



Volume VI 2010

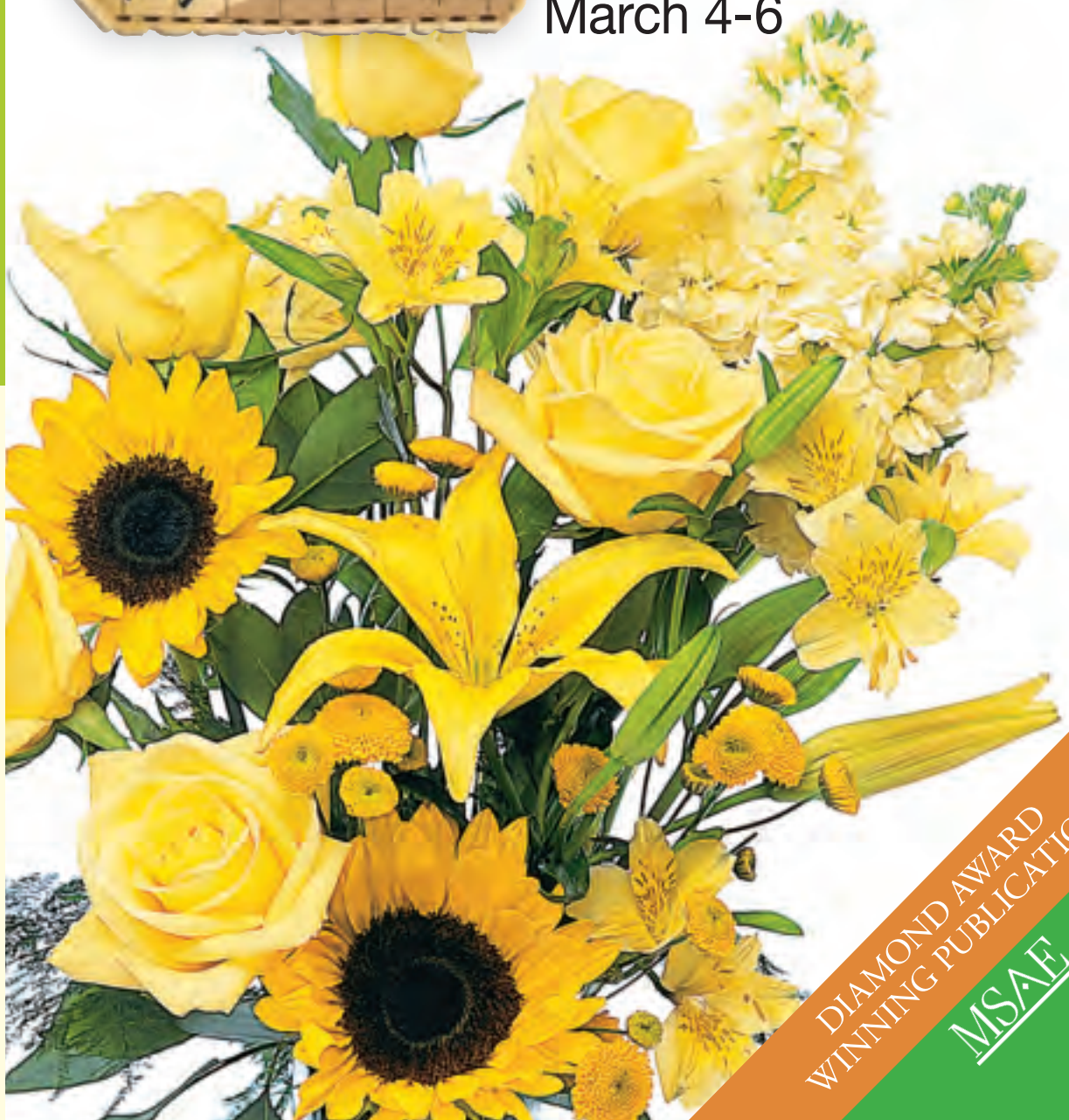
**The Perks of
Pre-Registering
to the Expo:
Amway Stay,
Cash and
Prizes!**

**New in 2011:
A Treasure Hunt
on the
Tradeshow
Floor!**

the professional florist



2011 Great Lakes Floral Expo March 4-6



DIAMOND AWARD
WINNING PUBLICATION

MSA·E



Garden Minis
make a special delivery



C991 mbr991 C992 mbr992 4101 mbr4101

*Bringing it Home...
with Syndicate Sales*



Volume VI 2010

Cover Photo Courtesy of Teleflora

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MFA is not responsible for the statements or opinions published in the *The Professional Florist*. These represent the views of each author and are not necessarily the views of the association or its staff.

Correction: In *The Professional Florist*, Volume V, 2010, we accidentally left something out of the **Bridal Update** on page 14. Following is what should have been printed. We are very sorry for the error.

EVENT DETAILS

Wedding Day: September 26, 2009

Location: Snow Moon Ranch, Home of Great Lakes Llamas & Suri Alpacas, Glen Arbor, MI

Event Planner: Chandra Demers, Hitching Post Photography & Orchestrated Grace

Catering: Trattoria Stella, Traverse City, MI

Flowers and Design: Amy Kate Design, Traveling Florist, Elk Rapids, MI

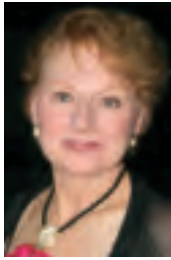
Photos: Studio B Photography, Traverse City, MI

Freelance Designers: Accompanying Amy Hendrickson in design were: Alice Waterous, AIFD, CF, CFD, PFCI, A Waterous Floral Consultant, Grand Haven, MI; Robbin Yelverton, AIFD, CF, CFD, PFCI, Blumz... by JRDesigns, Detroit and Ferndale, MI; Tom Figueroa, Nordlie, Inc; and Cindy Banwell, Cottage Floral, Bellaire, MI

LEADERSHIPREPORT

Explore the Possibilities!

BY ALICE WATEROUS
AIFD, CF, CFD, PFCI, MFA PRESIDENT



After attending several floral events throughout the country this year, it struck me that, when looking for a fabulous value, the Great Lakes Floral Expo (GLFE) truly is a bargain. Whether you come for the entire weekend, or a single day, I promise you will come away with renewed enthusiasm that will pay dividends to your business.

"Explore the possibilities" and take a look at the many offerings on the following pages. A virtual army of volunteers, led by Chairperson Debbie Royal, is ready to give their all to make sure you go home with lots of new ideas that will boost your bottom line and give you a fresh outlook on what you do each day in the design room.

Our Executive Director, Rod Crittenden, has negotiated a great rate at the four- star Amway Grand Plaza Hotel, which conve-

Welcome New MFA Members!

ACTIVE MEMBERS

4 North Associates – Jim Jordan

574 Morgan Circle, Northville, MI 48167, Ph: (248) 212-4978
www.4northassociates.com

Back to the Fuchsia – Jeanne Smiczek

439 Butler St., P.O. Box 808, Saugatuck, MI 49453, Ph: (269) 857-2963

Floral Expressions by Kathy Inc. – Kathy Julien

22006 Farmington Road, Farmington, MI 48336, Ph: (248) 478-9173
www.floralexpressionsbykathy.com

Seasons Flowers – Pam Funk

4144 Chicago Drive, Grandville, MI 49418, Ph: (616) 531-1447
Fax (616) 531-8499, www.seasons-flowers.com

ASSOCIATE MEMBER

Michele Dickinson – A Touch of Glass Flowers & Gifts

20316 Foxboro Street, Riverview, MI 48193, Ph: (734) 479-2758

niently is connected to DeVos Place, so make your reservations today. Downtown Grand Rapids has wonderful museums and restaurants within walking distance of the hotel, so bring the family for a weekend of fun while you partake of the many offerings at the Expo. Don't forget, the West Michigan Home & Garden Show is held at the same time at the other end of DeVos, where your MFA registration gets you in FREE.

The Michigan Floral Association has a long history of providing value-packed opportunities to members of the floral industry. With the centrally placed location of Grand Rapids, MI, the Expo draws florists from all over the Great Lakes region. So as you consider what to invest in for the future of your business, put the 2011 GLFE at the top of your list.

See you there on March 4-6, 2011! ✿

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Your headquarters for holiday values.

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DWF-FLINT 5100 Exchange Drive 810-733-5100 or 800-669-4393



2011 GLFE WELCOME

Explore the Endless Expo Possibilities

March 4-6, 2011

BY DEBBIE ROYAL, AIFD, CF, CFD
CONFERENCE CHAIRWOMAN



It's getting to be that time of the year again when we florists are really busy, planning for the winter holidays and booking weddings and events for 2011. As I jot down another appointment for the doctor or dentist in my planner, I am mindful to leave the dates of March 4-6, 2011, open for what I consider to be the most educational, fun and inspiring

weekend of the year. The Great Lakes Floral Expo (GLFE) is the most important appointment I can make for the health of my business! I love seeing old friends and meeting new ones, shopping the Tradeshow Floor, bidding on one-of-a-kind items at the Silent Auction - I hate to be outbid! - watching the Main Stage Shows (what a lineup we have this year!) and attending the Hands-on and Business Sessions.

Make sure you reap the benefits of all the great programs and fabulous educational opportunities by having your staff or colleagues attend different events and sharing the information with one another; it's more bang and education for your buck!

Remember the 2010 GLFE? We were navigating through some rough economic times, and some shops still are, but I am seeing some increase in business and positive attitudes, which encourages me. I can't wait to take advantage of the GLFE possibilities to expand my knowledge and grow my business. We need to grow our businesses back to their peak sales and then move above and beyond that point! Let's "Explore The Possibilities" in design, marketing, business, new products, networking and having fun.

Make plans now to attend the 2011 Great Lakes Floral Expo. You won't be sorry! Consider this your personal invitation for the event of the year, to learn to grow your talents and your business. ✨

Debbie Royal is the MEA scholarship committee chairwoman and owns Royal Expressions in Blissfield, MI.

The Perks of Pre-Registering to Expo 2011

How would you like to win

a two-night stay in a luxurious suite at the beautiful Amway Grand Plaza Hotel,

two adult passes to area museums and the Meijer Gardens, and

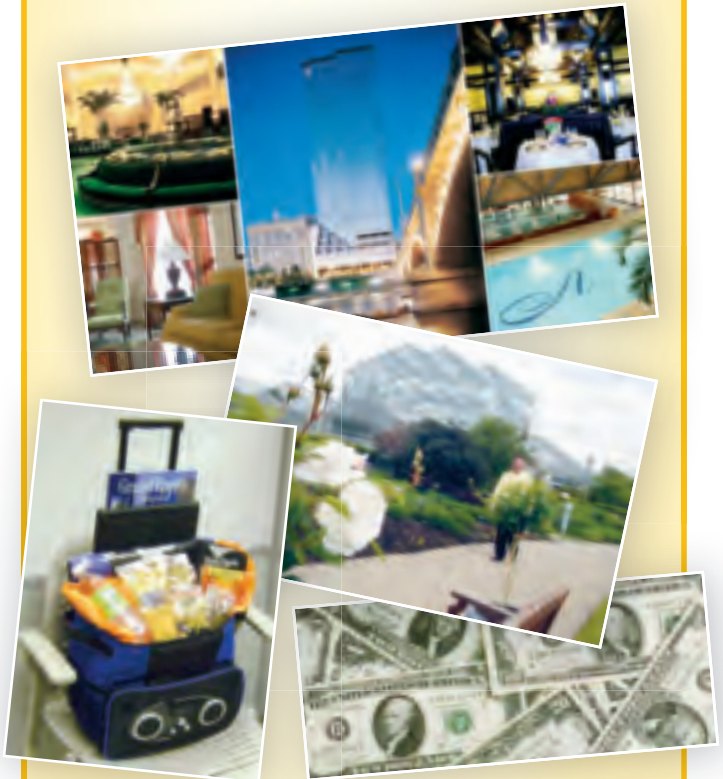
a rolling cooler with a built-in radio, snacks and more?

What's that? You want cash too? How about we throw in \$200 in spending cash! All you have to do

is register for the 2011 Great Lakes Floral Expo by February 28, 2011, by 5:00 p.m. After you do,

you will be entered into a drawing to win this "Exploring the Possibilities" weekend and all the prizes.

Check It Out!



Call the MFA office at (517) 575-0110, visit www.michiganfloral.org, or fill out the registration form on page 23 today! Remember, all registration forms must be in the MFA office by 5:00 p.m., February 28, 2011!



2011 GLFE WELCOME

It's Always Good Weather When Good Florists Get Together

BY BOBBI ECKER-BLATCHFORD, AAF, AIFD, CFD, PFCI
CONFERENCE VICE CHAIRWOMAN



Our industry and our country have had a tough couple of years. That's why it's so important for us to get together at the Great Lakes Floral Expo (GLFE) in March. You can depend on the Expo to deliver energy, enthusiasm and inspiration for the changing business landscape that many of us are experiencing.

The Expo provides access to superb programs and business tools that enable us to increase profits and operate more efficiently. The Expo helps everyone to build relationships with fellow professionals, customers and suppliers.

Join the crowd at the Expo to talk about profits, products and opportunities and about the challenging business questions that keep us up at night. The GLFE will provide some solutions to give you more ZZZZZs and more \$\$\$\$ in the year ahead. You can cancel that order for a new mattress – you'll sleep easier after the Great Lakes Floral Expo experience. ✿

Bobbi Ecker-Blatchford is owner of Chicago-based company, the Flora Pros. She was honored in 2009 by the MEA with the Lifetime Achievement Award.

A Special Shout-Out to Fellow Floral Professionals

BY DICK GLEASON, CF
CONFERENCE PROGRAM CHAIR



Welcome to the 2011 Great Lakes Floral Expo, an exciting weekend of "Exploring New Possibilities" for floral design and business with nationally-recognized experts. There's no denying the business environment is tougher than nails... tougher than ever. Floral industry experts predict even more changes coming our way next year. Hiding

in a cave with a blanket and nightlight, hoping things will get better, won't cut it.

The key to coping with the change is becoming aware of possibilities and taking action.

The good news is there are possibilities outside the door, across the street and around the corner. Survival and success goes not to the strongest or largest, but to those who become aware of the possibilities and are the quickest to adapt to the change. The 2011 Expo is the place to learn from national experts who have the inside track on what's hot, what's not and what's happening. On the Tradeshow Floor or during an education session or coffee break, you'll have the chance to interact with peers, from across the country, who share your business interests, challenges and experiences. Join us for this informational, inspirational, motivational, very affordable weekend.

Just the value of learning from nationally acclaimed presenters alone pays for the weekend. Can you afford not to "Explore the Possibilities?" Register by February 28, 2011, and have a chance at winning an "Explore the Possibilities Weekend" in Grand Rapids.

My thanks to Conference Chairwoman, Debbie Royal, AAF, AIFD, CFD, for asking me to serve as program chair. It is an honor to serve with her and Conference Vice Chairwoman Bobbi Ecker-Blatchford, AAF, AIFD, CFD, PFCI. We are 'going all out' to assure your experience is nothing short of spectacular. ✿

Dick Gleason teaches classes in floriculture and horticulture at Macomb Community College in Warren, MI. He is owner of PlantScapesLLC.com and PeopleandPlantsTogether.com.



Photo Courtesy of Teleflora



2011 GLFE COMMITTEE MEMBERS

Conference Committee

MFA would like to thank the Great Lakes Floral Expo conference committee for making the 2011 Expo possible!



CHAIRWOMAN

Debbie Royal, AIFD, CF, CFD
Royal Expressions Flowers & Gifts,
Blissfield, MI



VICE CHAIRWOMAN

Bobbi Ecker-Blatchford,
AAF, AIFD, CFD, PFCI
The Flora Pros, Chicago, IL



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Gaudreau The Florist, Saginaw, MI



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Bakman Floral Design, South Lyon, MI



BANQUET

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Freelance Designer, Kentwood, MI



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Conner Park Florist,
Detroit/St. Clair Shores, MI



CONFERENCE DÉCOR

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Ludema's Floral & Garden,
Grand Rapids, MI



CORSAGE BAR

Craig Theimer, AIFD, CFD
Naperville Central High School, Naperville, IL



Donna Theimer, AIFD, CFD

Joliet Junior College, Joliet, IL



MFA/MCF BOOTH

Bob Friese, AIFD, CFD
Freelance Designer, Fruitport, MI



DESIGN CONTEST

Colleen Carr, AIFD, CF, CFD, PWA
Bella I-Venti... Beautiful Events, Brighton, MI



DESIGNER LIAISON

Garrett Fairbanks
Bakman Floral Design, South Lyon, MI



DESIGNER SHOWCASE AIFD

Frank Feysa, AIFD, CFD
Garden Gate Florist, Aurora, OH



DESIGNER SHOWCASE CF

Janna McKinney, CF
Ambiance... Expressing You, Hastings, MI



FLORAL PHOTO GALLERY

Al Cooley
Squashooter, Grand Rapids, MI



FLOWER ROOM COORDINATOR

Jackie Burrell, AIFD, CF, CFD
Flowers From Sky's the Limit, Petoskey, MI



HANDS-ON SESSIONS

Alice Waterous, AIFD, CF, CFD, PFCI
Waterous Floral Consultant,
Grand Haven, MI



PRODUCT REVIEWS

Bobbi Ecker-Blatchford,
AAF, AIFD, CFD, PFCI
The Flora Pros, Chicago, IL



REGISTRATION DESK

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Ridgeway Floral, Three Rivers, MI



Bob Patterson

Patterson's Flowers, Big Rapids, Reed City
and Cadillac, MI



RETAIL CART

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Freelance Designer, Greenville, MI



RETAIL TOUR

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Teleflora, Holly, MI



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Royal Expressions Flowers & Gifts,
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Flowers & Such Adrian, MI

CONFERENCE DÉCOR

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Shelly's Designs, Grand Rapids, MI

Linda Berg

Fruit Basket Flowerland, Grand Rapids, MI

DESIGNER LIAISON

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Flowers & Such Adrian, MI

HANDS-ON SESSIONS

Tonja VanderVeen, AIFD, CF, CFD
Designing Dreams, Grand Rapids, MI

RETAIL CART

Teresa LaVigne
Bakman Florist, South Lyon, MI



Expo 2011 Vice Chairwoman, Bobbi Ecker-Blatchford, AAF, AIFD, CFD, PFCI, and Chairwoman Debbie Royal, AIFD, CF, CFD, have a fantastic weekend planned for you!

Explore the Outstanding Possibilities in this All-Day Session – Friday, March 4

BUSINESS SESSION: Marketing Secrets for Today's Florist

Presented by: Rick Rivers and Ryan Freeman

Sponsored by: Womar Glass, Floristware Inc., and Flowerchat.com

Date: Friday March 4, 2011 • **Time:** 9:30 a.m. – 4:30 p.m.

Location: River Overlook AB

Additional fees apply

This high-energy, information-packed seminar will explore the tough choices floral shops must make in order to stay in business and be profitable in the future. Rick has experienced all the ups and downs in the floral industry, just like every other florist. Ryan will join Rick and show you how to navigate through all those hidden sales on the social media sites. If Facebook were a nation, it would be in the top three. Millions of people are on various social networking sites; and "today's" customers want a relationship or a "peer referral" before they make a purchase. So, have your pen ready for all those hidden secrets. Rick and Ryan will show you their "peer referral" program and how to implement it within your sales. They will share the secrets of his tried and true money-making systems and programs that really work, including:

THE 3 S'S PROGRAM – How to pull ahead of your competitors and put them in the rear-view mirror for good.

TOP 5 MARKETING SEGMENTS LIST – Identifies those who have the money to spend, how to build the lists and how to go after them.

29.6 PERCENT RETURN DIRECT MAIL CAMPAIGN – How to write effective copy that will get you results in the 15 percent to 20 percent range.

BUY LOCAL CAMPAIGN – How to get your customers to buy local.

HOLIDAY PLANNING (NOT GONE MAD) SYSTEM – How to dramatically increase your sales and profits during the holidays.

BAD BOXED FLOWERS CAMPAIGN – How to educate customers and successfully direct them back to the flower shop.



Ryan Freeman is a 5th generation florist with Martin's, the Flower People in Toronto, the president of Strider Search Marketing and a certified SEO Analyst and Online Marketer. Strider provides Internet marketing and search engine, optimization consulting for retail and B2B businesses, and non-profit organizations, along with developing the popular Florist 2.0 ecommerce platform. Ryan is also the founder of FlowerChat.com, the world's most popular online networking and resource center for the floral industry.



Rick Rivers, a former policeman, is owner of A Floral Boutique and an FTD Top 500 florist. His passion is business planning and marketing for the floral industry and sharing the importance of these with fellow florists.

He has authored two books:

*Blooming at the Top
and No Fishing in
My Pond.*



A Special All-Day Session – Friday, March 4

HANDS-ON SESSION: Exploring Your Flower Potential: Flower Industry Secrets Revealed!

Presented by: J. Schwanke, AAF, AIFD, CFD, PFCI, NSA

Sponsored by: Michigan Floral Foundation

Date: Friday March 4, 2011 • **Time:** 9:30 a.m. – 4:30 p.m.

Location: River Overlook EF

Additional fees apply • Bring your own tools!

This six-hour workshop is limited to 20 passionate, creative, positive thinking, flower leaders... ready for amazing success in the world of flowers! Spend the day learning, designing, training and sharing with one of the most trusted voices in the flower industry. Discover J's creative design concepts and innovative techniques. Be the first in line to get quality, one-on-one design and consultation time with J, planning the future success of your flower business. J's dynamic all-industry workshop will include: flower care and handling, preparation order placement and products on the market, professional color use and consultations, flower and foliage coordination. Experience the greatest new flower industry products, creative concepts, and innovative techniques and design concepts! Projects will include:

• **THE 2 MINUTE DOZEN ROSES** • **AN EASY, INNOVATIVE CASCADE**

BRIDAL BOUQUET • CREATIVE AND PROFIT BUILDING FLOWERS TO WEAR • MONEY & LABOR SAVING CARE AND HANDLING TECHNIQUES • FACEBOOK, TWITTER AND YOUTUBE COACHING • HIGH QUALITY FLOWER RESOURCES AND SUPPORT

What are you waiting for? Sign up today and ready to burst into bloom with flowers and J at the Great Lakes Floral Expo!



J. Schwanke is president of JMHS Enterprises and CEO of uBloom.com. He is host of JTV, the world's first web broadcast flower design show, offering flower lovers everywhere the opportunity to learn and experience the fun of flowers 24/7. J is an award winning speaker, floral design instructor, industry spokesman and business consultant. His love of flowers began at birth during a flower convention in Nebraska. In 2010, J was honored with the Society of American Florists Tommy Bright Lifetime Achievement Award of Excellence, in communication, instruction and marketing for the flower industry! He gives flower demonstrations in every state in the union, Canada and throughout Europe.



**Sign up early!
Limited
space!**



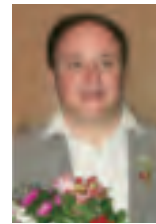
GLFE SHOWS – Friday, March 4, 2011

HANDS-ON SESSION: FFA Student Certification Test Preparation

Presented by: Frank Feysa, AIFD, CFD
Sponsored by: Michigan Floral Foundation
Date: Friday March 4, 2011
Time: 7:00 p.m. – 8:15 p.m.
Location: River Overlook EF
Additional fees apply
Bring your own tools!

Don't miss this exciting, entertaining and educational floral funfest for you and your friends. Learn how to go from good to great and set yourself apart from the everyday designer. You will be making several exciting floral projects, so don't forget to bring your tools!

Frank Feysa has been extensively involved in the floral industry for 30 years, including operating a retail florist business in northeastern Ohio. He specializes in parties and weddings. In addition, Frank is a popular industry leader, presenting floral programs and workshops across the country. His presentations include designs, design techniques, and



corsage and body flowers. He is a graduate of Hiram College in Hiram OH, with a degree in Plant Biology and Spanish, and also an American Orchid Society certified judge, specializing in Central and South American orchid species.



BUSINESS SESSION: SITE REVIEW AND SEO Q&A

Presented by: Ryan Freeman
Sponsored by: Flowerchat.com

SESSION 1

Date: Saturday March 5, 2011
Time: 9:00 a.m. – 10:15 a.m.
Location: River Overlook AB

SESSION 2

Date: Saturday March 5, 2011
Time: 10:45 a.m. – 12:00 noon
Location: River Overlook AB

In these two sessions, learn to boost your Web site profits with personalized advice from an SEO expert. Find those hidden roadblocks that prevent visitors from becoming customers! In this session, Online Marketer Ryan Freeman will review real florist Web sites from audience members, while engaging in extensive Q&A on all things related to Search Engine Optimization, Social Media and marketing on the Internet. Real, practical advice for real florists to help you compete with the order gatherers in your town today!

Ryan Freeman is a 5th generation florist with Martin's, the Flower People in Toronto, the president



of Strider Search Marketing and a certified SEO Analyst and Online Marketer. Strider provides Internet marketing and search engine, optimization consulting for retail and B2B businesses, and non-profit organizations, along with developing the popular Florist 2.0 ecommerce platform. Ryan is also the founder of FlowerChat.com, the world's most popular online networking and resource center for the floral industry.



HANDS-ON SESSION: HAND-TIED WEDDING BOUQUET POSSIBILITIES

Presented by: J. Keith White, AIFD, CFD
Sponsored by: FTD
Date: Saturday March 5, 2011
Time: 9:00 a.m. – 11:30 a.m.
Location: River Overlook D
Additional fees apply
Bring your own tools!

wedding magazines? Look no further! Discover masterful techniques of making hand-tied wedding bouquets from J. Keith White, designer for the *Weddings – Winning Bouquet Combinations* book. Keith will also share the secrets of how to create a hand-tied look using flowers in a bouquet holder and how to hydrate your hand-tied bouquet flowers so they are fresh.

J. Keith White is a floral artist on the FTD Education Team. He is partner and design director of AANDK Productions, a special events company in Texas. He is featured in the book "Winning Wedding Bouquet Combinations," and has produced with Florists' Review and the California Cut Flower Commission. He has a leadership role in the Rose Parade®, and his extravagant floral designs for the official cars of the Rose Parade



have been nationally broadcasted since 2007. In 2010, Keith represented the USA and FTD in the 13th Interflora World Cup held in Shanghai, China. He has presented three main-stage programs at the AIFD. He has been a member of the California Cut Flower Commission Education & Outreach Team and is creative director of Silk Botanica.



Have you been exploring how to make the beautiful, hand-tied bouquets featured in



GLFE SHOWS – Saturday, March 5, 2011

HANDS-ON SESSION: EXPLORING BRIDAL EVENTS

Presented by: John Hosek, AIFD, CAFA, CF, CFD, PFCI

Sponsored by: Teleflora

Date: Saturday March 5, 2011

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook E

Additional fees apply • Bring your own tools!

Come learn with John Hosek as he teaches you the newest and the best

techniques in the industry with grasses and floral. Be surprised at the versatile and unique applications that you'll soon be practicing in your work! Discover weaving, wiring and more techniques. You will explore and discover things outside the box in this exciting workshop.

John Hosek, co-owner of Design Circle, a special event company in Wisconsin, is known for his creative style and flair. He has a degree in Supervision and Engineering Graphics. His design talents have placed him at the top in numerous competitions, as well as receiving the prestigious Designer of the Year award at the 1999 Michigan Floral Association Annual Convention. John served as president of the Michigan



Unit of Teleflora and is past President of the Michigan Unit of Teleflora. He was chairman of the 2003 Michigan Florist Association Convention. He has been a design team member for the Oscar Awards since 2001. He was

commissioned by the United States Ambassador to Bermuda for holiday decorations. In April 2009, John worked on a bridal photo shoot, in Scotland, for the international, floral magazine FUSION. In 2009, he joined Teleflora's prestigious team of Education Specialists.



HANDS-ON SESSION: PROFIT POSSIBILITIES FOR EVERY DAY DESIGNS

Presented by: Bill Taylor, AIFD, CFD

Sponsored by: BloomNet

Date: Saturday March 5, 2011

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook F

Additional fees apply • Bring your own tools!

This hands-on workshop is a must if you are exploring for new and fresh ideas for making your everyday designs more

profitable. Bill will demonstrate unique, cutting-edge design concepts and techniques for everyday designs that will save time and make a dramatic difference in your bottom line. You will leave this workshop inspired and invigorated having discovered new ideas and tools – and yes, ready to make your trendy, everyday designs more profitable!

Bill Taylor has taught floral design at numerous colleges and universities in the United States and Canada for more than 20 years. He has taught in Korea, China, Hong Kong, Taiwan, Thailand, Japan and Malaysia. His designs have appeared in national shelter magazines and floral trade publications, including Flowers&, PFD, Florist Review and BloomNet. He has created flowers for the Disney



Family, Robin Williams and other celebrity clients. Bill presented design shows in 42 states, three Canadian provinces and four AIFD National Symposia. He worked in product development for the Knud Nielson Co., Syndicate

Sales, Design Master and several American import companies. He has been a member of AIFD for 30 years, serving as president and is a "Fellow" of the Institute. He worked on Presidential Inaugurals and Rose Parades. Bill currently is working as a freelance designer out of his home base of Cleveland, OH.



BUSINESS SESSION: EXPLORING POSSIBILITIES WITH THE SUREPIN™

Presented by: Carol James

Sponsored by: Surepin

Date: Saturday March 5, 2011

Time: 9:00 a.m. – 9:45 a.m.

Location: River Overlook C

Discover what others in the industry are doing to stay competitive. Get to know The Surepin™, a new product that makes pinning a boutonniere as it should be: pleasant, quick and picture perfect. Business has changed and so has your customer. Stay competitive with products like The Surepin™ that cater to the new, value-oriented customer, one who will be loyal if there is a reason to be. Learn the many functions of The Surepin™, including:

- Why you want a two to five percent change – where will that take you?



- Let's talk about the new customer.
- What are other florists doing to create differentiation?

Carol James has been an educator for 28 years, is a wife and mother of three children and creator of The Surepin™.





GLFE SHOWS – Saturday, March 5, 2011

BUSINESS SESSION: **LION RIBBON: ALIVE WITH POSSIBILITIES!**

Presented by: Jerome Raska, AAF, AIFD, CAFA, CF, PFCI
Sponsored by: Lion Ribbon
Date: Saturday March 5, 2011
Time: 10:00 a.m. – 10:45 a.m.
Location: River Overlook C

Come explore the new products available from Lion Ribbon. Jerome will demonstrate creative ways to increase

your sales and profitability with proms, weddings and more. You'll get to touch and feel these great new products as you watch Jerome bring them to life.

Jerome Raska is co-owner of two retail floral and event operations in Metro Detroit. Jerome, having been in the floral industry for more than 25 years, was previously a general manager of a high volume multi-location floral operation and now shares his design and business experience with florists, garden clubs, and suppliers across the country as a consultant and Teleflora Education Specialist. Jerome currently serves as chairman of the Professional Floral Communicators International (PFCI), member of Metro Detroit chapter of the International Special Events Society (ISES) and the National



Association of Catering Directors (NACE). He is past president of the Michigan Unit of Teleflora as well as past president of the North Central Chapter of the American Institute of Floral Designers and the Michigan Floral

Association. Having served on the product development teams for several companies assisting manufacturers, Jerome stays on the forefront of trends in the industry. His designs and feature stories have appeared in Florist's Review, Florist's Magazine, Flowers& magazine and The Professional Florist magazine.



MAIN STAGE SHOW: **SYMPATHY SUCCESS... THE SECRETS YOU'RE DYING TO KNOW!**

Presented by: J. Schwanke, AAF, AIFD, CFD, PFCI, NSA
Sponsored by: Michigan Floral Foundation
Date: Saturday March 5, 2011
Time: 10:45 a.m. – 12:00 noon
Location: Steelcase Ballroom A

Join one of the most trusted voices in the flower industry: award winning speaker and host of JTV on uBloom.com,

J. Schwanke, to learn the secrets to success with sympathy flowers! The sympathy and flower tribute flower world is changing and J brings his innovative thinking process and positive attitude adjustments to the world of sympathy design. Learn to how to transform the next funeral into a celebration of life... and make it a special event! No "in lieu of flowers" for J... he'll show you how to transform your thinking and implement changes that will help you on the road to eternal success with sympathy flowers! J never disappoints. Today's the day to start thinking differently about sympathy flowers, and choose to celebrate with flowers!

J. Schwanke is president of JMHS Enterprises and CEO of uBloom.com. He is host of JTV, the world's first web broadcast flower design show, offering flower lovers



everywhere the opportunity to learn and experience the fun of flowers 24/7. J is an award winning speaker, floral design instructor, industry spokesman and business consultant. His love of flowers began at birth during a flower convention in Nebraska. In 2010, J was honored with the Society of American Florists Tommy Bright Lifetime Achievement Award of Excellence, in communication, instruction and marketing for the flower industry! He gives flower demonstrations in every state in the union, Canada and throughout Europe.



BUSINESS SESSION: **GROW YOUR BUSINESS WITH BRANDING**

Presented by: Amy Smith
Sponsored by: The John Henry Company
Date: Saturday March 5, 2011
Time: 11:00 a.m. – 11:45 a.m.
Location: River Overlook C

In this business session discover, with Amy, how to develop your shop's brand, image and identity by using branded stationery, marketing and display tools. You will be able to build powerful consumer brand recognition while creating an atmosphere of desire for consumers to purchase your products. You will leave this session with "brand" new thinking.

Amy Smith is floral category manager for the John Henry Company and has been with JH for the past



12 years. She has extensive experience working with retail florists helping them develop their brand, image and identity. Along with this she develops and manages the new and existing floral product lines.





GLFE SHOWS – Saturday, March 5, 2011

● MAIN STAGE SHOW: DESIGNER OF THE YEAR COMPETITION

Commentated by: Jerome Raska, AAF, AIFD, CAFA, CF, PFCI
Sponsored by: Teleflora
Date: Saturday March 5, 2011
Time: 12:30 p.m. – 2:00 p.m.
Location: Steelcase Ballroom A

The Iron Chef of Floral Competitions! Experience this intense, exciting, awe-inspiring design event! The top five designers from the Design Contest go head-head, flower-to-flower, on the Main Stage, working at identical stations with identical materials. All eyes are on them,

they must design, under pressure, in front of a pumped-up crowd of their fellow florists, friends and family! This is IRON CHEF: FLORAL STYLE. This fun event will be emceed by the ever-entertaining Jerome Raska! You won't want to miss a minute! When the designing has finished, judging will begin and one lucky designer will be declared the 2011 Designer of the Year. His or her designs will be featured in six issues of *The Professional Florist*. Be there and discover the winner!

Jerome Raska is co-owner of two retail floral and event operations in Metro Detroit. Jerome, having been in the floral industry for more than 25 years, was previously a general manager of a high volume multi-location floral operation and now shares his design and business experience with florists, garden clubs, and



suppliers across the country as a consultant and Teleflora Education Specialist. Jerome currently serves as chairman of the Professional Floral Communicators International (PFCI), member of Metro Detroit chapter of the International Special Events Society (ISES) and the National Association of Catering Directors (NACE). He is past president of the Michigan Unit of Teleflora as well as past president of the North Central Chapter of the American Institute of Floral Designers and the Michigan Floral Association. His designs and feature stories have appeared in Florist's Review, Florist's Magazine, Flowers& magazine and The Professional Florist magazine.



● BUSINESS SESSION: EXPLORATION OF TRENDS FACING THE FLORAL INDUSTRY

Presented by: Bob Williams, VP North American Operations, Oasis Floral Products
Sponsored by: Oasis Floral Products
Date: Saturday March 5, 2011
Time: 1:00 p.m. – 3:00 p.m.
Location: River Overlook AB

Make plans now to attend this informative and stimulating look at our past, current, and future economic climate. Bob will present a detailed, statistical look at our country's fiscal picture and explain how it pertains directly to your business. The trends may work for you or against you but, certainly, will not be neutral. Discover how to position your business for the challenging journey ahead.

Bob Williams has a B.S. in business administration from the University of Vermont; did graduate-level work in marketing planning at Baldwin Wallace College;



managed key accounts at the Katz Graduate School of Business at the University of Pittsburgh; and learned strategic marketing, managing channel conflict and general management at the Darden Graduate School of Business at the University of Virginia. Prior to joining Oasis Floral Products in 1997 as director of marketing and sales, Williams worked for Sherwin Williams (Ralph Lauren Paint Collection, Sears and Martin Senour business units) Rustoleum.



● MAIN STAGE SHOW: EXPLORING THE PAST, PRESENT AND FUTURE OF WEDDING DESIGN

Presented by: Loann Burke, AIFD, CFD, PFCI
Sponsored by: Oasis Floral Products
Date: Saturday March 5, 2011
Time: 3:30p.m. – 4:45 p.m.
Location: Steelcase Ballroom A

taking you into the past of bouquet and wedding design. that brings you to the designs of the present and future. Loann knows her bouquets! She will start with her very own wedding bouquet design from the early '80s and transform it into designs for the present and future. She will share a new spin on vintage bouquets. Discover how to do the same with the actual styles of wedding bouquets carried by fellow designers.

Loann Burke serves as a design director for OASIS® Floral Products. She presents product demonstrations and design seminars throughout the country for companies such as Smithers-Oasis, Fitz Design, and Gardens America. Her designs have been featured in



Florists' Review, Floriology, IDEA Magazine and national print ad campaigns. Loann's bridal work won the title of Best Bouquets, 2007 and 2008 in Florists' Review Magazine. In 2008, she won the coveted People's Choice Award at the Dayton Home and Garden Show. Her work was recently seen on ABC's Extreme Makeover – Home Edition. She holds a Bachelor's degree in horticulture from Purdue University and a Master's degree in Marketing from Wright State University. She currently is an event specialist with Furst the Florist in Dayton, OH.



Join this expedition down memory lane,



GLFE SHOWS – Saturday, March 5, 2011

BUSINESS SESSION: MARKETING IN TODAY'S CLIMATE

Presented by: Rick Rivers
Sponsored by: Womar Glass
and Floirstware Inc.
Date: Saturday March 5, 2011
Time: 3:30 p.m. – 5:00 p.m.
Location: River Overlook AB

In this business session, Rick shares the

secrets of staying ahead of the trends and how to get ready to shift the “marketing plan” to adjust to economic conditions. Learn where flower sales have gone and where they are headed. Rick, who has experienced all the ups and downs in the floral industry just like every other florist, is owner of an FTD Top 500 floral shop.

Rick Rivers, a former policeman, is owner of A Floral Boutique and an FTD Top 500 florist. His passion is business planning and marketing for the floral industry and sharing the importance of these with fellow florists.



He has authored two books: *Blooming at the Top* and *No Fishing in My Pond*



GLFE SHOWS – Sunday, March 6, 2011

BUSINESS SESSION: HIDDEN SALES POSSIBILITIES IN FACEBOOK

Presented by: Ryan Freeman
Sponsored by: Flowerchat.com
Date: Sunday March 6, 2011
Time: 8:30 a.m. – 9:30 a.m.
Location: Steelcase Ballroom A

Facebook has gone from a college, photo-sharing site to a burgeoning

business and a powerhouse in the online marketing community. If you're thinking of tapping into the Facebook crowd, this business session is for you. It is designed to show florists how to find the hidden sales on Facebook, LinkedIn, Twitter, etc. These are not intended to be sales vehicles but rather as revenue extenders for the local florist. Some florists are getting some large sales from online marketing.

Ryan Freeman is a 5th generation florist with Martin's, the Flower People in Toronto, the president of Strider Search Marketing and a certified SEO



Analyst and Online Marketer. Strider provides Internet marketing and search engine, optimization consulting for retail and B2B businesses, and non-profit organizations, along with developing the popular Florist 2.0 ecommerce platform. Ryan is also the founder of FlowerChat.com, the world's most popular online networking and resource center for the floral industry.



HANDS-ON SESSION: SYMPATHY SUCCESS DESIGN

Presented by: J. Schwanke,
AAF, AIFD, CFD, PFCI, NSA
Sponsored by: Michigan Floral Foundation
Date: Sunday March 6, 2011
Time: 9:00 a.m. – 11:30 a.m.
Location: River Overlook D
Additional fees apply • Bring your own tools!

Exploring how to create a successful sympathy business, but feeling a little

intimidated by making casket sprays or scarves? Look no more! Discover, from one of the master instructors of the flower industry, the secrets of creating sympathy pieces. In this workshop you will create both a casket spray and casket scarf.

J. Schwanke is president of JMHS Enterprises and CEO of uBloom.com. He is host of JTV, the world's first web broadcast flower design show, offering flower lovers everywhere the opportunity to learn and experience the fun of flowers 24/7. J is an award winning speaker, floral design instructor, industry spokesman and business consultant. His love of flowers began at birth during a flower convention in Nebraska. In 2010, J was honored with the Society of American Florists Tommy



Bright Lifetime Achievement Award of Excellence, in communication, instruction and marketing for the flower industry! He gives flower demonstrations in every state in the union, Canada and throughout Europe.





GLFE SHOWS – Sunday, March 6, 2011

HANDS-ON SESSION: **EXPLORING POSSIBILITIES WITH WEDDING BOUQUET HOLDERS**

Presented by: Loann Burke, AIFD, CFD, PFCI

Sponsored by: Oasis Floral Products

Date: Sunday March 6, 2011

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook E

Additional fees apply • Bring your own tools!

Loann says: “Forget the hand-tieds. Today’s

brides are looking for more individualized designs and contemporary, as well as classic, cascade bouquets.” Join her for this fun, educational hands-on program as she shows you how to work with popular bouquet holders. For those brides who are looking for a hand-tied look, discover several techniques to achieve this look using a bouquet holder. Loann is quoted as saying she has 465 reasons why to use a bouquet holder over a hand-tied... let’s see how many we can count as you explore the possibilities of bouquet holders!

Loann Burke serves as a design director for OASIS® Floral Products. She presents product demonstrations and design seminars throughout the country for companies such as Smithers-Oasis, Fitz Design, and



Gardens America. Her designs have been featured in Florists’ Review, Floriology, IDEA Magazine and national print ad campaigns. Loann’s bridal work won the title of Best Bouquets, 2007 and 2008 in Florists’ Review Magazine.

In 2008, she won the coveted People’s Choice Award at the Dayton Home and Garden Show. Her work was recently seen on ABC’s Extreme Makeover– Home Edition. She holds a Bachelor’s degree in horticulture from Purdue University and a Master’s degree in Marketing from Wright State University. She currently is an event specialist with Furst the Florist in Dayton, OH.



BUSINESS SESSION: **EXPLORING THE AFFLUENT MARKET**

Presented by: Rick Rivers

Sponsored by: Womar Glass and Floristware Inc

Date: Sunday March 6, 2011

Time: 10:00 a.m. – 12:00 noon

Location: River Overlook AB

The affluent in America are unique, and it takes innovative marketing skills to

succeed in selling them. Due to their low-profile living, America’s affluent are not all that easy to target with conventional marketing tactics and strategies. Discover where florists can look to find the people who can afford to buy their products and services. He will also share how to “pull up” those customers who are on the brink of being an affluent “buyer.” The affluent buyers are “right under our noses.”

Rick Rivers, a former policeman, is owner of A Floral Boutique and an FTD Top 500 florist. His passion is business planning and marketing for the floral industry



and sharing the importance of these with fellow florists. He has authored two books: Blooming at the Top and No Fishing in My Pond.



MAIN STAGE SHOW: **RSVP REQUIRED**

Presented by: John Hosek, AIFD, CAFA, CF, CFD, PFCI

Sponsored by: Teleflora

Date: Sunday March 6, 2011

Time: 10:30a.m. – 12:00 noon

Location: Steelcase Ballroom A

Learn from the pros! John will demonstrate the keys to producing the biggest events in your career – everything from pulling in those exciting clients to decorating for maximum impact. Depicting top-class examples and detailing down-to-earth realities, he’ll

prepare you for your next important production and give you the confidence to surpass your expectations. Whether you’re planning for 60 or 600, you need to WOW your clients and their guests with your professionalism and artistic vision, and John is excited to present years of experience! You’ll learn the four steps to a spectacular event: researching, sourcing, visualizing and presentation.

John Hosek, co-owner of Design Circle, a special event company in Wisconsin, is known for his creative style and flair. He has a degree in Supervision and Engineering Graphics. His design talents have placed him at the top in numerous competitions, as well as receiving the prestigious Designer of the Year award at the 1999 Michigan Floral Association Annual



Convention. John served as president of the Michigan Unit of Teleflora and is past President of the Michigan Unit of Teleflora. He was chairman of the 2003 Michigan Florist Association Convention. He has been a design team member for the Oscar Awards since 2001. He was commissioned by the United States Ambassador to Bermuda for holiday decorations. In April 2009, John worked on a bridal photo shoot, in Scotland, for the international, floral magazine FUSION. In 2009, he joined Teleflora’s prestigious team of Education Specialists.





GLFE SHOWS – Sunday, March 6, 2011

MAIN STAGE SHOW: EVERY DAY FLOWERS FOR TODAY POSSIBILITIES

Presented by: J. Keith White, AIFD, CFD
Sponsored by: FTD
Date: Sunday March 6, 2011
Time: 12:30 p.m.– 1:45 p.m.
Location: Steelcase Ballroom A

This is your opportunity to explore and open your mind to new infinite possibilities as a designer. Keith, a visionary of floral design, is known for his flair, showman-

ship, professionalism and extraordinary designs. He brings a fresh look at everyday flowers for today. He combines modern and traditional floristry into an art form that welcomes the great diversity of our lives and environment. Let your creativity and confidence flourish with fast, easy and profitable, everyday designs that will keep your customers coming back for more.

J. Keith White is a floral artist on the FTD Education Team. He is partner and design director of AANDK Productions, a special events company in Texas. He is featured in the book "Winning Wedding Bouquet Combinations," and has produced with Florists' Review and the California Cut Flower Commission. He has a leadership role in the Rose Parade®, and his



extravagant floral designs for the official cars of the Rose Parade have been nationally broadcasted since 2007. In 2010, Keith represented the USA and FTD in the 13th Interflora World Cup held in Shanghai, China. He has

presented three main-stage programs at the AIFD. He has been a member of the California Cut Flower Commission Education & Outreach Team and is creative director of Silk Botanica.



BUSINESS SESSION: THE BUSINESS ROUND TABLES

Presented by: Laura L. Parker, AIFD, CF, CFD
Sponsored by: Laura Parker, Business Consultant
Date: Sunday March 6, 2011
Time: 1:45 p.m. – 3:15 p.m.
Location: River Overlook AB

Hidden Treasure! Are you looking for all that cash that seems to slip through your

fingers each month? Well, be sure to join floral industry business consultant and award-winning floral designer, Laura L. Parker as she facilitates an exciting round-table session full of excellent tips, great ideas and thought provoking discussion. Grab your notebook and a pen as we explore the possibilities and create our own treasure map to higher profits!

Laura Parker is a floral designer and business consultant specializing in small and medium size retail flower and gift shops. She has a degree in Business Management, along with more than 20 years' experience in the floral industry. Laura owned



and operated the Parker Floral School & Design Co., a full-service retail flower shop and vocational training facility, for 12 years. She is a contributing writer and designer for Flora magazine and Flower News. She has

been a Certified Florist since 1998 and an accredited member of the American Institute of Floral Design since 2000. Laura has served on numerous committees and events for both AIFD and MFA. She was Michigan Floral Designer of the Year in 2007.

**Laura Parker,
Business Consultant**

MAIN STAGE SHOW: EXPLORING THE HISTORY OF FLORAL DESIGN

Presented by: Bill Taylor, AIFD, CFD
Sponsored by: BloomNet
Date: Sunday March 6, 2011
Time: 2:15 p.m. – 3:30 p.m.
Location: Steelcase Ballroom A

Join Bill as he traces the development of floral design from ancient Egypt and China to the present day, using arrangements and accessories to illustrate the develop-

ment. It includes a look at ancient design schemes from China, Japan, Egypt and Rome. The program shows the growth and changes in European design and how they were related to the art and culture of the time. Bill then explores the influences of East and West, and European history on American floral design. The program culminates with a very contemporary, decidedly American design.

Bill Taylor has taught floral design at numerous colleges and universities in the United States and Canada for more than 20 years. He has taught in Korea, China, Hong Kong, Taiwan, Thailand, Japan and Malaysia. His designs have appeared in national shelter magazines and floral trade



publications, including Flowers&, PFD, Florist Review and BloomNet. Bill presented design shows in 42 states, three Canadian provinces and four AIFD National Symposia. He worked in product development for the

Knud Nielson Co., Syndicate Sales, Design Master and several American import companies. He has been a member of AIFD for 30 years, serving as president and a "Fellow" of the Institute. Bill currently is working as a freelance designer out of his home base of Cleveland, OH.





2011 GLFE MFA – Design Contest



Winning design by 2010
Designer of the Year,
Diane Burgess –
Blumz... By JRDesigns,
Detroit and Ferndale, MI.

2011 MFA Design Contest

Friday, March 4, 2011

Time: Tradeshow Hours

Sponsored by Teleflora and
the Michigan Floral Association

teleflora®



The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Enter and rate your talents with your peers! Winners will receive certificates, cash awards and recognition in *The Professional Florist* magazine. In addition, the individual named "MFA Designer of the Year" will be the featured "Designer Spotlight" designer in six issues of the *The Professional Florist*. The contest serves as an exceptional opportunity for designers to learn and exchange new ideas while competing, receive professional recognition for their work, and is an excellent opportunity to gain publicity for you and your shop. Let 2011 be the year you explore the prestigious MFA Design Contest!

MFA Design Contest Division Eligibility

STUDENT: Open to any full or part-time student currently enrolled in a high school, enrichment, design school or university floriculture program, and who has NOT worked "professionally" as a floral designer. Students may NOT compete in the Professional Division and MUST prove current student status. One entry per student.

PROFESSIONAL: Open to any floral professional gainfully employed full or part-time in the floral industry. Professionals may not enter the student division, and are NOT required to enter each of the three Professional Categories, unless competing for "MFA Designer of the Year."

THE ACADEMY: This division is open to those who are recognized as Academy Designers only.

For More Information

Call Design Contest Chairwoman Colleen Carr, AIFD, CF, CFD, PWA, at (810) 220-7869 or (517) 404-3543, with questions on the Design Contest. Call the MFA Office at (517) 575-0110, or visit www.michiganfloral.org, to get a Design Contest packet.

YOU MUST REGISTER BY FEBRUARY 25, 2011!

Explore this incredible opportunity and the possibilities! Register now!



2011 GLFE MFA – Design Contest

PROFESSIONAL DIVISION

THEME 1: Fresh Design Sympathy – Exploring Your Roots

Create a fresh flower sympathy tribute to be used on a half couch casket that interprets the deceased's family heritage or traditions. Tribute must showcase both one design principle and one design element. Print the tradition or heritage, the one design principle, and one design element on a 3-inch by 5-inch card. Tribute can be made of any substance except permanent botanicals (silks). Natural items such as branches, stones, pods and mosses or fabric are allowed. Props* not permitted. The maximum wholesale value allowed is \$75. Display space is limited to 48-inches wide (face of spray) by 30-inches deep, with no height restrictions. Entry must be secure enough to withstand touching and handling by judges.

THEME 2: Wedding Design – Permanently Yours

Create a bridal bouquet and boutonniere using permanent botanicals. In this bridal bouquet, you must showcase two design techniques. Print the two types of design techniques used in your bouquet on a 3-inch by 5-inch card. All permanent botanicals and any or all the following may be used: dried products, beads, gems, wire, ribbon etc. All materials permitted except fresh flowers and greens. You will be supplied with a Syndicate Sales vase #3069 to display your bridal bouquet. (This will be the only display vase allowed. No exceptions). Props* not permitted. The maximum wholesale value allowed is \$50. Display space is limited to 24-inches wide by 30-inches deep, with no height restrictions. Entry must be secure enough to withstand touching and handling by judges.

THEME 3: Fresh Design – Explore Your Explorer

Create a fresh flower centerpiece that would interpret the explorer of your choice. The centerpiece must showcase your choice of any two design elements or principles. Print the two design principles or elements on a 3-inch by 5-inch card. Natural items such as branches, stones, pods and mosses are allowed. All materials permitted except permanent botanicals (silks). Props* not permitted. The maximum wholesale value allowed is \$75. Display space is limited to 30-inches wide by 30-inches deep, with no height restrictions. Entry must be secure enough to withstand touching and handling by judges.

Prizes for all Professional Division Categories:

1st – \$75 & Plaque

2nd – \$50 & Plaque

3rd – \$25 & Plaque

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

ACADEMY DIVISION

The Academy Division honors and recognizes those individuals who have consistently achieved high ratings and placements during the MFA Design Contest. As an Academy Designer, you will be recognized during the MFA Great Lakes Floral Expo, as well as in *The Professional Florist* magazine and more.

THEME: Exploring the Possibilities Event Design

Create an original tabletop/tablescape design as a sample for a high profile client using the destination theme of your choice. A 72-inch round table will be provided along with four chairs. (Optional use of chairs) Props* are permitted as long as the entire table remains the focal

point and does not exceed the space restrictions. A maximum wholesale value of \$100, before linen costs, is allowed. Entry must be secure enough to withstand touching and handling by judges.

Prizes for Academy Exhibition:

\$150 cash, winner plaque and name inscribed on traveling honorary award.

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

STUDENT DIVISION

THEME: Explore Pure Michigan

Create a centerpiece table design that depicts a place or product that is "Purely Michigan." Items/places do not need to be exclusively Michigan, but should be recognizable as something or somewhere in the state of MI. Explore

the possibilities of expressing this area or item with floral materials that may include fresh flowers, dried materials such as pods, cones, vines and branches. No permanent botanicals (silks) and props allowed. The maximum wholesale value allowed is \$50. Display space is limited to 30-inches wide and 30-inches deep, with no height restrictions. Entry must

be secure enough to withstand touching and handling by judges.

Prizes for Student Division Category:

1st – \$75 & Plaque

2nd – \$50 & Plaque

3rd – \$25 & Plaque

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



2011 GLFE – Retail Shop Dinner Tour

A Night of Good Friends, Good Food and Great Flower Shops!



Friday, March 4, 2011 • Additional fees apply

The always-popular Retail Shop Dinner Tour remains a highlight of the Great Lakes Floral Expo. This is an early sell out, so sign up today. Explore four fantastic Grand Rapids-area MFA member shops who will “wine & dine” attendees as they open their doors on this special evening. Tour hostess will again be the charming Kathy Petz, AAF, CF, PFCI. As you board the deluxe motor coach with floral friends, embark on an evening to remember with food, fun and great ideas. This is a not-to-miss event, so make your reservations today!

Tour Itinerary

6:00 p.m.: Bus departs promptly from the Welsh Lobby at DeVos Place

6:15 p.m. Arrive: DESIGNING DREAMS

4335 Lake Michigan Drive, Suite A, Grand Rapids, MI 49534

ontact: Tonja VanderVeen, AIFD, CF, CFD, CPF

Phone: (616) 735-3660

www.designingdreamsllc.com



Horsd'oeuvres & Beverages

Designing Dreams has been successfully serving brides for more than 20 years. From modest beginnings in the late 1980's, the family-owned shop has grown and is presently located in the Grand Rapids/Walker area. Designing Dreams' main focus is to serve brides and special events. The business moved to a new larger location just last year and is benefiting from an opportunity for more walk-in traffic. As brides look at the many ideas for their ceremony and reception, they also can order invitations, linens and tuxedos. Tonja and staff pay special attention to giving brides the VIP treatment while in their store. A fresh flower market is an addition since moving to this location, where a customer can choose a single bloom or a custom-made bouquet. Kidzblooms is another feature of Designing Dreams, where kids can come into the showroom to learn how to take care of flowers and then make an arrangement to take home. Hosting birthday parties/girls night out events are additional offerings at Designing Dreams.

7:00 p.m. Arrive: BURGETT FLORAL

868 Fuller Ave NE, Garnd Rapids, MI 49503

Contact: Nancy Butts, CF

Phone: (616) 456-1999

www.burgettflorist.com



Horsd'oeuvres and Beverages

Burgett Floral is proud to welcome the 2011 Michigan Floral Retail Tour. This year marks their 65th year in business and 10th year in their “new” building. Nancy (second generation) her son Bill, and his wife Carol

(both third generation) also are celebrating their 19th year operating the business together. With more than 3,500-square-feet of space, they feature a design area with a movable floor plan, a large green plant section, and the “create-your-own-bunch” concept in the walk-in cooler (a customer favorite.) Their knowledgeable and experienced staff builds the confidence that keeps customers coming back – from generation to generation.

8:00 p.m. Arrive: KENNEDY'S FLOWERS

4665 Cascade Road SE, Grand Rapids, MI 49546

Contact: Lori Haveman

Phone: (616) 956-6747

www.kennedyfloral.com



Salad

Kennedy's Flowers & Gifts a locally owned and operated shop, and has been part of the floral industry for more than 79 years. They have one of the largest gift shops in the greater Grand Rapids area, featuring gifts including a large selection of Brighton, Vera Bradley, Company C rugs, home decor items and more! Kennedy's has developed a distinctive personalized range of designs to cover style trends from traditional to contemporary. All designs are created with an extraordinary selection of flowers imported from around the world.

9:00 p.m. Arrive: EASTERN FLORAL & GIFTS

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Phone: (616) 949-2200

www.easternfloral.com



Main Course Dinner and Dessert

Eastern Floral welcomes the Michigan Floral Association to their newest location inside the Goei Center. The building features 25,000-square-feet for Eastern Floral's contemporary new headquarters, which includes its production and distribution center, event space for the public and the International Center for Entrepreneurial Excellence, a 6,000-square-foot collaborative, low-rent incubator for small businesses. Eastern Floral has been a significant part of the West Michigan community for more than 60 years. Family owned and operated, Eastern Floral is committed to offering only the finest floral designs, plants, gift items and much more, backed by service that is friendly and prompt. Their talented Master Designers offer distinctive, personalized arrangements that range from traditional to elegant, modern and beyond. With recognition as a Top 50 Teleflora florist, voted “TOP Florist” in 2010 by *Grand Rapids Press* readers, and a constant commitment to exceed customer expectations, Eastern Floral stands out as one of the nation's leading floral retailers.

This is an estimated time schedule for the evening.



2011 GLFE – Navigational Tools

Banquet, Books, Bids, Showcase

Would you like the possibility to explore Brazil? Then don't miss the President's Recognition Banquet!

Saturday, March 5, 2011, in the stunning Pantlind Ballroom at the Amway Grand Plaza Hotel.

Additional fees apply

President's Reception

Time: 6:00 p.m. – 6:45 p.m.

Recognition Banquet and Industry Awards Ceremony

Time: 7:00 p.m. – 9:00 p.m.

This is the night all your floral friends dress up in their finest attire, mingle in a breathtakingly beautiful ballroom, enjoy delicious food and drinks, and honor MFA's best with the 2011 Industry Awards. You are cordially invited to the Michigan Floral Association's version to the Academy Awards!

Expect the spectacular as Gary Wells, AIFD, CFD, and his team of professional designers and student designers from Technical Schools around Michigan create "A Night in Rio!" This will be décor to marvel at, with Rio Roses partnering with Nordlie Inc. as product sponsors for a beautiful event.

An array of Industry Awards will be bestowed by the MFA and new inductees into the prestigious Certified Florist program will be recognized. This event only comes once a year, so book your ticket now! See you in Rio!

Exploring the Power Between the Covers: MFA Book Fair

Saturday, March 5, 2011 • Time: 9:00 a.m. – 5:00 p.m.

Sunday March 6, 2011 • Time: 8:00 a.m. – 3:30 p.m.

Location: Welsh Lobby

Information is power, and this year's Book Fair is loaded with power. The mix of books offers treasures for everyone in your shop – the latest design styles and helpful how-to techniques for designers, and dynamic business building ideas for shop owner. And oh yes, the prices are hard to beat. All profits from the MFA Book Fair benefit the MFA Education Fund.

It's a Win-Win at the Silent Auction

Saturday, March 5, 2011 • Time: 9:00 a.m. – 5:00 p.m.

Sunday March 6, 2011 • Time: 8:00 a.m. – 3:30 p.m.

Location: Steelcase Ballroom A

Discover great bargains: floral supplies, floral products, unique gifts, gift certificates, services and more. It's a win-win for you

and someone else. You win by getting the bargain and 100 percent of the proceeds go to the MFA Scholarship Fund. Because of you, someone else wins! The fund provides MFA-sponsored educational programs, including the Great Lakes Floral Expo and related expenses, MFA testing and certification for deserving florists. In 2010, seven scholarships were granted. Please call Silent Auction Chairman Jim Schmidt at (800) 777-9945, or the MFA office at (517) 575-0110, to donate a service or product. Helping hands like yours are needed.

AIFD Showcase

Location: Welsh Lobby, open all weekend



The 2011 show will again showcase dazzling full-scale floral designs and installations of inspiring works by North Central AIFD members. Each crème de la crème designer creates a floral feast of flowers with rich colors, fragrances and textures that will be on display the entire weekend. This experience is a favorite for both florists and the flower-loving public.

CF Showcase

Location: Welsh Lobby, open all weekend



Certified Florists will be displaying a wonderful floral exhibit for the entire weekend. This is to inspire all of us designers... to further our education and also to teach the public what these credentials mean and why to buy from a professional retail florist shop. This will be a display not to miss!

2011 Student Designer Contest & Showcase

Saturday March 5, 2011 • Time: 2:30 p.m. – 3:30 p.m.

Location: Secchia Foyer

At this event, you will be inspired by the phenomenal display of creativity and excellence of our student designers. It's their opportunity for well-deserved special recognition, along with that for their instructors. It's your opportunity to personally meet and greet each student designer as they stand by their design. Be sure to admire the arrangements and discover our budding florists, our industry leaders of tomorrow.

It's Saturday Night Live... In Grand Rapids!



Discover the cool hot spots in downtown Grand Rapids after the Recognition Banquet for a night of fun! Endless venues about town offer something for everyone to enjoy. Explore Grand Rapids' new Web site at www.grnow.com, and discover all the possibilities for fun with your peers and friends.



2011 GLFE – Tradeshow Marketplace

Tradeshow Marketplace

Explore for Treasures at the Tradeshow Marketplace
Saturday March 5, 2011 • Open Hours: 9:00 a.m. - 5:00 p.m.
Sunday March 6, 2011 • Open Hours: 8:00 a.m. - 3:30 p.m.
Location: Steelcase Ballroom A

Explore the Marketplace where – booth after booth – you can browse or purchase the latest in cut flowers, plants, decorative items, floral hardgoods and service providers. You'll appreciate the opportunity for unhurried conversations with the vendors who are there to assist you as you explore treasures for profit. Remember, it's crucial to support these good people who make the Expo possible.

NEW THIS YEAR! MFA will be hosting a scavenger hunt on the Tradeshow Floor! Each attendee will have a card listing the show vendors, and after exploring each booth will get a stamp on the card. Return the completed card to the MFA registration desk and it will be entered into a drawing. The grand prize is cold hard cash, and the winner will be drawn Sunday, March 6, 2011, at 2:00 p.m. on the Main Stage in Steelcase Ballroom A. The prizes shown in the treasure chest will be given away throughout the afternoon.



These prizes will be given away all afternoon, with a grand prize of cold hard cash! Don't miss out on this exploration or the possibilities – cash and prizes!

Product Reviews

Presented by: Bobbi Ecker-Blatchford, AAF, AIFD, CFD, PFCI
Saturday March 5, 2011 • Time: 2:00 p.m. – 3:30 p.m.
Location: Steelcase Ballroom A

Join your tour guide, the ever-popular Bobbi, for a tour on the tradeshow floor. Booth to booth, Bobbi will be introducing this year's brand-new treasures. Discover new, clever, unique and sellable ways to use the exhibitor's merchandise.



Bobbi Ecker-Blatchford is a designer's designer, a florist's florist and a spokesperson for many floral-related companies, such as Ferntrust growers of Florida. Her Chicago-based company, the Flora Pros, works both with the floral industry and consumers to promote flowers & floral products. Honored in 2009 by the MFA with the Lifetime Achievement Award, she holds a multitude of industry awards: the American

Institute of Floral Designers Award of Distinguished Service to the Floral Industry, and the most prestigious Award of "Fellow" of AIFD, plus the Tommy Bright Award by SAE, to name a few. In 2010, the International Floriculture Show in Miami Beach, FL, was the venue for the unveiling of a rose named in her honor. She called this a most exhilarating experience and one of the most memorable events in her lifetime.

Kick Back at the Coffee Café

Sponsored by: The Michigan Horticultural Industries Self-Insured Workers Compensation Fund.

www.mhifund.org

Discover the rest stop on the Tradeshow Floor. Stop by, rest your feet, chat with friends, check the message board and enjoy a cup of coffee.

MFA Annual Meeting

Sponsored by: The Michigan Horticultural Industries Self-Insured Workers Compensation Fund.

Sunday March 6, 2011 • Time: 8:00 a.m. – 8:30 a.m.

Location: Stage Ballroom A

www.mhifund.org

This is the time to see and hear what your association has been up to over the past year and find out how we plan to chart our course in the coming year. Meet members of the MFA staff and Board of Directors as you enjoy a free continental breakfast.

Thanks for all the Possibilities! The Michigan Floral Association would like to thank these fine sponsors for making the 2011 Great Lakes Floral Expo possible:



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- John VanderSalm, VanderSalm's Flower Shop, Kalamazoo

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GLFE 2011 SCHEDULE AT A GLANCE

COLOR KEY:

Green: Business Sessions
 Blue: Hands-On Sessions
 Purple: Main Stage Shows
 Orange: Retail Shop Dinner Tour
 Red: MFA President's Banquet and Industry Awards Ceremony
 *Not included with weekend pass.

MFA Great Lakes Floral Expo March 4, 5, 6, 2011

Friday, March 4, 2011

8:00 a.m. - 8:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: Rick Rivers & Ryan Freeman – Marketing Secrets for Today's Florist	River Overlook AB
9:30 a.m. - 4:30 p.m.	*Hands-On Session: J. Schwanke – Exploring your Flower Potential: Flower Industry Secrets Revealed!	River Overlook EF
12:00 noon - 9:30 p.m.	Retail Cart (Store) Open Hours	Grand Gallery
4:00 p.m. - 6:30 p.m.	Design Contest Registration	Welsh Lobby
6:00 p.m. - 11:00 p.m.	*Retail Shop Dinner Tour	Welsh Lobby
7:00 p.m. - 8:15 p.m.	*Hands-On Session: Frank Feysa – FFA Student Certification Test Preparation	River Overlook EF

Saturday, March 5, 2011

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
9:00 a.m. - 5:00 p.m.	Tradeshow Open	Steelcase Ballroom A
9:00 a.m. - 5:00 p.m.	Silent Auction	Steelcase Ballroom A
9:00 a.m. - 5:00 p.m.	MFA Book Fair	Steelcase Ballroom A
9:00 a.m. - 9:45 a.m.	Business Session: Carol James – Exploring Possibilities with The Surepin™	River Overlook C
9:15 a.m. - 10:15 a.m.	Business Session: Ryan Freeman – Site Review and SEO Session 1	River Overlook AB
9:00 a.m. - 11:30 a.m.	Hands-On Sessions (Choose One) • *Hand-Tied Wedding Bouquet Possibilities: Keith White • *Exploring Bridal Events: John Hosek • *Profit Possibilities for Every Day Designs: Bill Taylor	River Overlook D River Overlook E River Overlook F
10:00 a.m. - 9:30 p.m.	Retail Cart (Store) Open Hours	Grand Gallery
10:00 a.m. - 10:45 a.m.	Business Session: Jerome Raska- Lion Ribbon: Alive with Possibilities!	River Overlook C
10:45 a.m. - 12:00 noon	Main Stage Design Show: J. Schwanke – Sympathy Success... The Secrets You're DYING to Know!	Steelcase Ballroom A
10:45 a.m. - 12:00 noon	Business Session: Ryan Freeman – Site Review and SEO Session 2	River Overlook AB
11:00 a.m. - 11:45 a.m.	Business Session: Amy Smith – Grow Your Business With Branding	River Overlook C
12:00 noon - 2:00 p.m.	*Lunch Buffet	Steelcase Ballroom A
12:30 p.m. - 2:00 p.m.	Main Stage Design Show: Designer of the Year Run Off – with emcee Jerome Raska	Steelcase Ballroom A
2:00 p.m. - 3:30 p.m.	Product Review: Product Reviews: Bobbi Ecker-Blatchford	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Student Recognition	Secchia Foyer
1:00 p.m. - 3:00 p.m.	Business Session: Bob Williams – Exploration of Trends Facing the Floral Industry	River Overlook AB
3:30 p.m. - 4:45 p.m.	Main Stage Design Show: Loann Burke – Exploring the Past, Present and Future of Wedding Design	Steelcase Ballroom A
3:30 p.m. - 5:00 p.m.	Business Session: Rick Rivers – Marketing in Today's Climate	River Overlook AB
6:00 p.m. - 6:45 p.m.	*President's Reception	Pantlind Ballroom
7:00 p.m. - 9:00 p.m.	*Recognition Banquet and Industry Awards Ceremony	Pantlind Ballroom
9:00 p.m. +	*Grand Rapids Nightlife (on own)	Downtown GR

Sunday March 6, 2011

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 8:30 a.m.	Annual Meeting MFA and continental breakfast	Steelcase Ballroom A
8:00 a.m. - 3:30 p.m.	Tradeshow Open	Steelcase Ballroom AB
8:00 a.m. - 3:30 p.m.	Silent Auction	Steelcase Ballroom A
8:00 a.m. - 3:30 p.m.	MFA Book Fair	Welsh Lobby
8:30 a.m. - 9:30 a.m.	Business Session: Ryan Freeman – Hidden Sales Possibilities in Facebook	Steelcase Ballroom A
9:00 a.m. - 11:30 a.m.	Hands-On Sessions (Choose One) • *Sympathy Success Designs: J. Schwanke • *Exploring Possibilities with Wedding Bouquet Holders: Loann Burke	River Overlook D River Overlook E
10:00 a.m. - 12:00 noon	Business Session: Rick Rivers – Exploring the Affluent Market	River Overlook AB
10:30 a.m. - 12:00 noon	Main Stage Design Show: John Hosek – RSVP Required	Steelcase Ballroom A
11:00 a.m. - 6:00 p.m.	Retail Cart (Store) Open Hours	Grand Gallery
12:00 noon - 2:00 p.m.	*Lunch Buffet	Steelcase Ballroom A
12:30 p.m. - 1:45 p.m.	Main Stage Design Show: J. Keith White – Every Day Flowers for Today Possibilities	Steelcase Ballroom A
1:45 p.m. - 3:15 p.m.	Business Session: Laura Parker – The Business Rounds Tables	River Overlook AB
2:15 p.m. - 3:30 p.m.	Main Stage Design Show: Bill Taylor – Exploring the History of Floral Design	Steelcase Ballroom A
3:30 p.m.	Silent Auction Bids Closed	Steelcase Ballroom A
3:30 p.m. - 12:00 midnight	Exhibitor Move Out	Steelcase Ballroom A

MFAEVENTS

Michigan Floral Foundation 2010 Hall of Fame Induction

On October 5, the Michigan Floral Foundation (MFF) inducted Eastern Floral Company founder Frank A. DeVos into its Hall of Fame at the "New" Eastern Floral and Goei Center at 818 Butterworth SW, Grand Rapids, MI 49504.

The evening featured a reception and dinner followed by the induction ceremony. The ceremony was emceed by current Eastern Floral Co. owner and Republican candidate for the State House of Representatives, Mr. Bing Goei, and featured commentary from Mr. DeVos's cousin and co-founder of Amway, Mr. Richard DeVos, as well as Grand Rapids Mayor Heartwell, and Kentwood's Mayor Root.

One of the many highlights of the evening was a DVD presentation by Mr. DeVos, entitled "The Power of Flowers," where he stated, among other things, that flowers have more power than an engine in an automobile, locomotive or even an airplane.

"All my life, I have been amazed at the power that these gifts from God have on a person's well being," DeVos said. "I have been blessed and fortunate to have had the opportunity to work with such beautiful products and to serve the Lord with his gifts that he has provided."

Mr. DeVos said he is humbled and honored by his induction

into the Hall of Fame.

"It was so special to have my family, former employees and industry members together for a nice evening," he said. "The well wishes and kind words from everyone have been truly overwhelming."



Jeanette Gaudreau-Ballien, MFF Chairwoman presents award to Frank DeVos.

Photo by SquareShooter Photography, www.myspace.com/squareshooter

Special Thanks

The MFF would like to give special thanks to the following corporate sponsors (listed alphabetically) for their gracious support of the Foundation and the Hall of Fame dinner: • Eastern Floral & The Goei Center • FTD • Nordlie, Inc • Smithers-Oasis • Teleflora • Van's Floral Products

Anyone wishing to honor Mr. DeVos through a donation to the MFF is welcome to do so. Donations are 100 percent tax deductible. Donations can be mailed to the MFF, P.O. Box 67, Haslett, MI 48840, or call (517) 575-0110 for more information.

The MFF periodically honors outstanding members of the floral industry who have mentored and inspired their fellow industry members. The Michigan Floral Foundation Hall of Fame has been established to record the contributions of those so honored. ✿



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DESIGNERSPOTLIGHT

Bright Burst of Beauty

BY DIANE BURGESS
MFA'S 2010 DESIGNER OF THE YEAR
DESIGNER AT BLUMZ... BY JR DESIGNS
IN DETROIT AND FERNDALE, MI

As a designer, I appreciate the benefits of working with flowers in many ways. Their beauty, color, contrast and scent always amaze me. They provide a variety of benefits to our clients as well, including comfort, cheer, love and surprise.

I created this vase of colorful, fragrant flowers because in Michigan, this time of year is pretty dreary, and we are all caught up in the holidays. Putting a brightly colored arrangement in the cooler is refreshing for me; it seems there is always that client who does not want a holiday arrangement. Combinations of primary and secondary colors work well to accomplish this. ✻



*Nordlie, Inc. of Warren, Flint, Grandville, MI
Cleveland, Newton Falls, Dayton, OH
Tampa, FL*



Photo by Al Cooley Photography – www.myspace.com/squashooter

NATIONAL NEWS

Teleflora Chairman Tom Butler Appointed AFE Chairman



standing of the issues the industry is facing today," said outgoing AFE chairman Harrison "Red" Kennicott, president of Kennicott Brothers in Chicago. "Tom's enthusiasm and passion for the industry is going to be

The American Floral Endowment (AFE) appointed Tom Butler, AAF, PFCI, chairman of Teleflora in Oklahoma City, as chairman of AFE during the organization's 50th Anniversary Commemorative Dinner in Orlando on September 22. Butler, who joined the AFE Board in 2006, also oversees its Development Committee and formerly chaired its Public Relations Committee.

Considered a preeminent industry authority, Butler has more than 40 years of experience in the floral industry, of which he has spent the last 25 with Teleflora and the American Floral Services (AFS), which Teleflora acquired in 2000. As chairman of Teleflora, he visits thousands of florists around the nation every year. His term as chairman of the AFE will be two years.

"I can think of no other person who has a greater under-

standing of the issues the industry is facing today," said outgoing AFE chairman Harrison "Red" Kennicott, president of Kennicott Brothers in Chicago. "Tom's enthusiasm and passion for the industry is going to be extremely valuable in helping industry members understand how the research funded, and scholarships provided, by AFE, are advancing the entire industry."

Kennicott will continue to serve on the Board of Trustees as past chairman for two years. In addition to Butler, the Board elected Paul Bachman of Bachman's Inc., to a two-year term as the chairman-elect. Jim Phillip, of Phillip's Flowers in Westmont, IL, continues the second year of his three-year term as treasurer/secretary.

AFE also welcomed new trustee Dr. Marvin Miller of Ball Horticultural Company in Chicago, who begins a three-year term. Miller, market research manager for Ball, has a B.S. in horticulture and a M.S. in Agricultural Economics from Purdue University, and a Ph.D. in Food and Resource Economics, with a major in Agricultural Marketing from the University of Florida. He has been with Ball since 1985. The focus of his research efforts involves the changing structure, conduct, and performance of the horticulture industry, with current emphasis on North American floriculture. ✿

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From left to right:
McKenna Brumby,
Amy Brumby,
Cole Brumby,
Lyonel Brumby,
Tom Butler,
Becky Butler,
Cameron Stark,
Evin Sayin and
Dustin Stark.

Mr. Tom Butler, AAF, PFCI, marries Ms. Becky Stark

On Sunday evening, October 17, 2010, Mr. Tom Butler, AAF, PFCI, chairman of Teleflora, married Ms. Becky Stark of Mildred's Flowers in Salt Lake City, UT. The couple's children each gave words of wisdom at the ceremony and Tom's grandchildren played a special part, Grandson Cole as the Best Man, and Granddaughter McKenna as the Flower Girl. The ceremony was held at La Caille (www.lacaille.com), a spectacular venue overlooking Salt Lake City. Close family gathered to help Tom and Becky celebrate this special moment in time.

CFREPORT

INMEMORIAM



Rick with his son, Zachery. The gang at Saginaw Valley said, "We will all miss Rick's smiling face."

Rick Zvara

On October 21, 2010, the floral industry lost a valuable asset. Rick Zvara, floral sales associate for Saginaw Valley Flower Exchange, passed away at 41. Rick was employed throughout his young life with various floral companies, including North Gratiot Rose Gardens, Keit's Greenhouse and Batschke Greenhouse, all located in Bay City, MI.

"Rick was a very dedicated employee to Saginaw Valley and dedicated his entire life to the floral industry," said Ken Kruska, manager of Saginaw Valley Flower Exchange.

Rick is survived by his wife, Connie, daughter Alexis, 10, and son Zachery, 2.

Donations will be accepted to help with the cost of funeral expenses and expenses incurred by the family at this difficult time. If you would like to make a donation, checks can be written out and mailed to the address below. Please write checks out to: Connie Zvara.

Please mail to: Ken Kruska, Saginaw Valley Flower Exchange, 1400 Tittabawassee Rd., Saginaw, MI 48604. ✿

Chairwoman's Report: CF a Pathway to AIFD



BY KATHY PETZ, AAF, CF, PFCI, CF CHAIRWOMAN



I am pleased to announce that the Certified Florist (CF) program has been approved as a pathway to the AIFD accreditation. If becoming AIFD is a goal, it's time to purchase your CF manual and start studying. The next test for CF is scheduled for Sunday, January 30, 2011, to be held at Michigan State University in East Lansing, MI. A Step to Certification class will be held at the MFA headquarters on January 12, 2011, for those who would like a little extra help with passing the exam. Sign up now to test in January and be inducted at the 2011 Great Lakes Floral Expo Recognition Banquet. I look forward to congratulating you and presenting you with your certificate and pin at the March induction ceremony. ✿

Kathy Petz is a senior national account director at Teleflora.

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Looking for a fun, easy and FREE way to network with fellow floral professionals and keep in touch with friends? Join Facebook today at www.facebook.com. The Michigan Floral Association has a group page on Facebook and we'd like you to join! You'll learn about upcoming Professional Education Center classes, view pictures from the Great Lakes Floral Expo, share tips and learn from industry professionals, and so much more. Have questions? E-mail Rod Crittenden at rod@michiganfloral.org to get started.



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Email: tom@mayesh.com
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3999CLR
Van's #292088
7.5" GARDEN VASE
PLAIN
Opening: 4.25"
12/Case



3952CLR
Van's #292301
7.28" SPRING GARDEN VASE
PLAIN
Opening: 3.375"
12/Case



3950AST
Van's #292298
7.28" PETITE VASE TRIO
PLAIN
Opening: 3.75", 2.375", 2.5"
12/Case



3907CLR
Van's #292087
8.5" GARDEN URN
PLAIN
Opening: 4"
12/Case



3104CLR
Van's #292294
8.5" GATHERING VASE
PLAIN
Opening: 4"
12/Case



3007CLR
Van's #295787
8.5" MARILYN VASE
PLAIN
Opening: 3"
12/Case



3005CLR
Van's #292216
9" RIO BUNCH VASE
OPTIC
Opening: 2.75"
12/Case



3002CLR
Van's #292192
9" RIO VASE
OPTIC
Opening: 5.375"
6/Case



3003CLR
Van's #292194
9.25" RIO CACHE VASE
OPTIC
Opening: 7.25"
6/Case



3020AST
Van's #292230
10" BOKAY VASE TRIO
PLAIN
Opening: 3.75", 4.625", 3.875"
12/Case



3905CLR
Van's #292086
10.25" GARDEN URN
PLAIN
Opening: 4.75"
6/Case



3008CLR
Van's #292217
10.5" RIO VASE
PLAIN
Opening: 5.5"
6/Case



3929CLR
Van's #292297
12" CONICO VASE
OPTIC
Opening: 6.5"
6/Case



3004CLR
Van's #292202
13.25" MING VASE
PLAIN
Opening: 5.5"
4/Case



3605CLR
Van's #292089
14" GRECIAN URN
PLAIN
Opening: 6.5"
6/Case



Alsip, IL
708-371-8000
Edina, MN
952-831-8008
South Bend, IN
574-282-2884
Indianapolis, IN
317-291-8267

Walker, MI
616-785-9500
Chicago, IL
773-254-0700
Doraville, GA
770-449-0100



3914CLR
Van's #295760
5" BUBBLE BOWL
PLAIN
Opening: 3.25"
12/Case




3967CLR
Van's #291722
6" BUBBLE BOWL
PLAIN
Opening: 4.25"
12/Case



3553CLR
Van's #293002
8" BUBBLE BOWL
PLAIN
Opening: 5.25"
4/Case



A person wearing a white button-down shirt is shown from the chest down, opening a cardboard box. The box is orange and has the word "FLOWERS" printed on it in a dark, serif font. The person's hands are visible, with one hand on the top of the box and the other near the opening. The background is dark and out of focus.

**They steal your customers.
They pilfer your profits.
Talk about an ugly floral
arrangement.**

Florists lose \$500 million every year to drop-shippers.

When it comes to your bottom line, there's nothing pretty about drop-shipping. That's why Teleflora is 100% committed to helping Save the Florists. This includes guaranteeing 100% of our orders are hand-arranged and delivered by independent florists like you. Visit savetheflorists.com.

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**SAVE THE
FLORISTS.**