

## LEADERSHIPREPORT

# GLFEE...What's up with the added E?

BY ROD CRITTENDEN, MFA/EXECUTIVE VICE PRESIDENT/CEO, WUMFA EXECUTIVE DIRECTOR



**E**vents! That's what's up! I'm excited to announce a newly formed partnership between the Michigan Floral Association (MFA) and the International Live Events Association (ILEA).

Approximately six months ago, MFA President Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, approached the MFA board of directors with the idea of exploring the possibility of partnering with ILEA at the Expo. His concept seemed to make sense, retail florists learning from and partnering with event specialists and vice versa, so talks began. ILEA would put together event specialist sessions; MFA would market and manage the sessions as part of the Expo.

ILEA would also promote the trade show and invite vendor members to exhibit.

MFA will share revenue raised from ILEA specific sessions and exhibitors with ILEA. ILEA will also sponsor and host a Friday evening kick off mixer where GLFEE attendees from both organizations can network, mingle, and get to know each other better. ILEA members will also work closely with the Saturday night president's recognition banquet committee to help bring the evening event to a new level of excitement.

This partnership is off to a great start, I'm very excited to see it all coming together! I encourage you to read about all the NEW GLFEE has to offer on pages 5-10 of the magazine.

We have a great group rate of \$139 per night at the beautiful four-diamond Amway Grand Plaza Hotel. Makes plans now to be with us at Floristry...An Everyday Event! March 2-4, 2018. ✿

The Michigan Floral Association would like to thank these fine sponsors for making the 2018 Great Lakes Floral Expo possible.





## March 2-4, 2018

### Amway Grand Plaza Hotel/Devos Place, Grand Rapids, MI

Plan now to attend the new and exciting 2018 Great Lakes Floral & Event Expo. In conjunction with members of the International Live Events Association, this year's Expo will present even more fresh new ideas and products. Business sessions, design spectaculars, and hands-on workshops will cover inspiring topics with a new twist. In addition there will be ample opportunities to network with fellow florists and vendors.

Be sure to register early to save money and be eligible for a Plaza Dream one night stay at the five star Amway Plaza.

Early registration forms must be in the MFA office by 5:00 p.m., January 31, 2018.

You will automatically be entered in the Plaza Dream drawing.

For more information go to [www.michiganfloral.org](http://www.michiganfloral.org).

## Art Fusion

### Friday Night Creative Spectacular

Friday, March 2, 2018

7:00 p.m. - 9:00 p.m. • River Overlook Foyer • Hosted by ILEA, Detroit Chapter

Welcome to Grand Rapids, Michigan, the city that has revolutionized art for centuries. Experience an Artsy Mixer that will furnish food, networking and much more. Art has many forms of expression from abstract to artistic to urban graffiti just to name a few. The opening night mixer will expose you to all styles of art with innovative special effects, installations and much more to stimulate your creative juices. Snag this opportunity to be surrounded by art as you eat, drink and network with industry professionals and leaders.

## President's Reception

### "Arabian Nights" Banquet and Awards Ceremony

Saturday, March 3, 2018 • Devos Place, Steelcase Ballroom B

*Additional fees apply*

Come ride a magic carpet into the Arabian Nights at this incredible evening of exotic décor and exciting entertainment.

Spark your creativity with thematic attire and flowers to wear. The evening will begin with the President's Reception in the trade show from 5:30 p.m. to 6:30 p.m. The banquet begins at 6:45 p.m. featuring decor designed by members of the International Live Events Association (ILEA) Detroit Chapter. During the dinner, the Michigan Floral Association will present awards to the best of the best! Design contest winners and the induction of new members into the prestigious Certified Florists program will highlight the evening. The Certified Florists program also will be celebrating its 20th anniversary at the banquet.

## MFA Annual Meeting

Network with your fellow MFA members and learn what the association plans for the future.

Sunday, March 4, 2018, 12:00 p.m. to 12:30 p.m.

## 2018 Floristry Design Contest

Friday, March 2, 2018

The MFA Design Contest is the perfect opportunity to gain cash prizes and recognition for your design skills. For information contact contest chairman Doug Bates, CF, at [dbvogts@yahoo.com](mailto:dbvogts@yahoo.com), (269) 625-4115.

To download the complete design contest registration packet go to [www.michiganfloral.org](http://www.michiganfloral.org) call the MFA office at (517) 575-0110.

## Shop, Shop, Shop at the Trade Show Marketplace

Looking for that special container, need some new basic supplies, want to see the latest flower varieties? Come to the Expo Trade Show and browse among products from our outstanding group of vendors new and old.

Saturday, 10:00 a.m. to 4:30 p.m.

and 5:30 p.m. to 6:30 p.m.

Sunday, 11:00 a.m. to 2:30 p.m.



Sponsored by Floracraft



## GLFEE Sessions, Friday, March 2, 2018

### Don't Miss This Exciting All-Day Hands-On Workshop

Sign Up Early!

\*Wedding Designs with an Artistic Flair!

Presented by Deborah De La Flor AIFD, PFCI

Sponsored by DWF and MFF

Date: Friday, March 2, 2018

Time: 9:30 a.m.-4:30 p.m.

Location: River Overlook Room A, B

Lunch included. Additional fees apply.

Bring your own tools.



ideas for a bridal bouquet with a new exciting spin and attendant bouquets to complement it. Everything needed to make an unforgettable ceremony will be covered including artistic reception flowers and aisle decor. This is a full day of designing that will challenge you, get your creative juices flowing and give you the tools to change the ordinary into the extraordinary. Deborah's innovative style and passion for flowers have made her a world-renowned floral designer. For more than 30 years her passion for flowers has taken her around the world and allowed her to anticipate and influence the latest floral trends through design presentations, seminars, competitions and commentary. She is the author of the floral design book *Florsages: The Art of Floral Body Design*.

A wedding design day with Deborah De La Flor is like no other. Learn how to create everything from the latest style boutonniere to the trendy petite bouquet the fashionable mothers of the bride and groom are carrying. There will be fresh

### Outstanding Informative All-Day Business Seminar

WOW!

\*Which Way Are You Headed? Red Flag or Checkered Flag? The Wheel is in Your Hands!

Presented by Ryan Freeman, Mark Anderson,

and Derrick Myers CPA, CFP, PFCI

Sponsored by Crockett Myers & Associates,

FloristWare, Strider Search Marketing

Time: 9:30 a.m.-4:30 p.m.

Location: River Overlook Room F

Lunch included. Additional fees apply.



Each year these three industry experts work with hundreds of flower shops from across the country. They routinely see new owners with no industry experience enjoy incredible success, sometimes almost overnight. They also see the seasoned owners of second and third generation shops lose control and struggle to maintain sales levels they once had. Over time certain patterns become clear. In this session they'll share the secrets and best practices of the most successful shops, as well as mistakes and red flags that have doomed others. This session will help you evaluate your current trajectory, avoid the most common pitfalls and develop a plan for success. Bring your laptop and be prepared to take notes and ask questions as Derrick, Mark, and Ryan help steer you to a more profitable future!

- Teach old dogs, new tricks: Help seasoned designers learn that time is money, understand basic markups, and what it takes to make a profit.
- How do I compete with the big box/grocery stores/order gathers.
- How to grow your business in small towns.
- Expectation management and new revenue channels.
- How to turn the next generation into flower buyers, selling to the millennial.
- Internet and social media marketing. (Instagram/Facebook)
- Social media advertising. (Boosting Posts)
- How can I augment my floral sales without a huge inventory investment.
- Learn: Get all of your employees going in the same direction.
- Ideas to motivate, how to build your A-team.
- How to determine when it's best to use contractors.
- What are the penalties if you are wrong.
- Learn how to properly account for sales and wire services.
- How to structure your financial statements so they are more valuable to you.
- Finance, from salaries, to pricing, to bottom line management.

### A Business Session Not to Be Missed!

\*Making Events Profitable

Don't Miss this Event!

Presented by Jacob Holland, CERP,

and Jerome Raska, AAF, AIFD, CAFA, CF, PFCI

Sponsored by Event Source and Blumz by JRDesigns

Time: 9:30 a.m.-4:30 p.m.

Location: River Overlook Room E

Lunch included. Additional fees apply.



Partnering with event professionals and creating a team can make everyone involved more successful including linen companies, DJ's, florists, paper products, venues, chair rentals and lighting just to name a few. Today's clients are more and more savvy seeking the one stop shop... is that you ?? This class will help prepare you for building great partnerships, assist in pricing and provide insight on how to prepare for current and incoming trends.

#### \*HANDS-ON WORKSHOP:

Be There Or Be Square! FFA Student Certification Test Preparation

Presented by Angela Christie CF

Sponsored by Nordlie Inc, A Kennicott Company

Date: Friday, March 2, 2018

Time: 7:00 p.m.-8:00 p.m.

Location: River Overlook Room A

Additional fees apply. Bring your own tools.



Arranging flowers is my passion! Designing flowers in glass cubes is my specialty! Not only is this type of design super trendy but also a useful skill to know anywhere you work in the floral industry. Join me as I teach you how to put together the perfect glass cube arrangement. Be there... or be square! Bring your tools.





## GLFEE Sessions, Saturday, March 3, 2018

### \*HANDS-ON WORKSHOP: Refined Style for the Modern Bride

Presented by Sandy Schroeck, AIFD, PFCI

Sponsored by Floriology/BloomNet

Date: Saturday March 3, 2018

Time: 8:00 a.m.-10:00 a.m.

Location: River Overlook Room A

Additional fees apply. Bring your own tools.



From informal to modern, brides are now looking for stylized designs that make an impression. Garden gathered looking bouquets can be challenging as the trend is for a loose and unfixed style. Join Sandy as she instructs you on two of the most popular styles in bridal bouquets today, cascading in a holder and a braided wire handle that can be used to create many interpretations of refined style. Get high visual impact with less product by learning techniques that update your designs.

### \*HANDS-ON WORKSHOP: A Memorable Expression

Presented by Tom Simmons AIFD, CCF, CFD

Sponsored by Teleflora

Date: Saturday, March 3, 2018

Time 8:00 a.m.-10:00 a.m.

Location: River Overlook Room B

Additional fees apply. Bring your own tools.



As sympathy expressions have changed over the years, this workshop will focus on new and different styles, techniques and trends that will set you apart from the normal. Discover how asking the right questions of family and friends about their loved ones can be compelling enough to give you inspiration to create unique and symbolic designs of flowers that are an essential part of the bereavement process, yet celebrating and expressing the wonderful life.

### \*HANDS-ON WORKSHOP: Tablescapes

Presented by Skeeter Parkhouse

Sponsored by Mayesh Wholesale

Date: Saturday, March 3, 2018

Time 8:00 a.m.-10:00 a.m.

Location: River Overlook Room C

Additional fees apply. Bring your own tools.



In this workshop learn how to create striking tablescapes. Take your table stylings beyond expectations and make them photo worthy. In this workshop you will see how to create eye catching centerpieces and how to put together many layers including florals, luxury linens, candles, rentals and décor. We will talk about the process of organizing a photo shoot, what different publications may be looking for, and how to submit your pictures to a list of publications. At the end of class you will walk away with the knowledge to create your own tablescapes worthy of professional photos and possibly publication.

### MAIN STAGE DESIGN SHOW: Growing Events through the Internet and Floral Artistry

Presented by Kiersten Schulte and Randy Laipply

Sponsored by Connie Duglin Linen and Eastern Floral

Date: Saturday, March 3, 2018

Time: 8:45 a.m.-9:45 a.m.

Location: Steelcase Ballroom B



Learn how an interactive website can impact your floral and linen business. Take your bottom line and your business to the next level and show your clientele what your shop can do. See how you can enhance special event business and how elegant finishings can make your profits grow. Add linens to enhance your high style floral designs. Come see some fantastic tablescapes designed by Jason Rudicil and a team of designers.

### BUSINESS SESSION: Focus on Florals, Mastering the Art of Facebook and Instagram

Presented by Jamie Woods, and Aynsley Broom

Sponsored by Flower Shop Network

Date: Saturday, March 3, 2018

Time: 10:00 a.m.-11:00 a.m.

Location: River Overlook Room E



Social media plays a big role when it comes to your business. Customers are spending hours a day on Facebook and Instagram, so it only makes sense that your business should have a voice there, too. What you might not know, is how to use Facebook and Instagram to make your business shine. This session includes creating an awesome profile and taking stellar photos. Learn how to create Facebook and Instagram profiles that will take your business from flat to fabulous. In this hands-on class, see how to use your smart phone to take Instagram worthy photos of your floral designs. Are you ready to master the art of Facebook and Instagram? Make sure to bring your smart phone or tablet to practice the tips and techniques taught in this workshop.

### MAIN STAGE DESIGN SHOW: Designer of the Year Run Off

Commentated by Doug Bates AIFD, CF

Sponsored by FloraCraft and MFF

Date: Saturday March 3, 2018

Time: 10:15 a.m. to 11:00 a.m.

Location: Steelcase Ballroom B



One of the most exciting events at the Expo is the MFA Designer of the Year Contest. Five outstanding floral designers from the Professional Division will compete for the title using identical materials. A distinguished panel of judges will choose the winner who will be announced at the banquet on Saturday night. Be sure to attend and be inspired by this fabulous design work.

### MAIN STAGE DESIGN SHOW: Celebrating with Foliage!

Presented by Garrett Skupinski CF, CFD

Sponsored by Floral Today

Date: Saturday, March 3, 2018

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

Location: Steelcase Ballroom B



For years foliage has sat in the background filling and supporting numerous designs. Now it is time for foliage to shine and Garrett can't wait for you to be inspired how. From palms to plumosa, sympathy to weddings, he will show you how you can celebrate any moment in life with just a touch of foliage and a variety of unique design styles.

### BUSINESS SESSION: Recipe for Marketing Success

Presented by Ryan Freeman

Sponsored by Strider Search Marketing

Date: Saturday March 3, 2018

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

Location: River Overlook Room F



What are the essential ingredients for your marketing mix in 2018? Are you overwhelmed trying to market your business? Every day brings a new social media channel or online tool. Every salesman has the perfect new gadget or app to solve your problems. Every ad on Facebook promises the latest and greatest thing. But the reality is that we only have so many dollars to spend, and limited hours to invest. How many social media platforms does a person have to learn? Where are the best, the essential places to invest your precious time and money? This session will outline the core elements of a modern marketing mix to get you the best return on your advertising investment.

### BUSINESS SESSION: Eventology: The Science of Profitable Events

Presented by Derrick Myers CPA, CFP, PFCI

Sponsored by Crockett Myers & Associates

Date: Saturday, March 3, 2018

Time: 1:30 p.m.-2:30 p.m.

Location: River Overlook Room F



Creating a profitable event package isn't magic...it's science. It requires solid-pricing formulas that factor in all the unexpected costs that pop up when you least expect them. Floral industry financial expert Derrick Myers and his alter ego "The Professor" will explain how it's done in this lighthearted but fact-filled lesson in the science of "Eventology." You'll learn event pricing formulas that guarantee profitability, ways to ensure you're paid for delivery, setup and teardown, what you need to know about each venue before you price the job, from Pinterest to reality, and is DIY worth your time.



GLFEE Sessions, Saturday, March 3, 2018

**MAIN STAGE DESIGN SHOW:**  
**Textures, Color, and Details...**

Presented by Jacob Holland CERP and Jerome Raska AAF, AIFD, CF, PFCI  
Sponsored by Event Source and Blumz by JRDesigns  
Date: Saturday March 3, 2018  
Time: 1:30 p.m.-2:30 p.m.  
Location: Steelcase Ballroom B



Not Creative? Not True! Learn how to enhance your client experience through art and design. We will explore how inspiration garnered from daily life experience translates to high end design and exceptional customer service. Attendees will learn how to interpret trends and SELL forward thinking looks to their customers.

**DEMONSTRATION**  
**Ice Carving**

Presented by Randy Finch  
Sponsored by Ice Brigade  
Date: Saturday, March 3, 2018  
Time: 2:30 p.m.-3:30 p.m.  
Location: Secchia Foyer Deck

ICE BRIGADE

**\*BUSINESS SESSION:**  
**I Got On TV. Now What?**

Presented by Randy Finch  
Sponsored by Ice Brigade  
Date: Saturday, March 3, 2018  
Time: 3:30 p.m.-4:30 p.m.  
Location: River Overlook Room E  
*Additional fees apply.*

ICE BRIGADE

Ice sculptor and Michigan-based event professional Randy Finch, star of the Food Network TV series Ice Brigade, shares his experience of filming a national television series and how it has supported his business. Here's your chance to learn about television production and what really happens behind the scenes. PR professionals will also give advice on the best way your business can get media exposure.

**MAIN STAGE DESIGN SHOW:**  
**Exceeding the Demands for Today's Gift Givers**

Presented by Kevin Ylvisaker AIFD, CAFA, PFCI  
Sponsored by Smithers-Oasis  
Date: Saturday, March 3, 2018  
Time: 3:30 p.m.-4:30 p.m.  
Location: Steelcase Ballroom B



You won't want to miss this lively program. Kevin will show you how to design and promote eco-friendly designs and programs to attract millennials and consumers through cause-based events. Plus, let's embrace the "Design Your Own" shop events trend as a financial win for your shop. Have you tried subscription based arrangements yet? Kevin will show you how.

**BUSINESS SESSION:**  
**Social Media Photography and Posting**

Presented by Jackie Lacey AIFD, PFCI  
Sponsored by Floriology/BloomNet  
Date: Saturday, March 3, 2018  
Time: 3:30 p.m.-4:30 p.m.  
Location: River Overlook Room F



The sign of the times or the wall of the times. We have so many new terms in our vocabulary today. Social media is not just an option but a necessity in today's marketplace. No longer are we discussing IF we should pay attention to social media but learning HOW to redefine the best practices to get others to pay attention to our social media. In just a relatively short amount of time social media has become the yellow pages, newspaper ads and the marketing brochure all in one. Each generation is active and tuned into everyone's wall, pages and posts. Let's look at the best way to post that will grab the most attention and keep your brand in front of the target audience to build sales and a client base. A strong attention to photography and live posting is a key to building your brand and branding your style.

GLFEE Sessions, Sunday March 4, 2018

**\*HANDS-ON WORKSHOP:**  
**Wedding Bouquets... What Mechanic?**

Presented by Jackie Burrell AIFD, CF  
Sponsored by Mayesh Wholesale  
Date: Sunday, March 4, 2018  
Time: 8:00 a.m.-10:00 a.m.  
Location: River Overlook Room A  
*Additional fees apply. Bring your own tools.*



The importance of good mechanics are essential in making beautiful wedding bouquets that give the bride the look she wants. In this workshop you will make two bouquets using chicken wire and bouquet holder mechanics to see which one works best for you. There will be other bouquet mechanics shown and discussed and many tips and tricks along the way.

**\*HANDS-ON WORKSHOP:**  
**Not your Grandma's Terrarium**

Presented by Derek Woodruff AIFD, CF, PFCI  
Sponsored by Nordlie Inc, A Kennicott Company  
Date: Sunday, March 4, 2018  
Time: 8:00 a.m.-10:00 a.m.  
Location: River Overlook Room B  
*Additional fees apply. Bring your own tools.*



We all know that terrariums and succulents are HOT, HOT, HOT right now. For anyone hesitant to jump on the bandwagon, this is a small group session where you will learn how to build different kinds of long-lasting, successful terrarium systems, and also how to care for each individual style of terrarium and terrarium-sized and large-sized plants such as succulents, ferns, tropical plants, and more. Details about the different types of terrariums, planters, plant care, and how to set up a successful "terrarium bar" in your own store will be covered. So plan to roll up your sleeves and get your hands dirty diving into the nitty-gritty of these lifestyle plantings.

**\*HANDS-ON WORKSHOP:**  
**Signature Style**

Presented by Kevin Ylvisaker AIFD, PFCI  
Sponsored by Smithers-Oasis  
Date: Sunday, March 4, 2018  
Time: 8:00 a.m.-10:00 a.m.  
Location: River Overlook Room C  
*Additional fees apply. Bring your own tools.*



Join us for a hands-on program where you'll create two sellable designs for today's modern consumer. Using all of the latest products from Smithers-Oasis, Kevin, the ultimate teacher, will walk you through each design step-by-step and you'll leave with two arrangements sure to become signature designs in your shop.

**\*BUSINESS SESSION:**  
**You Find Everything on Google. But Can Google Find You?**

Presented by Joyce Kreger  
Sponsored by Cool Party Favors  
Date: Sunday, March 4, 2018  
Time: 9:00 a.m.-10:00 a.m.  
Location: River Overlook Room E  
*Additional fees apply.*



Google is the #1 way consumers find what they want to buy. Can you, your company, and your products and services be found? Find out what search terms your potential customers are using by understanding an amazing tool called the Google Keyword Planner. This will help you not only to name and market your existing creations, but to see what new products that people are seeking.



## GLFEE Sessions, Sunday, March 4, 2018

### **BUSINESS SESSION:**

#### **Ways to Improve Your Bottom Line**

Presented by Mark Anderson

Sponsored by FloristWare

Date: Sunday, March 4, 2018

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

Location: River Overlook Room F



In this workshop approach, Mark will help develop a plan you can put in place when you get back to your shop. Among the topics covered will be little changes that can make bigger profits, how to upsell, and accounting, pricing, and profitability.

### **MAIN STAGE DESIGN SHOW:**

#### **Fabulous Finales**

Presented by Tom Simmons AIFD, CFD, CCF

Sponsored by Teleflora

Date: Sunday, March 4, 2018

Time: 10:30 a.m.-11:30 a.m.

Location: Steelcase Ballroom B



When words just don't seem enough to express your thoughts and feelings about a family member, friend or colleague, flowers can speak volumes on your behalf. This presentation will focus on creating a final message from you and should be a joyful and glorious celebration of your feelings for the deceased. By giving the gift of a unique floral design that captures the true essence of the individual, this is the last party with a grand finale to "celebrate the life"!

### **BUSINESS SESSION:**

#### **Wild Weddings: How to Capture and Close Events on the Spot**

Presented by Corrine Heck

Sponsored by Details Flowers

Date: Sunday, March 4, 2018

Time: 10:30 a.m.-11:30 a.m.

Location: River Overlook Room D



Learn how to maximize your potential and grow your event calendar without sacrificing your style, sanity and bottom line. Learn how to discuss budgets prior to setting the consultation, craft beautiful proposals on the spot that will impress every client, sell then source flowers with the touch of a mouse and discover technology to integrate into your business routines.

### **MAIN STAGE DESIGN SHOW:**

#### **Personalizing Your Style Down the Aisle**

Presented by Sandy Schroeck AIFD, PFCI

Sponsored by Floriology/BloomNet

Date: Sunday, March 4, 2018

Time: 1:00 p.m.-2:00 p.m.

Location: Steelcase Ballroom B



Weddings, parties and themed events happen throughout the year. Designing distinctive floral bouquets that reflect the couple's personalities can truly create the mood for a stylish celebration. With increased influences of social media, bridal couples desire to compose a unique experience for their guests. Using inspiration boards to create their dream wedding within a budget can be challenging. Explore ways to add that personal style with updated looks for the bridal party and celebration site. From simple and traditional to modern and lavish, all the elements, including color, texture, shape and form combine to inspire an impactful palette. Everyone that experiences the collection will come away with something unique to personalize their celebration.

### **BUSINESS SESSION:**

#### **"Hidden Treasure" Finding the Gold in Your Business**

Presented by Derrick Myers CPA, CFP, PFCI

Sponsored by Crockett Myers & Associates

Date: Sunday, March 4, 2018

Time: 1:00 p.m.-2:00 p.m.

Location: River Overlook Room F



Hidden in your business are areas of cost that if reduced would greatly increase your profit. A dollar saved in cost is a dollar added to your bottom line profit. It takes about

eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. In this session we deep dive into the six main cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible.

### **\*BUSINESS SESSION:**

#### **Blogging For Dollars: How This Free Online Tool Brings You Business**

Presented by Tiffany Wunschl

Sponsored by Gourmet Invitations

Date: Sunday March 4, 2018

Time: 1:00 p.m.-2:00 p.m.

Location: River Overlook Room E

Additional fees apply.



Learn how weblogs, "blogs," can get you recognized as the expert in your field, gain exposure for your business, and generate sales from around the country. Tiffany will show you examples of posts, give advice on how to select topics to write about, and share success stories of generated sales.

### **MAIN STAGE DESIGN SHOW:**

#### **Weddings with Personality**

Presented by Deborah De La Flor AIFD, PFCI

Sponsored by FTD

Date: Sunday, March 4, 2018

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

Location: Steelcase Ballroom B



Wedding trends are constantly changing, and most brides want to keep up with the latest trends. Every bride has her own personality and unique perception of what she wants to see on her wedding day. Deborah will show you how to compel your bride to communicate her ideas and vision to help you interpret what she wants for her one of a kind event. In this program, she will present the latest in wedding styles, colors and trends, as well as what she predicts for the upcoming year. You want your wedding business to flourish all year long. Keeping up with the latest trends helps. An enthusiastic sales pitch and quality design work are very important too, but it never hurts to have that little something extra. Deborah shares her common sense business tactics for winning wedding business. Learn simple easy tips to make you stand out from the crowd and give you the winning advantage every time.

### **PANEL BUSINESS SESSION:**

#### **Mine, Yours and Ours**

Commentated by Jerome Raska AAF, AIFD, CF, CAFA, PFCI

Sponsored by ILEA

Date: Sunday March 4, 2018

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

Location: River Overlook Room D



Find out how to build professional relationships to best serve your clientele. This panel discussion will feature industry professionals sharing their expertise on how to determine who does what, who charges what, and at the end of the day who will be responsible for direct contact with the client? Learn how to work with event coordinators, rental companies and venues.

### **MAIN STAGE DESIGN SHOW:**

#### **Plant Rentals...Adding \$\$\$ to Your Bottom Line**

Presented by Jim Schmidt

Sponsored by Hyacinth House

Date: Sunday, March 4, 2018

Time: 3:45 p.m.-4:45 p.m.

Location: Steelcase Ballroom B

## Hyacinth House

It's time to expand your horizons and your bottom line with plant rentals. Think of all the events you can up sell with plant decor: weddings, funerals, bar/bat mitzvahs, corporate meetings, parties, and trade shows are only some of the places for plants. Jim will share with you stories of how he uses plants and how he has decorated events for several U.S. Presidents, the Pope and even wrestler Hulk Hogan. Learn how to go the extra mile by using plants, making your clients happy and separating your company from the competition; all the while adding \$\$\$ to your Profits and Bottom Line!





# 2018 GREAT LAKES FLORAL & EVENT EXPO

## 2018 Great Lakes Floral & Event Expo Schedule at a Glance

Color Key:  
 Business Sessions (Green) - 10  
 Hands-On Classes (Blue) - 8  
 Main Stage Shows (Red) - 9  
 Trade Show - (Purple)  
 ILEA Sessions - (Fuchsia)  
 \*Additional Fees Apply

### FRIDAY, MARCH 2, 2018

8:00 a.m.-10:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m.-4:30 p.m.	*Business Session: What Way are You Headed? Red Flag or Checkered Flag? The Wheel is in Your Hands! Ryan Freeman, Mark Anderson, Derrick Myers (Crockett Myers & Associates, Strider Search Marketing, FloristWare)	River Overlook F
9:30 a.m.-4:30 p.m.	*Business Session: Making Events Profitable – Jacob Holland and Jerome Raska (Event Source and Blumz by JRDesigns)	River Overlook E
9:30 a.m.-4:30 p.m.	*Hands-On Workshop: Wedding Designs with an Artistic Flair – Deborah De La Flor (DWF and MFF)	River Overlook A,B
3:00 p.m.-6:00 p.m.	Design Contest Registration	Secchia Foyer
12 noon-9:30 p.m.	Retail Store Open	Grand Gallery
7:00 p.m.-8:00 p.m.	*Hands-On FFA Student CF Prep: Be There Or Be Square! – Angela Christie (Nordlie Inc, A Kennicott Company)	River Overlook A
7:00 p.m.-9:00 p.m.	Opening Mix and Mingle, Art Fusion (ILEA)	River Overlook Foyer

### SATURDAY, MARCH 3, 2018

7:30 a.m.-5:00 p.m.	Registration Desk Open (Book Fair Open 8:00 a.m. to 5:00 p.m.)	Secchia Foyer
8:00 a.m.-10:00 a.m.	Hands-On Sessions (Choose One) *Refined Style for the Modern Bride – Sandy Schroeck (Floriology/BloomNet) *A Memorable Expression – Tom Simmons (Teleflora) *Tablescapes – Skeeter Parkhouse (Mayesh)	River Overlook A, B, C River Overlook A River Overlook B River Overlook C
8:45 a.m.-9:45 a.m.	Main Stage Design Show: Growing Events though the Internet and Floral Artistry Randy Laipply and Kiersten Schulte (Connie Duglin Linen, Eastern Floral)	Steelcase Ballroom B
10:00 a.m.-9:30 p.m.	Retail Store Open	Grand Gallery
10:00 a.m.-5:30 p.m.	Raffle	Steelcase Ballroom A
10:00 a.m.-4:30 p.m.	Trade Show Open	Steelcase Ballroom A
10:00 a.m.-11:00 a.m.	Business Session: Focus on Florals, Mastering the Art of Facebook and Instagram Jamie Woods and Aynsley Broom (Flower Shop Network)	River Overlook E
10:15 a.m.-11:00 a.m.	Main Stage Design Show: Designer of the Year Run Off – Doug Bates (FloraCraft and MFF)	Steelcase Ballroom B
11:00 a.m.-11:30 a.m.	Trade Show Shopping Only	Steelcase Ballroom A
11:30 a.m.-12:30 p.m.	Main Stage Design Show: Celebrating with Foliage – Garrett Skupinski (Floral Today)	Steelcase Ballroom B
11:30 a.m.-12:30 p.m.	Business Session: Recipe for Marketing Success – Ryan Freeman (Strider Search Marketing)	River Overlook F
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: Eventology, The Science of Profitable Events – Derrick Myers (Crockett Myers & Associates)	River Overlook F
1:30 p.m.-2:30 p.m.	Main Stage Design Show: Textures, Colors, and Details Jacob Holland and Jerome Raska (Event Source and Blumz by JRDesigns)	Steelcase Ballroom B
2:30 p.m.-3:30 p.m.	Ice Carving Demonstration: Randy Finch (Ice Brigade)	Secchia Foyer Deck
2:30 p.m.-3:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
3:30 p.m.-4:30 p.m.	*Business Session: I Got On TV. Now What? – Randy Finch (Ice Brigade)	River Overlook E
3:30 p.m.-4:30 p.m.	Main Stage Design Show: Exceeding the Demands for Today's Gift Givers – Kevin Ylvisaker (Smithers-Oasis)	Steelcase Ballroom B
3:30 p.m.-4:30 p.m.	Business Session: Social Media Photography and Posting – Jackie Lacey (Floriology/Bloomnet)	River Overlook F
5:30 p.m.-6:30 p.m.	"Arabian Nights" President's Reception (Trade Show floor)	Steelcase Ballroom A
6:45 p.m. - 9:00 p.m.	"Arabian Nights" Recognition and Awards Banquet	Steelcase Ballroom B

### SUNDAY MARCH 4, 2018

7:30 a.m.-5:00 p.m.	Registration Desk Open (Book Fair 8:00 a.m. to 5:00 p.m.)	Secchia Foyer
8:00 a.m.-10:00 a.m.	Hands-On Sessions (Choose One) *Wedding Bouquets, What Mechanic? – Jackie Burrell (Mayesh) *Not your Grandma's Terrarium – Derek Woodruff (Nordlie Inc., A Kennicott Company) *Signature Style – Kevin Ylvisaker (Smithers-Oasis)	River Overlook A, B, C River Overlook A River Overlook B River Overlook C
9:00 a.m.-10:00 a.m.	Business Session: Ways to Improve Your Bottom Line – Mark Anderson (FloristWare)	River Overlook F
9:00 a.m.-10:00 a.m.	*Business Session: Can Google Find You – Joyce Kreger (Cool Party Favors)	River Overlook E
10:00 a.m.-5:00 p.m.	Retail Store Open	Grand Gallery
10:30 a.m.-11:30 a.m.	Main Stage Design Show: Fabulous Finales – Tom Simmons (Teleflora)	Steelcase Ballroom B
10:30 a.m.-11:30 a.m.	Business Session: Wild Weddings, How to Capture and Close Events on the Spot – Corrine Heck (Details Flowers)	River Overlook D
11:00 a.m.-2:30 p.m.	Trade Show Open	Steelcase Ballroom A
11:30 a.m.-12:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
12:00 p.m.-12:30 p.m.	MFA Annual Meeting	Steelcase Ballroom B
12:30 p.m.-1:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:00 p.m.-2:00 p.m.	Main Stage Design Show: Personalizing Your Style Down the Aisle – Sandy Schroeck (Floriology/BloomNet)	Steelcase Ballroom B
1:00 p.m.-2:00 p.m.	Business Session: HiddenTreasure-Finding the Gold in Your business – Derrick Myers (Crockett Myers & Associates)	River Overlook F
1:00 p.m.-2:00 p.m.	*Business Session: Blogging For Dollars – Tiffany Wunshl, (Gourmet Invitations)	River Overlook E
2:00 p.m.-2:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:30 p.m.	Raffle Closes Raffle (Open from 11:00 a.m. to 2:30 p.m.)	Steelcase Ballroom A
2:30 p.m.-3:30 p.m.	Main Stage Design Show: Weddings with Personality – Deborah De La Flor (FTD)	Steelcase Ballroom B
2:30 p.m.-3:30 p.m.	Panel Business Session: Mine, Yours, and Ours – Commentated by Jerome Raska (ILEA)	River Overlook D
3:45 p.m.-4:45 p.m.	Main Stage Design Show: Plant Rentals... Adding \$\$\$ to Your Bottom Line – Jim Schmidt (Hyacinth House)	Steelcase Ballroom B
4:45 p.m.	Thank You! Save the Date... GLFEE, March 1, 2, 3, 2019	

