owners. He is an editorial contributor to local news media, floral blogs and industry magazines. He currently serves on the board of trustees for PFCI and is a guest blogger on SAF's "About Flowers" blog.

He is an editorial contributor to local news media, floral blogs and industry magazines. He currently serves on the board of trustees for PFCI and is a guest blogger on SAF's "About Flowers" blog.

2016 GLFE Business Presenters



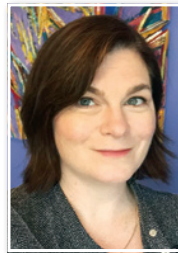
CLAY ATCHISON, owner of McAdams Floral, Victoria, Texas, has been on a mission to understand and reverse the drop in sympathy work. After dramatically increasing sympathy sales at his own shop, he now shares his approach with fellow florists. He also created the InLieuOfFlowers.info website to provide useful information for anyone planning a funeral and to combat the lack of understanding of "in lieu of flowers". He has served on several committees for both the Texas State Florists Association and SAF. He will share his expertise in three sessions all designed to help florists get more and more profitable sympathy work.

He will share his expertise in three sessions all designed to help florists get more and more profitable sympathy work.



GREG GALE, CMBP, is a certified Myers-Briggs practitioner. He has presented at various corporations and educational institutions such as Northwestern University, Loyola University Chicago, and West Suburban Medical Center in Oak Park, IL. He uses creative training techniques in developing and facilitating workshops on leadership, communications, and team building. As program coordinator at Loyola's Strich School of Medicine, he created an e-learning module, managed volunteer peer tutoring programs, and coordinated program planning for presentations and webcasts. He is back by popular demand after his very successful session at last year's Great Lakes Floral Expo.

As program coordinator at Loyola's Strich School of Medicine, he created an e-learning module, managed volunteer peer tutoring programs, and coordinated program planning for presentations and webcasts. He is back by popular demand after his very successful session at last year's Great Lakes Floral Expo.



KRISTIN PETERS, is the director of product marketing at eFlorist by Teleflora. She has over 13 years of digital and retail marketing experience, and an MBA from the Chicago Booth School of Business. She has developed her marketing skill set through a variety of roles doing traditional marketing for Quaker and Clorox, then moving into ecommerce working with Amazon and Target.com. She handled digital media and content marketing at Disney, managing both DisneyJunior.com and Disneytoon Studios films. In her current role, she is passionate about helping florists find new and easy ways to embrace technology and connect with their customers to grow their business online.

She handled digital media and content marketing at Disney, managing both DisneyJunior.com and Disneytoon Studios films. In her current role, she is passionate about helping florists find new and easy ways to embrace technology and connect with their customers to grow their business online.



KIERSTEN SCHULTE, is the director of corporate relations and major accounts for Eastern Floral, a full-service floral company with locations in Grand Rapids, Grand Haven and Holland, Michigan. Since entering the industry seven years ago as the director of marketing for Eastern Floral, her portfolio of industry experience has grown to include judging floral varieties competitions for the Society of American Florists, commentating, appearing on local TV and radio programs, and serving as an MFA committee chair for GLFE for the past three years. In 2013 she was the recipient of the Michigan Floral Association "Retail Employee of the Year."

Since entering the industry seven years ago as the director of marketing for Eastern Floral, her portfolio of industry experience has grown to include judging floral varieties competitions for the Society of American Florists, commentating, appearing on local TV and radio programs, and serving as an MFA committee chair for GLFE for the past three years. In 2013 she was the recipient of the Michigan Floral Association "Retail Employee of the Year."



2016 GLFE Sessions, Friday, March 4

Exciting All-Day Interactive Business Session! Maximizing the Power of Your Personality

Presented by Greg Gale, CMBP
Sponsored by Gypzy Dezynz and Michigan Floral Foundation
Date: Friday, March 4, 2016
Time: 9:30 a.m. - 4:30 p.m.
Location: Amway Hotel Atrium Room
Lunch included. Additional fees apply.



Other topics include:

- Assessing your selling process.
Do I need to know my customers type preference?
How to use type framework when selling.
Listening for clues.

All-Day Sessions Include Lunch!

Back by popular demand, Greg Gale, CMBP, will elaborate on his highly successful Myers Briggs session from last year's GLFE. This year's session will provide information and exercises to help apply a type framework to sales interactions.

The afternoon session Introduction to the MBTI and Teams will help you understand your Myers-Briggs Type Indicator results and the relationship of those results to your contributions and effectiveness as a team member.

Sign Up Early!

Outstanding ALL-DAY Hands-On Session!

#Events with Jacob

Presented by Jacob McCall, AAF, AIFD, CFD, FSM
Sponsored by FTD
Date Friday, March 4, 2016
Time: 9:30 a.m. - 4:30 p.m.
Location: Steelcase Ballroom A, Classroom 1
Lunch included. Additional fees apply.



Do your event floral designs wow your customers, or are they just ho-hum? Are you interested in learning how to create and execute a stunning special event or party that will be talked about for months to come?

In this workshop, he will demonstrate how to craft an event from the smallest details to the WOW factor that your clients desire. Learn how to use color and texture to highlight your arrangements.

The Great Lakes Floral Expo is honored to have world renowned floral designer Jacob McCall conducting the Hands-on All Day Session. He is a winner of the Sylvia Cup, and represented the United States in the 2015 Interflora Cup in Germany.

Register early, as this class is limited to the first 20 participants.

BUSINESS SESSION: 'Together We Bloom' - Time to Share

Moderated by Kevin Adamo
Sponsored by the MHIFund
Date: Friday, March 4, 2016
Time: 7:00 p.m. - 7:45 p.m.
Location: Steelcase Ballroom B



Participants are to bring a printed copy of a unique idea that has worked well for them. This can be anything from marketing ideas, displays, special offers and/or designs.

own style is very important. Come learn how to make a beautiful "hand held" bouquet and prepare for the FFA certification test.

MAIN STAGE DESIGN SHOW: Flower Chopped - The MFA Pro-Am Tournament!

Presented by Doug Bates, AIFD, CF, CFD
Sponsored by DWF
Date: Friday, March 4, 2016
Time: 8:00 p.m. - 10:00 p.m.
Location: Steelcase Ballroom B



Live and in full color...the Michigan Floral Association's version of the Food Network's popular "Chopped" program. MFA, together with floral industry suppliers, will bring you the thrills and chills of "floral" reality TV.

HANDS-ON SESSION: Hand Held Bouquets FFA Student Certification Test Preparation

Presented by Angela Christie, CF
Sponsored by the MHIFund
Date: Friday, March 4, 2016
Time: 7:15 p.m. - 8:15 p.m.
Location: Steelcase Ballroom A, Classroom 1
Bring your own tools. Additional fees apply.



As you begin your floral artistry career it is important to have teachers who will guide you along the way. Having a "hand to hold" while learning technique and creating your

GLFE Special Event AIFD Showcase



Location: Amway Walkway, open all weekend.

North Central AIFD Chapter members will embody the "Together We Bloom" spirit of innovation with blooming displays located in the Amway Walkway.



2016 GLFE Sessions, Saturday, March 5

HANDS-ON SESSION:
Blingtastic...Body Flowers

Presented by John Hosek, AIFD, CAFA, CF, CFD, PFCI
Sponsored by Teleflora
Date: Saturday, March 5, 2016
Time: 9:00 a.m. - 11:30 a.m.
Location: Steelcase Ballroom A, Classroom 1
Bring your own tools. Additional fees apply.



Learn all the new techniques and great ideas from corsages and boutonnières to headpieces. This workshop will razzle dazzle you to the next level in wire work. Learn the techniques and structure of body flowers and wire work, how to quickly make a simple corsage and how to up sell using bling and many new products.

HANDS-ON SESSION:
Not Just Everyday

Presented by Anthony Swick, AIFD, CFD, FSMD, PFCI
Sponsored by BloomNet
Date: Saturday March 5, 2016
Time: 9:00 a.m. - 11:30 a.m.
Location: Steelcase Ballroom A, Classroom 2
Bring your own tools. Additional fees apply.



"We do this every day...." Take your everyday designs to not so everyday. You will work on taking tried and true designs to a more custom level by utilizing everyday floral products to not only make the look different, but also improve the profitability. How do you add those touches, techniques, and accessories; how do you brand yourself, making memorable first impressions? Selling your everyday designs is the key to success. Learn how the everyday item can not only draw more attention, but higher profits.

HANDS-ON SESSION:
Unique Plant Ideas!

Presented by Tom Figueroa, AIFD, CF, CFD
Sponsored by Nordlie, Inc./
A Kennicott Brothers Company
Date: Saturday, March 5, 2016
Time: 9:00 a.m. - 11:30 a.m.
Location: Steelcase Ballroom A, Classroom 3
Bring your own tools. Additional fees apply.



Join us Saturday morning as a couple new twists to an old standby are presented. Students will create two plant garden ideas to take home. The first will feature everyday plant varieties and the second will consist of popular succulents. Sign up today and get some unique new design ideas.

BUSINESS SESSION:
Building/Maintaining/Monitoring Relationships With Funeral Directors

Presented by Clay Atchison
Sponsored by FloristWare
Date: Saturday, March 5, 2016
Time: 9:00 a.m. - 10:00 a.m.
Location: Steelcase Ballroom B



In this interactive session, Clay Atchison will show you how to get through the door and connect with funeral home directors. Establishing and maintaining this connection is the essential first step to communication and a profitable relationship. He'll also cover the importance of monitoring the relationship – you always need to know where you stand and look at proven ways of doing just that.

BUSINESS SESSION:
Working Around Changes in the Floral and Funeral Industries

Presented by Clay Atchison
Sponsored by FloristWare
Date: Saturday, March 5, 2016
Time: 10:15 a.m. - 11:15 a.m.
Location: Steelcase Ballroom B



Changes in the funeral industry like the increased popularity of cremation, "in lieu of flowers" messaging and free websites from floral order gatherers have made sympathy work harder to come by and less profitable. This session, using a combination of

presentation, discussion and Type in Action activities will show you how to stay profitable while working around these issues. It will also look at marketing to customers that increasingly default to order-gatherers and drop-shippers when buying flowers.

MAIN STAGE DESIGN SHOW:
Don't Get Caught with Your Plants Down!

Presented by Jim Schmidt
Sponsored by Hyacinth House
Date Saturday, March 5, 2016
Time: 11:30 p.m. - 12:30 p.m.
Location: Steelcase Ballroom B



Come and review the tried-and-true methods on selling plants. From everyday to extravagant sales, learn how to make more money. Let's talk plants! Let's talk green! Let's talk money! Let today's trend of 'Going Green' work for your bank account. You'll learn while having fun. Find out how to incorporate plant maintenance, how much to charge and how to use plant maintenance to secure your relationship with the corporate accounts so you get some of their other every day business as well. Come see what your fellow florists are successfully doing with green and blooming plants and learn how to implement the ideas in your shop.

BUSINESS SESSION:
Building Corporate Sales

Presented by Kiersten Schulte
Sponsored by Eastern Floral
Date: Saturday, March 5, 2016
Time: 1:30 p.m. - 2:30 p.m.
Location: Steelcase Ballroom B



"Corporate sales?!? Where do I start? Do I have time for this?" Maybe you have said something like that out loud, or it was just a passing thought, but corporate sales are an essential part to your everyday business. Whether you are a seasoned industry professional, or you just opened your shop a week ago, this session will show you how to gain new corporate accounts, manage the ones you have, and increase sales.

MAIN STAGE DESIGN SHOW:
Celebrate the Good Times

Presented by Neville MacKay CAFA, PFCI, WFC
Sponsored by Smithers-Oasis
Date: Saturday, March 5, 2016
Time: 3:30 p.m. - 4:30 p.m.
Location: Steelcase Ballroom B



Doing funeral work should be more than just making something in pink from "page 23" in your design book. We are designers, and as such, must take every opportunity to showcase our talents. In this fast-paced and exciting show, there will be ideas (and a lot of stories from years of experience), and inspiration on how to make sympathy work not only more profitable, but a better way to grow your business. This will NOT be a boring show, and not to sound funny, it will certainly be "full of life!"

MAIN STAGE DESIGN SHOW:
DESIGNER OF THE YEAR RUN OFF

Commented by Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI
Sponsored by Floracraft, Teleflora, and the California Cut Flower Commission
Date: Saturday, March 5, 2016
Time: 7:15 p.m. - 7:45 p.m.
Location: Steelcase Ballroom B
Additional Fee: Banquet Ticket



Dining and designing will highlight this year's banquet as the Designer of the Year Run Off takes place on the main stage. In addition to enjoying the delectable food prepared by the Amway Grand Hotel chefs, guests will see five outstanding floral designers compete for MFA Designer of the Year. After the awards presentation recognizing the best of the best, the newest members of the prestigious Certified Florist program will be inducted.





2016 GLFE Sessions, Sunday, March 6

HANDS-ON SESSION:

Personalize the Experience

Presented by Neville Mackay, CAFA, PFCI, WFC

Sponsored by Smithers-Oasis

Date: Sunday, March 6, 2016

Time: 9:00 a.m. - 11:30 a.m.

Location: Steelcase Ballroom A, Classroom 1

Bring your own tools. Additional fees apply.

In this sympathy hands-on workshop, you will learn and create a beautiful design that shows not only the skill you possess as a designer, but also the care and compassion you have for the clients involved. Although you will all be making the same sort of structure, each participant will be encouraged to put a personal "twist" in their design. This is a not-to-miss workshop filled with inspiration and design ideas.



HANDS-ON SESSION:

Events...Selling and Designing Profitably

Presented by Robbin Yelverton, AAF, AIFD, CAFA, CF, CFD, PFCI

Sponsored by Mayesh Wholesale Florist

Date: Sunday, March 6, 2016

Time: 9:00 a.m. - 11:30 a.m.

Location: Steelcase Ballroom A, Classroom 2

Bring your own tools. Additional fees apply.

This session will demonstrate steps in selling and creating profitable event designs from basic to dramatic. Many retail shops are convinced that they can't or shouldn't do events. Yes, You Too, can do events! In this class, you will learn how to start with a basic budget and design and build it into a beautiful and profitable event using many products you may already have on hand.



HANDS-ON SESSION:

Weddings - The Next Level

Presented by Tracy Park

Sponsored by Mayesh Wholesale Florist

Date: Sunday, March 6, 2016

Time: 9:00 a.m. - 11:30 a.m.

Location: Steelcase Ballroom A, Classroom 3

Bring your own tools. Additional fees apply.

Are weddings and event styling your passion? If so, don't miss this hands-on session where you will discover the latest trends in bridal bouquets and floral headwear. From garden styles to more modern ideas, you will learn how to take your wedding business to the next level. In addition, marketing your business and how to improve your website will be covered.



BUSINESS SESSION:

Turning Negative Reviews Into Positive Results

Presented by Kristin Peters

Sponsored by Teleflora

Date: Sunday, March 6, 2016

Time: 9:00 a.m. - 10:00 a.m.

Location: Steelcase Ballroom B

As more and more shoppers turn to sites like Yelp, user reviews can be a great source of new customers for your shop. But sometimes customers aren't satisfied, and post negative reviews. How do negative reviews impact your business? What can you do to prevent and/or reverse any damage? Can negative reviews actually help your business? Come learn the best strategies for using review sites to your advantage, and key tactics for managing through negative reviews.



BUSINESS SESSION:

Sympathy Roundtable With Michigan Funeral Directors

Presented by Clay Atchison

Sponsored by FloristWare

Date: Sunday, March 6, 2016

Time: 10:15 a.m. - 11:15 a.m.

Location: Steelcase Ballroom B

Join Michigan Funeral Directors Association members and Michigan Floral Association florists for a panel/roundtable discussion, using the excellent American Floral Endowment report on sympathy business as a starting point. The interactive session will also include questions from the audience.



MAIN STAGE DESIGN SHOW:

Trend Forward Weddings

Presented by Jacob McCall, AAF, AIFD, CFD, FSMD

Sponsored by FTD

Date: Sunday, March 6, 2016

Time: 11:30 a.m. - 12:30 p.m.

Location: Steelcase Ballroom B

Join us for an exciting over the top look at current wedding trends that will lead you into the future with cutting edge design and style. This program will wow you with fun, and innovative designs aimed to inspire your wedding and event clients. This session will stir your creativity and make you think outside the box to delight today's brides, allowing you to stand out from your competition.



MAIN STAGE DESIGN SHOW:

Everyday...Details to Profits

Presented by Anthony Swick,

AIFD, CFD, FSMD, PFCI

Sponsored by BloomNet

Date: Sunday, March 6, 2016

Time: 2:30 p.m. - 3:30 p.m.

Location: Steelcase Ballroom B

Everyday design is the heart of our industry. Creating everyday designs allows for artistic influences that showcase not only beautiful floral selections, but the use of unique accessories. What makes you stand out? What allows the public to remember who you are? In a time when so much focus is related to online orders and copying, showcase that special "something" that sets you apart. How do we take that "everyday" design and make it not so every day? Let's create and provide touches that will allow for that special attention such as branding a look, showing your abilities and selling yourself.



MAIN STAGE DESIGN SHOW:

Blingtastic...Body Flowers from Head to Toe

Presented by John Hosek,

AIFD, CAFA, CF, CFD, PFCI

Sponsored by Teleflora

Date: Sunday, March 6, 2016

Time: 4:00 p.m. - 5:00 p.m.

Location: Steelcase Ballroom B

Add fun back into flowers, show them your style. Proms, weddings, special events, all are a place to show off your skill with body flowers. Be a trendsetter and learn how to design and sell fun headpieces, bridal accessories, and prom creations from head to toe. This AIFD style symposium will teach you how to turn bling into cha-ching and make fabulous pieces in every price range.



GLFE Special Event 'Together We Bloom' Raffle

Buy tickets for the raffle of floral products, unusual gifts, gift certificates, and more. All proceeds will go to the MFA Scholarship Fund. The fund provides money for recipients to attend the Great Lakes Floral Expo or they can use their scholarship to become a Certified Florist. In 2015 seven scholarships were awarded. To donate a service or product contact Cindy at (517) 575-0110. Your help is needed and appreciated.

Saturday, 9:00 a.m. to 6:45 p.m., Sunday 9:00 a.m. to 12:00 p.m. Steelcase Ballroom B.



2016 MFA Design Contest, Friday, March 4

'Together We Bloom' Design Contest!

Sponsored by FloraCraft, Teleflora, and the California Cut Flower Commission



The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Your skills can earn certificates, cash prizes and recognition in *The Professional Florist* magazine. The contest is a perfect opportunity to show off designs and exchange new ideas. You'll receive professional recognition for your work and gain publicity for you and your shop. Enter today and aim higher, achieve more, and reach for excellence.

MFA Design Contest Division Eligibility: Individuals are only eligible to enter one division. For more information download Design Contest Packet at: www.michiganfloral.org.

STUDENT DIVISION

HIGH SCHOOL LEVEL: THEME – TOGETHER WE BLOOM AT THE PROM:

Create a prom corsage and boutonniere. Supply an 8" x 10" framed photo of the gown used for inspiration. For judging purposes a model will show off the designs, creativity is expected. All materials permitted except permanent botanicals (silks) and no *props are allowed. Display space is limited to 24" x 24", with no height restrictions. Maximum wholesale value is \$25. Entry must be secure enough to withstand touching and handling by judges.

COLLEGE/PROFESSIONAL NOVICE: THEME – 50TH YEAR GALA:

Create a table centerpiece for the 50th gala anniversary celebration of a local botanical garden titled Blooming Together for 50 Years. Plant material must be incorporated. All materials must be fresh or dried, no permanent botanicals (silks) or *props allowed. Display space is limited to 30" x 30" with no height restrictions. Maximum wholesale value is \$50. Entry must be secure enough to withstand touching and handling by judges.

PRIZES FOR STUDENT DIVISION CATEGORIES

- 1st – \$100, Ribbon and Certificate
- 2nd – \$50, Ribbon and Certificate
- 3rd – \$25, Ribbon and Certificate

PROFESSIONAL DIVISION

Open to any floral professional with three years or more experience in the industry. Contestants may enter one or all three categories. MUST be entered in all three professional categories to compete for the prestigious MFA Designer of the Year! The Designer of the Year will win a cash prize of \$300 and will have designs featured in "Design Spotlight" in six 2016 issues of *The Professional Florist* magazine. He or she will also represent the Michigan Floral Association at the National Alliance of Floral Associations (NAFA) National Designer of the Year contest held October, 2016. Airfare, hotel, meals and registration will be covered for the NAFA competition.

THEME 1 – BLOOMING MEMORIES: Create a design to be used at a memorial service/gathering for an avid gardener. Your arrangement must demonstrate two design techniques. Describe the two most prominent design techniques used on a 4" x 6" index card. Fresh and/or dried materials

may be used, no permanent botanicals (silks) and no *props are allowed. Display space is limited to 48" wide x 30" deep and no height restrictions. Maximum wholesale value is \$100. Entry must be secure enough to withstand touching and handling by judges.

THEME 2 – SURPRISE PACKAGE ONE: This is just like doing an order at the shop! All contestants will be given identical flowers and hard goods to create designs on site. All design items will be provided. **You are only allowed to bring your knife, scissors, wire cutters and bunch cutter.** You will have ½ hour starting at 6:00 p.m. All contestants should meet at the MFA registration desk in the Secchia Lobby promptly at 6:00 p.m. on Friday, March 4, 2016, for a briefing and then go to a designated location.

THEME 3 – SURPRISE PACKAGE TWO: This is like package one but a different order. All contestants will be given identical flowers and hard goods to create designs on site. All design items will be provided. **You are only allowed to bring your knife, scissors, wire cutters and bunch cutter.** You will have ½ hour starting at 6:30 p.m. All contestants should meet at the MFA registration desk in the Secchia Lobby promptly at 6:00 p.m. on Friday, March 4, 2016, for a briefing and then go to a designated location.

PRIZES FOR PROFESSIONAL DIVISION

- 1st – \$100, Ribbon and Certificate
- 2nd – \$50, Ribbon and Certificate
- 3rd – \$25, Ribbon and Certificate

CERTIFIED FLORIST DIVISION

NEW!

THEME – TOGETHER WE BLOOM: Create all around centerpiece highlighting our conference theme Together We Bloom. Describe the two most prominent design techniques on a 4" x 6" index card. Fresh and /or dried materials may be used, no permanent botanicals allowed. No *props are allowed. Display space is limited to 30" x 30" with no height restrictions. Maximum wholesale value is \$60. Entry must be secure enough to withstand touching and handling by judges.

PRIZES FOR CF DIVISION

- 1st – \$75 worth of merchandise, Ribbon and Certificate
- 2nd – \$50 worth of merchandise, Ribbon and Certificate
- 3rd – \$25 worth of merchandise, Ribbon and Certificate

THE ACADEMY DIVISION

THEME – BLOOMING TOGETHER: Create a tablescape design suitable for a centerpiece at a wedding in the local farmers market. Each contestant must display entry on a 72" rectangular table which will be provided. Linens and other props are permitted. Chairs and table service not required but encouraged. Please print on a sheet of paper the two techniques and the two elements of design most prominent in the tablescape and place in 8" x 10" frame on the table. The \$100 wholesale cost applies to the centerpiece only. This category will be judged for the entire presentation.

PRIZES FOR ACADEMY DIVISION

The prize for the Academy Division is \$300 cash, the winner's plaque and his or her name inscribed on a traveling honorary award. The Academy winner will be the featured author of six "Design Tips" in The Professional Florist magazine.

**Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

***Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The MFA cannot be responsible for any materials, props, etc. used for the contest.*

FOR MORE INFORMATION

email Design Contest Chairman
Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI
at Jerome@blumz.com; call the
MFA office at (517) 575-0110, or visit www.michiganfloral.org,
to get a Design Contest packet.

YOU MUST REGISTER BY FEBRUARY 26, 2016!



2016 GLFE Special Events Schedule

A NEW LOOK TO The Exciting President's Reception and 'Together We Bloom' Banquet!

Saturday, March 5, 2016 • Devos Place, Steelcase Ballroom
Reception 5:30 p.m. - 6:45 p.m. • Banquet 7:00 p.m. - 9:00 p.m.

Additional Fees Apply

The evening will begin with the President's Reception in the Trade Show from 6:00 p.m. to 6:45 p.m. Models will walk around displaying wedding bouquets while the trade show is open for buying and networking. The decor will be designed by Libbie Conley, CF, of Vogt's Flowers and many other talented designers. This year's banquet begins at 7:00 p.m., featuring an explosion of color and rainbows that will tickle your creativity. An awards presentation will recognize the best of the best followed by induction of new members into the prestigious Certified Florist program.

Sponsored by the MHIFund.

Designer of the Year Run Off

Dining and designing will highlight this year's banquet as the Designer of the Year Run Off takes place on the main stage. In addition to enjoying the delectable food prepared by the Amway Grand Hotel chefs, guests will see five outstanding floral designers compete for MFA Designer of the Year. **Sponsored by the Michigan Floral Foundation.**

www.mhifund.org
Michigan Horticultural Industries
Self-Insured Work Comp Fund



2016 GLFE Tablescape Design Contest Theme: 'Complementary Harmony'

Be part of this year's exciting Tablescape Design Contest. The contest is open to members of the Michigan Floral Association who have a Weekend Blooming Pass. All tablescapes designs will be used after judging for the Recognition Banquet table décor. The tablescapes must be designed by a individual designer or a team representing a single shop or school. Competitors will create a professional floral tablescapes using a complementary color harmony showcasing skill and design expertise and have a chance to win a 2017 GLFE Weekend Pass. **For more information call the MFA office at (517) 575-0110 or go to www.greatlakesfloralexpo.com to download a contest packet.**

A New Trade Show Marketplace

This year's GLFE will prove to be much more vendor friendly with the new floor plan. Participants will pass by all vendors on their way to the main stage making it enticing for them to stop and shop, view new products, and learn current industry trends. Join us on the trade show floor for great mini design demos! Experienced designers will feature items from vendors during trade show only times. **The demos will take place on Saturday, 2:30 p.m. to 3:30 p.m., and Sunday, 12:30 p.m. to 2:30 p.m. Trade show hours are Saturday, 10:00 a.m. to 6:45 p.m. and Sunday, 11:00 a.m. to 2:30 p.m. in Steelcase Ballroom A.** Support our vendors!

Play the 'Together We Bloom' Prize Game

Visit with the vendors and play our new game that is "Find that Flower" combined with a new spin, "Name that Flower". Participants will be given a list of flower names and they must match up the botanical name with the booth where the flower is found. Those who complete the game and name all flowers correctly will be entered into a drawing for fabulous prizes announced at the end of the last main stage program on Sunday. Be sure to be there for this exciting and educational weekend.

Together We Learn 2016 MFA Book Fair

"Knowledge is power" and the MFA Book Fair will be full of books and ideas to increase your knowledge of all things floral. You'll love the price and all profits benefit the MFA Education Fund. **Visit the fair in the Secchia Foyer next to the MFA Registration Desk: Friday, 12:00 p.m. to 5:00 p.m., Saturday, 8:30 a.m. to 5:00 p.m., Sunday, 8:30 a.m. to 5:00 p.m.**



CF Showcase

Certified Florists will be creating the CF showcase Blooming Together with Techniques during the Expo. The floral exhibits will highlight design techniques and show just what it means to be a Certified Florist. Check it out and sign up to become a Certified Florist. **Welch and Secchia Foyers, open all weekend.**

MFA Annual Meeting

Join your fellow attendees and learn what the MFA has been up to this past year come and see what your association plans for this year. Suggestions and ideas are always welcome. **Sunday, March 6, 11:15 a.m. - 11:30 a.m., Steelcase Ballroom B.**

GLFE Special Event

Friday Night Entertainment Together We Laugh

Brad Tassell has spent more than two decades bringing hilarious comedy to many parts of the globe. From the UK and Britain's Got Talent, to his own Las Vegas show at the Rio, his programs are critically acclaimed and audience favorites. He also spends his time flying around the world for Carnival Cruise Lines and can be seen on the PBS syndicated show The Friday Zone. An award winning author and educator, he has a Masters in Behavioral Science and will bring his Pinnacle award winning motivational comedy show which uses humor and a counselor's point of view to GLFE.

Be there Friday night, 10:15 p.m. - 11:00 p.m., Steelcase Ballroom B.

Sponsored by DWF and MHIFund



www.mhifund.org
Michigan Horticultural Industries
Self-Insured Work Comp Fund

2016 GREAT LAKES FLORAL EXPO



COLOR KEY:
 Green: Business Sessions
 Blue: Hands-On Sessions
 Red: Main Stage Shows
 Purple: Trade Show Hours
 *Additional fees apply.

2016 GLFE Schedule at a Glance

Friday, March 4, 2016

8:00 a.m. - 11:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: Maximizing the Power of Your Personality – Greg Gale, CMBP (Gypzy Dezigz and MFF)	Atrium (lower level of hotel)
9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: #Events with Jacob – Jacob McCall (FTD)	Steelcase Ballroom A Classroom 1
12:00 noon - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
4:00 p.m. - 6:00 p.m.	Design Contest Registration	Secchia Foyer
7:00 p.m. – 7:45 p.m.	*Business Session: “Together We Bloom” Sharing Ideas – Roundtable moderated by Kevin Adamo (MHIFund)	Steelcase Ballroom B
7:15 p.m. - 8:15 p.m.	*Hands-On Session: Hand Held Bouquets, FFA Student Certification Test Preparation – Angela Christie (MHIFund)	Steelcase Ballroom Classroom 1
8:00 p.m. - 10:00 p.m.	Main Stage Design Show: Flower Chopped Design Tournament – Doug Bates (DWF)	Steelcase Ballroom B
10:15 p.m. - 11:00 p.m.	Together We Laugh: Comedian Brad Tassel – (DWF and MHI Fund)	Steelcase Ballroom B

Saturday, March 5, 2016

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:30 a.m. - 5:00 p.m.	Book Fair Open	Secchia Foyer
9:00 a.m. - 11:30 a.m.	Hands-On Sessions: (Choose One) *Blingtastic...Body Flowers – John Hosek (Teleflora) *Not Just Everyday – Anthony Swick (BloomNet) *Unique Plant Ideas – Tom Figueroa (Nordlie, Inc./A Kennicott Brothers Company)	Steelcase Ballroom Classroom 1 Classroom 2 Classroom 3
9:00 a.m. - 10:00 a.m.	Business Session: Building/Maintaining/Monitoring Relationships With Funeral Directors – Clay Atchison (FloristWare)	Steelcase Ballroom B
9:00 a.m. - 6:45 p.m.	Raffle	Steelcase Ballroom B
10:00 a.m. - 9:30 p.m.	Retail Store Open	Grand Gallery
10:00 a.m. – 11:00 a.m.	Student Design Contest Review	Secchia Foyer
10:15 a.m. - 11:15 a.m.	Business Session: Working Around Changes in the Floral and Funeral Industries – Clay Atkinson (FloristWare)	Steelcase Ballroom B
10:00 a.m. - 6:45 p.m.	Trade Show Open	Steelcase Ballroom A
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: Don't Get Caught with Your Plants Down – Jim Schmidt (Hyacinth House)	Steelcase Ballroom B
12:30 p.m. - 1:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:30 p.m. - 2:30 p.m.	Business Session: Building Corporate Sales – Kiersten Schulte (Eastern Floral)	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
3:30 p.m. - 4:30 p.m.	Main Stage Design Show: Celebrate the Good Times – Neville MacKay (Smithers-Oasis)	Steelcase Ballroom B
4:30 p.m. - 5:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
5:30 p.m. - 6:45 p.m.	President's Reception – Trade Show Floor (MHIFund)	Steelcase Ballroom A
7:00 p.m. - 9:00 p.m.	*Recognition and Awards Banquet (MHIFund)	Steelcase Ballroom B
7:15 p.m. - 7:45 p.m.	*Main Stage Design Show: Designer of the Year Run Off – Jerome Raska (Michigan Floral Foundation)	Steelcase Ballroom B

Sunday, March 6, 2016

8:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
9:00 a.m. - 12:00 p.m.	Raffle (Closes at Noon)	Steelcase Ballroom B
9:00 a.m. - 11:30 a.m.	Hands-On Sessions: (Choose One) *Personalize the Experience – Neville MacKay (Smithers Oasis) *Events...Selling and Designing Profitability – Robbin Yelverton (Mayesh Wholesale Florist) *Weddings – The Next Level – Tracy Park (Mayesh Wholesale Florist)	Steelcase Ballroom Classroom 1 Classroom 2 Classroom 3
9:00 a.m. - 10:00 a.m.	Business Session: Social Media Negative Reviews – Kristin Peters (Teleflora)	Steelcase Ballroom B
10:00 a.m. - 5:00 p.m.	Retail Store Open	Grand Gallery
10:15 a.m. - 11:15 a.m.	Business Session: Sympathy Roundtable With Michigan Funeral Directors – Clay Atkinson (FloristWare)	Steelcase Ballroom B
11:00 a.m. - 2:30 p.m.	Trade Show Open	Steelcase Ballroom A
11:15 a.m. - 11:30 a.m.	Annual Meeting	Steelcase Ballroom B
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: Trend Forward Weddings – Jacob McCall (FTD)	Steelcase Ballroom B
12:30 p.m. - 2:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Everyday...Details to Profit – Anthony Swick (BloomNet)	Steelcase Ballroom B
4:00 p.m. - 5:00 p.m.	Main Stage Design Show: Blingtastic...Body Flowers from Head to Toe – John Hosek (Teleflora)	Steelcase Ballroom B
5:00 p.m.	Thank You! Save the Date...GLFE, March 3, 4, 5, 2017	Steelcase Ballroom B



REGISTER ONLINE at www.michiganfloral.org • Call (517) 575-0110 with any questions.

Company Name: _____ Company Contact: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Web Site Address: _____
 E-mail Address: _____ Tax ID#: _____

**(Does not include any optional events)*



								OPTIONAL EVENTS										TOTAL ALL EVENTS
	Student Weekend Blooming Pass*	Friday Only* Entrance to Exhibits, Main Stage.	Saturday Only* Entrance to Exhibits, Main Stage, and Business Education.	Sunday Only* Entrance to Exhibits, Main Stage, and Business Education.	Fri/Sat/Sun Weekend Blooming Pass* Entrance to Exhibits, Main Stage, Business Education, and MFA Design Contest. - for Both Days.	Fri/Sat/Sun Weekend Value Blooming Pass* Entrance to Exhibits, Main Stage, Business Education, MFA Design Contest & Saturday Night Banquet.	Fri/Sat/Sun Weekend Shop Blooming Pass* Weekend pass for as many employees as your shop wishes to bring.	Friday		Saturday			Sunday					
								All-Day Business Session: Maximizing the Power of Your Personality	All-Day Hands-On Session: #Events with Jacob	FFA Student Certification Test Preparation	Hands-On Session: Blingtastic...Body Flowers	Hands-On Session: Not Just Everyday	Hands-On Session: Unique Plant Ideas	President's reception, Banquet, Main Stage and Awards Ceremony	Hands-On Session: *Personalize the Experience	Hands-On Session: Events...Selling & Designing Profitably	Hands-On Session: Weddings - The Next Level	
Member before 1/29/16	\$30	\$40	\$60	\$60	\$79	\$139	\$600	\$99.95 for the first attendee and \$59.99 for each additional staff member	\$179	\$25	\$85	\$85	\$85	\$60	\$85	\$85	\$85	
Member after 1/29/16	\$35	\$45	\$65	\$65	\$85	\$145	\$650							or \$55 ea. for 8 seats				
Non-Member before 1/29/16	\$45	\$60	\$100	\$100	\$129	\$189	N/A		\$279	\$45	\$125	\$125	\$125		\$125	\$125	\$125	
Non-Member after 1/29/16 <small>To become a member visit www.michiganfloral.org</small>	\$50	\$65	\$105	\$105	\$135	\$195	N/A											
1.																		
2.																		
3.																		
4.																		
5.																		
6.																		

Attach an extra sheet if more room is needed

ALL FEES ARE STRICTLY NON-REFUNDABLE.

REGISTRATION TOTAL Check Credit Card

REGISTER BY 1/29/16
 For best price and a chance to win a Plaza Dream one night stay at the Amway Grand Plaza Hotel!

Use Your Credit Card (circle one)



Credit Card #: _____ Expiration Date: _____ Security Code: _____
 Name on Card: _____ Signature: _____
 Address _____ City/State/ZIP _____

Business Card and Tax ID required for registration. After Monday, February 29, 2016, bring registration and payment to the Expo for onsite registration.

Please enclose or attach to form AND be prepared to present at the door. REGISTRATION FEES ARE NOT REFUNDABLE! 12 & younger or 65 and older receive free Weekend Pass. Send proof of age with registration and note on form. (Optional Events not included)

Stay the Weekend!
HOTEL RESERVATIONS: Please call the Amway Grand Plaza Hotel direct at 616-776-6450, (800) 253-3590.
 We have a special guaranteed rate of \$137.00 per night, single/double. Mention that you are with the Michigan Floral Association group block. Reservations must be made prior to 2/06/16

Mail Completed Registration Form with Payment to: **Michigan Floral Association, P.O. Box 67, Haslett, MI 48840** or Fax (517) 575-0115 with credit card information