

Volume III 2014

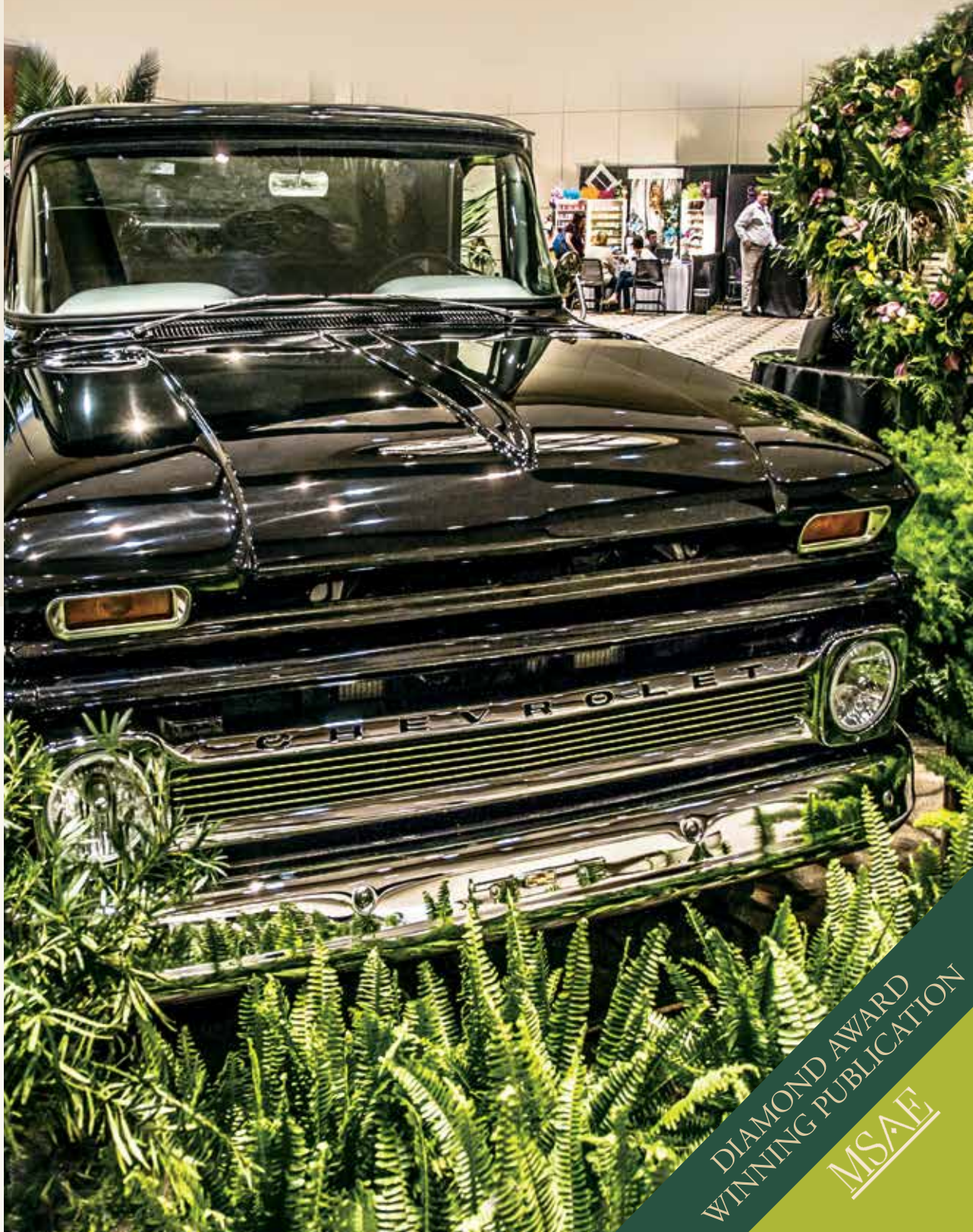
the professional florist

**Statistics
Show
2014 Expo
a Success**

**2014
Great Lakes
Floral Expo
Wrap-up**

**The
Changing
Sympathy
Business**

**2014
WUMFA
Convention
Wrap-Up**



DIAMOND AWARD
WINNING PUBLICATION

MSAÆ



QUALITY EDUCATION: A COMMUNITY COMMITMENT

2014 • Course Schedule

June 1-5 **Competition and Certification & Portfolio**

Jackie Lacey, AIFD, PFCI, CFD

September 7-9 **Celebrating Life Everyday**

Jackie Lacey, AIFD, PFCI, CFD

November 2-3 **Bling to Ching, Prom & More**

Jackie Lacey, AIFD, PFCI, CFD



Jackie Lacey



Donald Yim

2015 • Course Schedule

January 19-23 **Principles & Elements of Design**

Jackie Lacey, AIFD, PFCI, CFD

March 1-5 **Wedding Bliss and Party & Events**

Jackie Lacey, AIFD, PFCI, CFD

April 5-7 **Modern Twist on Everyday Designs**

Donald Yim, AIFD

June 7-11 **Competition and Certification & Portfolio**

Jackie Lacey, AIFD, PFCI, CFD



Scan this code with your smartphone to register today!



Hear what florists have to say about **Floriology Institute**

“ This has been the best learning experience for me! I am walking away today with more confidence in my floral design.

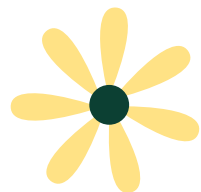
- Christopher Branham, CFD, Christopher's Creations – Middlesboro, KY

Can't say enough great things. The quality of everything from the instructor, Donald to group dinners is terrific. Thank you so much for the opportunity to come!

- Laura Kellogg, Laura's Garden – Chattanooga, TN ”

ACT NOW! To sign up or for more information about the Floriology Institute, contact us at

www.mybloomnet.net/floriologyinstitute.html or call 1-800-BloomNet (1-800-256-6663)



the professional florist

Volume III 2014

Cover Photography By
Monique Goch,
Moxxy Imagery & Photography,
(517) 410-1983,
www.moxxyimagery.com

Exhibit sponsored by the Florida
Leatherleaf Growers Alliance,
1963 Chevrolet pickup provided
by Dean Potter, Eaton Rapids, MI

- 4 Leadership Report**
4 Statistics Show 2014 Expo a Success
By Rod Crittenden, MFA Executive Vice President
- 2014 Great Lakes Floral Expo Review**
- 6 2014 Great Lakes Floral Expo Wrap-up**
By Teresa Cytlak, Chair, GLFE
- 8 GLFE Photo Essay**
- 10 2014 MFA Design Contest Winners**
- 11 The Expo Experience**
By Lorraine Miheli, CF and Sarah Paullin, CF
- 12 2014 MFA Industry Award Winners**
- 12 2014 Expo Prize Winners**
- 13 In Appreciation**

Sympathy Column
- 14 The Changing Sympathy Business**
By Tom Bowling, AIFD, PFCI
- Designer Spotlight**
- 17 Modern Sympathy Work**
By Libbie Deering, Vogt's Flowers, Grand Blanc, MI
2014 MFA Academy Winner
- CF Report**
- 18 CF News**
By Tim Latimer, CF, CF Chairman
- Hall of Fame**
- 19 The Michigan Floral Foundation will Honor G. Keith Crittenden**

Industry Info
- 20 SAF Launches PR Campaign in April**
SAF Congressional Action Days
SAF Hosts Retail Growth Solutions Conference
AIFD to Meet in Chicago, July 3-7
Applications Available Online for AFE Grants, Research Projects

Wisconsin and Upper Michigan Florists Association
2014 Annual Convention Review
- 22 WUMFA Convention Wrap-up**
- 23 2014 WUMFA Hall of Fame Award Winners**
- 24 2014 WUMFA Design Contest Winners**
- 25 In Appreciation**

Design Tip
- 26 Visible Mechanics**
By Marie Ackerman, AAF, AIFD, PFCI
- 26 Professional Education Center**
- 26 In Memoriam**
- 29 Business Card Ads**
- 30 Business Tip**
- 30 Classified Ads**



Michigan Floral ASSOCIATION

1152 Haslett Road, P.O. Box 67, Haslett, MI 48840
(517) 575-0110 • (517) 575-0115
rod@michiganfloral.org
www.michiganfloral.org

MFA Staff

Executive Vice President: Rodney P. Crittenden
Executive Assistant: Cindy S. Ching, AIFD, CF

MFA Board of Directors 2014

President: Bob Patterson
Patterson's Flowers, Big Rapids, Cadillac & Reed City, MI
Vice President: Tim Timinski
Floracraft Corp., Ludington, MI
Treasurer: Kevin Adamo
Country Lane Flowers, Howell, MI
Immediate Past President: Alice Waterous, AIFD, CF,CFD,PFCI
Floral Consultant, Grand Haven, MI
Executive Vice President/CEO/Secretary: Rodney P. Crittenden
Michigan Floral Association, Haslett, MI

Directors-At-Large

Bob Patterson
Patterson's Flowers, Big Rapids, Cadillac & Reed City, MI
Chris McGahey
Nordlie, Inc., Flint, MI
Janice Curran
Teleflora, Grand Rapids, MI

Regional Directors

- R1: Debbie Custer
Wedding Celebrations and Creations, Canton, MI
- R2: Debbie Royal, AIFD, CF, CFD
Royal Expressions, Blissfield, MI
- R3: Teresa Cytlak
Ridgeway Floral, Three Rivers, MI
- R4: Alice Waterous, AIFD, CF, CFD, PFCI
Floral Consultant, Grand Haven, MI
- R5: Jeanette Gaudreau-Ballien
Gaudreau the Florist, Ltd., Saginaw, MI
- R6: Tim Timinski
FloraCraft Corp., Ludington, MI

Publications Committee

Bob Patterson
Patterson's Flowers, Big Rapids, Cadillac & Reed City, MI
Teresa Cytlak
Ridgeway Floral, Three Rivers, MI
Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI
Blumz...by JRDesigns, Detroit/Ferndale, MI
Jeanette Gaudreau-Ballien
Gaudreau the Florist, Ltd., Saginaw, MI
Alice Waterous, AIFD, CF, CFD, PFCI
Floral Consultant, Grand Haven, MI
Janice Curran
Teleflora, Grand Rapids, MI
Colleen Siembor
Cardwell Florist, Livonia, MI

Publisher: Rodney P. Crittenden
Advertising Director & Sales: Rodney P. Crittenden
Editor: Barbara Gilbert
Graphic Design: Joe McGurn
Photographer: Al Cooley -www.alcooley.com
Printing: Village Press Publications

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.

LEADERSHIPREPORT

Statistics Show 2014 Expo a Success

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



By all accounts the 2014 Great Lakes Floral Expo was another successful event for the attendees and your

Michigan Floral Association. I've had many compliments from the attendees this year. From the quantity and quality of the business sessions, to the inspirational design shows, to the interactions and business that took place on the show floor, time was well spent at the GLFE.

Let's take a look at how the raw numbers compared from 2013 to 2014. We had a total attendance of 394 in 2014. This is 60 less than 2013, but actual buyers and designers were up slightly. Here is the actual breakdown 2013 vs. 2014.

Buyers and Designer/Employees, 2013 (295) 2014 (306): We still need to keep growing this number but over all it is stable. When you think about it, it's pretty great we can affect this many people in a positive manner in just two and half days. This is 306 industry leaders recharged, inspired and at the forefront of the floral industry ready to better serve their customers and communities.

Exhibitors, 2013 (99) 2014 (58): A decline of 41 people. We actually had more exhibits but the companies just brought fewer representatives. This year many companies had to split representatives between attending the Northeast Floral Expo, the Illinois State Florists Association convention and SAF committee meetings

in Washington DC, all taking place this same weekend.

Students, 2013 (60) 2014 (50): This year we didn't have as many students due to the overlap with Illinois and the FFA state convention taking place in Lansing the same weekend. We will try to avoid these conflicts next year but sometimes it is unavoidable.

So, as you can see from a numbers standpoint, I think 2014 can be declared a success.

One other topic I'd like to cover that scored high on the attendee survey is, **"Why is the convention always in Grand Rapids?"**

The answer is that when compared to other locations, Grand Rapids works well logistically and it's profitable for the Association. For attendees Grand Rapids is an easy three hour or less drive for florists in Detroit, Chicago, Indianapolis, Toledo, South Bend, and Northern Michigan. It is under one and a half hours for florists in Lansing, Kalamazoo, Battle Creek, Jackson, and on Michigan's west coast.

From an operational standpoint it's great having an indoor heated loading dock for the exhibitors, with an adjacent large workroom for the designers and state of the art convention/exhibit space and meeting rooms, all connect via the covered, heated skywalk to the four-star Amway Grand Plaza Hotel. Not a bad set up that has yet to be duplicated anywhere in Michigan.

I've looked at facilities in the metro Detroit area to no avail. The old Hyatt Regency in Dearborn, currently the Adoba Hotel Dearborn, would work but unfortunately the property is going through a major internal squabble according to an article published in the 3/16/14 issue of Crain's Detroit Business.

The article reports Royal Realities LLC, a group of undisclosed Israeli investors

that owns the hotel, is attempting to terminate its management agreement with Atmosphere Hospitality Management Services Inc., which has operated it under its own brand as the Adoba Hotel Dearborn/Detroit since fall 2012 while negotiating to buy it. The two companies are currently in US District court trying to work out an agreement. The article also reports the property is millions in debt and consultants question whether the hotel can even be profitably operated at this point.

Others have asked about the Rock Financial Showcase in Novi as a potential site. This location would definitely have the exhibit space needed for the GLFE but unfortunately it comes with some drawbacks that we don't have in Grand Rapids. The major one is lack of onsite overnight rooms. True, they just opened a Hyatt Place next to the exhibit hall but this would not be near large enough to accommodate all the guests that attend the Expo. It only has 110 total rooms; currently we are booking 150-175 on peak nights. It would increase cost to contract shuttle buses for attendees that would be forced to stay at off site properties and would be less convenient for those attendees. Also there are no covered, loading docks for exhibitor move in and out.

There are many obstacles and challenges that come into play when planning an event like the GLFE. I am always open to exploring new ideas and options so please give me a call or send me an email if you have any suggestions.

For now we have found a home in Grand Rapids. If you haven't been to the Great Lakes Floral Expo in Grand Rapids, I would invite you to plan now to attend in 2015, you won't be sorry. Floral Fantasy, the 2015 GLFE, is being planned for March 6-8. Watch the MFA website and eblast for more details in the near future. ✿

Kennicott offers:

- Farm-direct flowers, holiday greens & plants
- Design-led, decorative floral accessories
- Personalized service from industry experts
- Daily delivery to most locations

Ask about our **NEW** online store for Dutch flowers:



NEW ITEM: Renzi Stands



Made from reclaimed Mango wood collected in Indonesia, Accent Décor's new Renzi stands command the spotlight! Local artisans actually hammer the bowls into shape using old oil drums. Available in May!

If you need the WOW-factor...

...we're the WOW-factory.

Since 1881 Kennicott Brothers Company has provided the "WOW factor" by staying ahead of trends and pushing the quality of its flowers to new standards.

Make your events something they'll be talking about for years to come... visit any of our 11 locations and see the "WOW factor" for yourself.

Grand Rapids, MI (616) 785-9500

South Bend, IN (574) 282-2884

Indianapolis, IN (317) 291-8267

Chicago, IL (312) 492-8200

Alsip, IL (708) 371-8000

Aurora, IL (630) 896-1091

Elk Grove, IL (847) 734-8650

Waukegan, IL (847) 244-3110

Twin Cities, MN (952) 831-8008

Milwaukee, WI (414) 443-1100

Atlanta, GA (770) 449-0100

www.kennicott.com



2014GLFEREVIEW

2014 Great Lakes Floral Expo Wrap-up

BY TERESA CYTLAK, CHAIR, GLFE



The 2014 Great Lakes Floral Expo It's All About Flowers! hosted floral professionals from Michigan, Indiana, Ohio, and

as far away as Manitoba, Canada, for three days of learning, shopping and meeting newcomers as well as old industry friends.

The exciting weekend meeting, held at DeVos Place in Grand Rapids, Michigan, started with two all day classes. Bookkeeping guru Paul Goodman, CPA, MBA, covered an array of subjects on the day to day operations in a flower shop. For designers an exciting hands-on workshop with Debra De La Flor, AIFD, PFCI, featured the latest in wedding work. In the evening with music playing and lots of inspiration the FFA students had fun while learning new techniques from the very energetic and creative Angela Christie, CF.

"Prom Designs for Digital Natives" showed the audience how use zip ties, feathers, wire, and duct tape in prom corsages, necklaces, boutonnieres and hair accents. FloristWare sponsored Doug Bates, CF, in his one of a kind show.

Friday evening also kicked off the design contest which provided the perfect opportunity for students, professionals and academy designers to create and display their ideas. Then it was Surprise....Surprise!!! Contestants had 30 minutes to create an arrangement out of flowers and hard goods; just like making a design for an order in our own stores.

Saturday morning attendees as well as the public saw dramatic displays created by talented AIFD and CF designers. The arrangements of monochromatic color schemes in unique vessels were located in the lobby at the trade show entrance.

First up on the main stage Saturday morning was a presentation by the Florida Leatherleaf Growers Alliance with Alice Waterous, AIFD, CF, PFCI; Bobbi Ecker-Blatchford, AAF, AIFD, PFCI, and Kim Herbers promoting Buy American!

Next on the main stage was the Designer of the Year Run Off. The top five design contest winners vied for the award creating individual designs from identical surprise packages. The winner, Derek Woodruff, AIFD, CF, was announced at the recognition banquet sponsored by Teleflora, Smithers-Oasis and the California Cut Flower Commission.

Smithers-Oasis sponsored designer Neville MacKay, CAFA, PFCI, presented a design show that was informative, inspiring and very, very entertaining! As Neville puts it, "You Only Get Married ONCE...at least this way!"

Saturday evening Skeeter Parkhouse and committee decorated the banquet tables in different design styles. Connie Duglin Linens help round out the tables by providing the beautiful chair covers and linens.

President Bob Patterson, Patterson's Flowers, Inc, welcomed banquet attendees. Teresa Cytlak, Ridgeway Floral and Gifts, 2014 Chairperson told how flowers industry friendships, and MFA inspired the conference theme. Paul Goodman, CPA, MBA, gave the invocation for the evening; Jeannette Gaudreau-Ballien, Gaudreau the Florist, Ltd., spoke on the Michigan Floral Foundation, and Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, announced the design contest award winners along with the Chuck

Bannow winner, Leanna Gearhart-Theye AIFD, CF.

Alice Waterous, AIFD, CF, PFCI, and Bobbi Ecker-Blatchford, AAF, AIFD, PFCI, handed out awards to contest winners, retailer and wholesaler of the year, young person of the year, retail and wholesale employee of the year, CF volunteer of the year, lifetime achievement and special recognition awards.

The evening included the induction of new members with the rank of Certified Florist. Those becoming CF have passed testing to certify their overall knowledge of floristry and what it takes to be a successful professional florist.

Bloomnet President Mark Nance, AAF, presented the MFA Past Presidents Floriology Institute Scholarship to Lea Kuklinski, CF, Fruit Basket Flowerland, Grand Rapids.

Sunday morning Barry Gottlieb started our early morning off with how to keep our work/life in balance while attendees enjoyed the complimentary continental breakfast sponsored by the MHI Work Comp Fund.

Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, sponsored by Syndicate Sales, presented a plethora of sympathy designs for the traditional funeral service or cremations, using plants, planters and keepsakes ideas. He showed how to take the ordinary and make it extraordinary by adding product we carry in our stores every day. There were also suggestions for building strong relationships with funeral homes.

Darla Pawlak, AIFD, CFD, PFCI, sponsored by Teleflora, designed permanent botanicals for the home. Using vignettes, pictures, furnishings and accessories from Nordlie Inc, she shared her knowledge of creating beautiful permanents in today's color trends and looks.

2014GLFEREVIEW

Debra De La Flor, AIFD, PFCI, sponsored by FTD, took the main stage with Weddings with Personality. Colors, styles, trends and luscious flowers filled the stage. Whether the bride was looking for something small or something grand, her designs gave inspiration to help make your bride's day special and beautiful.

Donald Yim, AIFD, CFPD, sponsored by

BloomNet ended the conference weekend with a modern twist on everyday designs. Unconventional designs using colored Oasis®, glitter, chopsticks and simple blooms provided ideas for unperceived value when designing. He definitely showed attendees how to design out of the box.

The Expo included seven hands-on classes, seven workshops, fourteen business

sessions, a book fair, silent auction, Find the Daisy contest, Ipad and flat screen giveaways.

Twenty seven committee chairs and vice chairs, many volunteers, fifteen sponsors, seventeen presenters and many, many volunteer hours by people made this a weekend for inspiration, education, networking, enjoying friendships and making new friends. ✿

Welcome New MFA Members!

ACTIVE RETAIL MEMBERS

BEADS & BLOOMS – COLTON AND SHIRLEY GREGORY

78 N. Jebavy Dr.
Ludington, MI 49431
Phone: (231) 425-4133

Website: www.beadsandblossomsflorist.com

PARK LANE FLORIST – STEVEN ALMAN

426 S. Burdick St.
Kalamazoo, MI 49007
Phone : (269) 226-9059

Website: www.parklaneflorist.com

RANDOLPH CAREER AND TECHNICAL CENTER

17101 Hubbell St.
Detroit, MI 48235
Phone: (313)-494-7100

ACTIVE WHOLESALE MEMBER

GAJE WHOLESALE FLORAL SUPPLY & GREENERY – JILL AND GEORGE KOPACKE

31003 Industrial Rd.
Livonia, MI 48150
Phone: (734) 855-4440

Website: www.gajewholesalefloral.com

OUT OF STATE MEMBERS

SCHNEIDER'S FLORIST – BILL ARDLE

633 N. Limestone St.
Springfield, OH 45503
Phone: (937) 323-4634

Website: www.springfieldohioflorist.com

NASSELQUIST JEWELLERS/ ORMISTON FLORIST – TREASURE DANELIUK

68-A Main St.

Flin Flon, Manitoba, Canada R8A 1J8
Phone: 1 (204) 687-4663

Website: www.nasselquistjewellers.com



When you need to
share a comforting thought...

DWF FLINT

- Vibrant Colors
- Abundant Varieties
- Exceptional Quality & Care
- Order Accuracy & Special Delivery



Where our customers, partners
and employees flourish

5100 EXCHANGE DRIVE
810.733.5100 or 800.669.4393
dwfwholesale.com/locations/flint/

2014GLFEREVIEW

2014 Great Lakes Floral Expo



1. Debbie Royal, AIFD, CF, Royal Expressions Flowers & Gifts, Blissfield, MI.
2. Alice Waterous, AIFD, CF, PFCI, Waterous Floral Consultant, Grand Haven, MI; Bobbi Ecker-Blatchford, AAF, AIFD, PFCI, The Floral Pros, Watervliet, MI; Kim Herbers, Saginaw Valley Flower Exchange, Saginaw, MI.
3. Prom work by Doug Bates, CF, Designs by Vogt's, Sturgis, MI.
4. The MFA retail store at the Home and Garden Show.
5. Mark Nance, AAF, BloomNet, Carle Place, NY.
6. Rod Crittenden, MFA Executive Vice President and Wayne McNaughton, Kennedy's Flowers, Grand Rapids, MI.
7. Marcus Bustamante, Rosaprima, Cumbaya, Ecuador; Gino Peragine, and Chris McGahey from Nordlie Inc. with speaker Barry Gottlieb, Rosaprima, Cumbaya, Ecuador.
8. Kate Holton, Ludemas Floral & Garden, Grand Rapids, MI.
9. Student Erin Wojciak.
10. Jennifer Strickland, Alpha Fern; David Register, FernTrust, Seville, FL and Ketih Dougan, Ronald Jones Fernery, Pierson, FL.





11



12



13



14



15



16



17



18



19



20



21



22



23

- 11. Sarah Boetsma, left, and Karen DeJonge, right, of Picket Fence Floral & Design, Holland, MI, with Paul Sawyers CF, Blumz...by JR Designs, Detroit, MI.
- 12. Lorraine Miheli, CF, and Sarah Paullin, CF, Floral Garden Florist, Mansfield and Ashland, OH.
- 13. Ron Thompson, Royal Expressions Flowers & Gifts, Blissfield, MI, and Teresa Price, Regency Group, East Lansing, MI.
- 14. Student Cynthia Mathis at the corsage bar.
- 15. Katie and Red Kennicott, AAF, left, with Kathy Petz, AAF, CF, PFCI of Teleflora.
- 16. Karen Bates, Designs by Vogt's, Sturgis, MI.
- 17. Lea Kuklinski, CF, Fruit Basket Flowerland, Comstock Park, MI
- 18. Megan Sturms, Tom Gaunt and Conseulo Lovelady, Mayesh Wholesale, Romulus, MI.
- 19. Donald Yim, AIFD, CPF, West Van Florist, Vancouver, B.C., Canada.
- 20. Speaker Neville MacKay, CAFA, PFCI, My Mother's Bloomers, Halifax, Nova Scotia.
- 21. Penny Diephouse and Skeeter Parkhouse, Eastern Floral, Grand Rapids, and Grand Haven, MI.
- 22. Bob Martin, FTD, Downers Grove, IL.
- 23. Brian Bak, Bakman Florist, South Lyon, MI., and Bob Friese, AIFD, Nature's Creative Edge, Fruitport, MI.

2014GLFEREVIEW

2014 MFA Design Contest Winners

SPONSORED BY TELEFLORA, MICHIGAN FLORAL ASSOCIATION, SMITHERS-OASIS AND THE CALIFORNIA CUT FLOWER COMMISSION



MFA Designer of the Year
Derek Woodruff, AIFD, CF
The Floral Underground
Traverse City, MI



Chuck Bannow Award
Leanna Gearhart-Theye, AIFD, CF
Horrocks Market
Grand Rapids, MI



Academy Winner
Libbie Deering
Vogt's Flowers
Grand Blanc, MI

PROFESSIONAL DIVISION



Theme 1: Cherish The Memories

1st Place - Edward Smith, Country Lane Flowers, Howell, MI

2nd Place - Leanna Gearhart-Theye, AIFD, CF, Horrocks Market, Grand Rapids, MI

3rd Place - Deana Gress, CF, Wesley Berry Flowers, Metro Detroit, MI



Theme 2: It's All About Flowers!

1st Place - Shaya Sherwood, Crystal Springs Florist, Benton Harbor, MI

2nd Place - Deana Gress, CF, Wesley Berry Flowers, Metro Detroit, MI

3rd Place - Laura Bremke, The Platinum Petal, Wellington, OH



Theme 3: Surprise...Surprise!

1st Place - Victor West, CF, Vanessa's Flowers, Plymouth, MI

2nd Place - Sandy Gamache, CF, Wesley Berry Flowers, Metro Detroit, MI

3rd Place - Leanna Gearhart-Theye, AIFD, CF, Horrocks Market, Grand Rapids, MI



Theme 4: Surprise...Surprise!

People's Choice Award - Laura Bremke, The Platinum Petal, Wellington, OH



**Student Division
College/Novice –
Theme:
Wedding Story Time**

- 1st Place –**
Zachary Raska,
Blumz...by JRDesigns,
Detroit/Ferndale, MI
- 2nd Place –**
Youngmi Hong, CF,
Blumz...byJRDesigns,
Detroit/Ferndale, MI
- 3rd Place –**
Jennifer Van Houtte,
Blumz...by JRDesigns,
Detroit/Ferndale, MI



**Student Division
High School Level –
Theme:
It's My Party**

- 1st Place –**
Hailee Shoemaker,
Jackson Area Career Center,
Jackson, MI
- 2nd Place –**
Cassie Ward,
Jackson Area Career Center,
Jackson, MI
- 3rd Place –**
Jessica Wyatt,
Alanson Public Schools,
Alanson, MI

★Important Reminder★
MFA Scholarship!

**The deadline to apply for
MFA's Scholarship Program is June 30!**

Winners use the MFA Scholarship to attend the Great Lakes Floral Expo, for Professional Education Center classes and for the Certified Florist program.

Applicants must be employed and working in the floriculture industry or show proof of enrollment in a course of study directly related to the retail floriculture industry. Applicants must have clearly defined career goals, which relate to the industry's course of study.

**Download an application today
at www.michiganfloral.org.
Applications must be received by June 30.**



The Expo Experience

The following article was written by first time Expo attendees Lorraine Miheli, CF, Mansfield, OH, and Sarah Paullin, CF, Ashland, OH. Both of our "roving reporters" work for Floral Garden Florist.

As first time attendees at the Great Lakes Floral Expo we can tell you that from the check-in, to the Amway Grand Hotel, to the last presentation by Donald Yim... we were amazed!

We were surrounded by fellow florists, friendly and knowledgeable vendors specific to our trade, and exceptional well respected speakers and educators. The presentations were engaging, fun, and well presented. We learned so much and the presenters were more than eager to share their tips and finer points of design.

From a prom corsage fashion show complete with runway models by Doug Bates to Neville MacKay, an entertaining personality and fabulous designer to Barry Gottlieb's work/life balance business sessions, we were engaged and more than satisfied.

We appreciated the layout of the room. Along with seating for the stage shows, the tables set in back allowed you to meet and mingle with other people. It was an open space allowing

us to easily converse with the vendors in a relaxed setting and the design contest was well done, displaying the winners' ribbons and arrangements.

We did have some suggestions to improve our Expo experience even more. We were limited in the People's Choice award voting to one category and would have liked to have been able to vote for any piece. More time and space to photograph the designers' stage pieces would have been helpful and more books and educational material for sale would also have been appreciated.

Overall, our experience was more than we expected and we were happy we attended. We feel refreshed, inspired and our creative minds are out of the snow drifts...Thank You Michigan! And of course thank you to everyone who worked so hard to put on this show. Plus a special thank you to Kennicott Brothers for Sarah's iPad. The raffle prizes were very generous and kept us excited to the end.

We will both be attending next year and hopefully our bosses at Floral Garden Florist, Sue Meyer and Mary Cox will send more of our co-workers....They are always stressing the importance of continuing education and we would like to thank them for sending us to represent the company. ✿

2014GLFEREVIEW

2014 MFA Industry Award Winners



Lifetime Achievement Award
Jim Wilson
Jim Wilson Associates,
Osseo, MI



Retail Employee of the Year
Rochelle Silcox
Blumz...by JRDesigns,
Detroit/Ferndale, MI



Supplier of the Year
Accent Décor
Norcross, GA



Certified Florist of the Year
Alice Waterous, AIFD, CF, PFCI
Waterous Floral Consultant,
Grand Haven, MI



Retailer of the Year
Flowers From Sky's the Limit
Petoskey, MI



Young Person of the Year
Katie Holton
Ludema's Floral & Garden,
Grand Rapids, MI



**MFA Past President's
Floriology Institute
Scholarship Winner**
Lea Kuklinski, CF
Fruit Basket Flowerland, Grand Rapids, MI



**Wholesale Employee
of the Year**
Angie Richards
Kennicott/Vans Floral Products,
Grand Rapids, MI



**Special Recognition
Award**
Tom Figueroa, AIFD, CF
Nordlie, Inc., Warren, MI

2014 Expo Prize Winners

Two mini Ipads donated by **Nordlie, Inc.** and **Kennicott/Vans** were won by:
Scott Ballien, Gaudreau The Florist, Saginaw, MI and **Sarah Paullin**, CF, Floral Garden Florist, Mansfield, OH
An overnight stay donated by **Amway Grand Plaza Hotel** was presented to **Darlene Baker**, Baker Florist, Dover OH
The "Where in the World is Daisy" trade fair game was won by **Peggy Brannon**, Baker Florist, Dover, OH,
who received a 32" TV donated by **Country Lane Florist**, Howell, MI.

The Michigan Floral Association thanks everyone for the donations!!!

In Appreciation

The Great Lakes Floral Expo would not be possible without the exhibitors, product donors, and volunteers who make the show a success. Please support these companies whenever possible. If your company would like to participate in Floral Fantasy, the 2015 Expo, March 6-8, visit www.mchiganfloral.org or e-mail Rod Crittenden at rod@michiganfloral.org.

Thank you to the Expo Exhibitors!

Accent Décor
www.accentdecor.com

BloomNet
www.bloomnet.net

Connie Duglin Linen
www.cdlinen.com

FloraCraft Corporation
www.floracraft.com

Florida Leatherleaf Growers Alliance

FTD
www.ftdi.com

FloristWare
www.floristware.com

Flower Shop Network
www.flowershopnetwork.com

GAJE Wholesale
www.gajewholesalefloral.com

Greg Gale Jewelry
www.greggaledesigns.com

GroFlowers
www.groflowers.net

Lion Ribbon
www.lionribbon.com

Mains Importing
www.mainsimporting.com

Mayesh Wholesale
www.mayesh.com

MHI Self Insured Work Comp
www.mhifund.org

Nordlie, Inc.
www.nordlie.com

Norman Smith Imports
www.nsenet.com

Regency Group
www.regency-group.com

Reliant Ribbon
www.reliantribbon.com

Smithers-Oasis
www.oasisfloral.com

Syndicate Sales
www.syndicatesales.com

Teleflora
www.myteleflora.com

The Giving Wreath
www.thegivingwreath.com

Veracity
www.veracitypayments.com

Thank you to the Product Donors!

**Indicates MFA Active Member*

A&M Flower Growers
Accent Décor

Alpha Fern
Alexandra Farms
AMC
Arrive Alive by Chrysal
*Berwick/Offray/Lion Ribbon
California Floral Greens
Connectaflor
Creekside
Design Master Color Tool
Direct Farms
Dramm & Echter
*DWF
Ecorose
Equiflor Corporation
Esprit
Eufhoria
*FloraCraft
Florawest
Florisol / El Ali
Flodecol
Flores De Lago
Fiorebella
Fitz Designs
Fresca Farms
Glad-A-Way
Green Valley Floral
GroFlowers
*Kennicott/Vans Floral Products
*Lion Ribbon
*Mayesh
Mellano
Midwest Blooms

Monte Carlo
National Orchids
Navco
*Nordlie
Ocean View Flowers
Pencafloor
Quality Florida Greens
Resendiz Brothers
RFI Miami
*Rokay Floral
Rosafiora
*Saginaw Valley Flower Exchange
Sande
San Diego Wholesale
Select Growers
*Smithers-Oasis
*Syndicate Sales
Teucali Flowers
The Queens Flowers
The Sun Valley Group
Wm. F. Puckett Ferneries

Thank you to the Expo Volunteers!

The MFA would like to extend a special Thank You to the many volunteers who worked to make this year's Expo a great success. We couldn't do it without your hard work and dedication. ✿

Thank You to the Sponsors!



The Changing Sympathy Business

BY TOM BOWLING, AIFD, PFCI,
SYNDICATE SALES, DIRECTOR OF EDUCATION

Photos courtesy of Syndicate Sales, Inc., Kokomo, IN.

When we hear florists talking about the industry, the main topic of conversation revolves around one major topic – CHANGE!

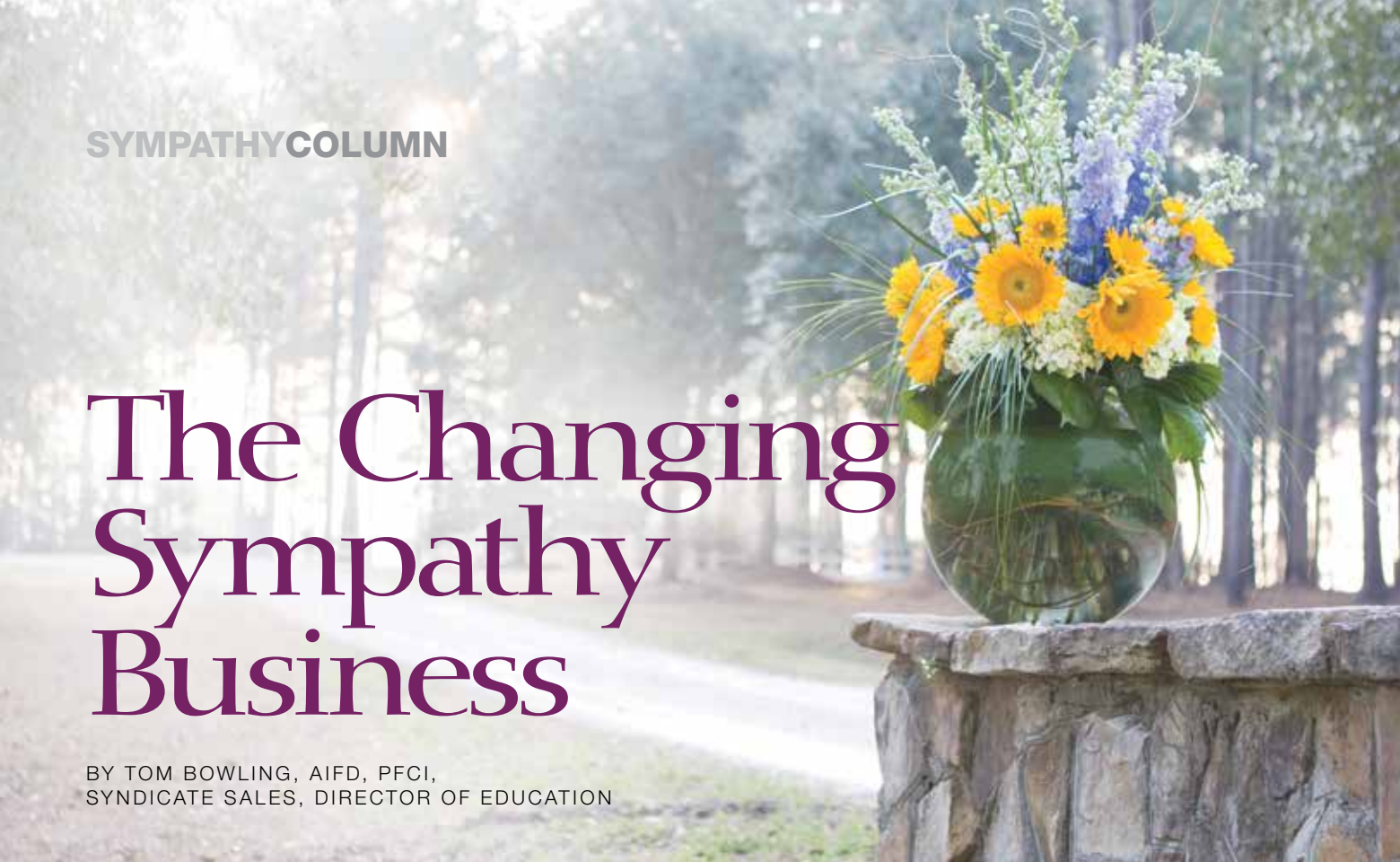
Yes, our industry has seen many changes such as when customers send floral arrangements, how much they spend, online ordering versus coming into the flower shop, types of floral bouquets, and customer satisfaction expectations. All play a large role in the ever changing floral world.

There are many traditional flower wearing occasions that are no longer in fashion, for example, most ladies used to wear corsages to Easter Sunday church services. There are equally as many opportunities for the creative florist to replace these missing floral celebrations with new ones. One of the most notable areas of change is in the sympathy business.

Anyone remember getting the morning paper, reading the “financial page”, also known as the obituary page, and waiting for the phone to ring and customers to rush in to place their orders? Yes, those days are passed and have been replaced with online information distribution and often online ordering at whatever hour to place the flower order. It is all about customer convenience these days.

With that said, one of the first areas you will want to examine is your web site, areas such as easy navigation, variety in floral stylings, varying price points, and customization opportunities to name a few. Keep in mind that upgrades and add on sale opportunities are just as important here as they are when dealing with a customer on the phone or in the shop. Easy check out is also very important.

In surveying florists from around the country, the most consistent and reoccurring word used was customization. Customers are so used to “having it your way” that they don’t think twice about wanting to be able to customize or personalize



their floral tribute. In many ways it is quite nice that they are expressing their memory of the deceased in such a personal manner. In many ways, this can be accomplished by combining keepsake items with flowers and plants.

We are seeing a large rise in the sale of keepsake statuary, such as angels, religious figurines, and even birds. Garden stones, plaques with comforting sayings, birdbaths, bird houses, and wind chimes are all strong sales opportunities. In some areas of the country, woven Afghans displayed on a standing easel with flowers are quite popular.

It is very important to remember that it is the customer's choice to embrace these items and you want to make sure you are giving them the opportunity to do so by stocking them. They add to the bottom line of your sale and can increase the average sale significantly. Rental items are another fresh way of thinking about how to expand your sales. Plants for services are a great way to boost your sympathy sales. Linen rental for celebration services is another opportunity for increased revenue.

The traditional casket cover or casket spray is still the most important design in the funeral setting. Other supporting floral arrangements such as head and foot sprays, and standing set work such as wreaths, crosses, and hearts are also sent from close family members. Urns, woven baskets of flowers and plants often round out the traditional sympathy setting. One florist even had a prefix menu that offered a total number of floral designs all for a set price. There were options for the price ranging from \$395.00 to \$800.00 that included five arrangements offered in five color combinations. The varying price points allowed for more upscale flower choices.

We are seeing a significant trend in floral designs that are sent to the sympathy viewing but are also appropriate in scale for home or secondary use after the service. This does not necessarily equate

to lost revenue for the savvy sales person. Knowing what inventory and quality of vessels you have available can easily be turned into higher dollar sales. Bouquets designed in vases has been very much embraced and requested by customers for many years. Even the funeral directors are becoming more comfortable with how and where to display these arrangements. Trending are more home designs and less funeral looking presentations.

Florists have always been aware of how important it is to have a strong relationship with their funeral director. This relationship can be strengthened in many ways such as timely deliveries, good value for the dollars spent by the customer, help with transporting and delivering flowers post funeral service, being on call for the funeral directors needs and supplying sales tools for the funeral director to use in the mortuary. These might include floral selection guides for the families to view while at the funeral home. Savvy florists around the country are preparing selection guides of their work and letting the customer see what they will be choosing.

Another idea is to prepare permanent sympathy designs that can be displayed in the room where customers choose which types of casket they will be selecting. Since sympathy planning is often done under stress and duress, it is very helpful for the family and the funeral director to have these tools available so everyone will have a better understanding of what is needed.

Cremations are on the rise in popularity in more and more areas for several reasons. First, physical space for interment is getting more and more limited especially in larger metro areas. Cost is a factor as well for considering traditional burial versus cremations. An emerging trend is having life celebration services versus the traditional somber funeral service. Some mortuaries are remodeling to have multipurpose rooms that can accommodate different types of celebrations.



High tech audiovisual equipment can display the life of the deceased in videos and display photos of family and friends while celebrating the life of the deceased instead of the sad mourning of yesteryear. Once again, florists have to embrace the changes that are occurring in the sympathy industry and develop their marketing strategy to best embrace those changes.

Sympathy work, no matter how different from years past can be and is a large percentage of today's florist total revenue. With all the new and innovative ways there are to work in tandem with their community and funeral directors, today's florists have an endless opportunity to increase their sympathy business to new and exciting heights! Start by examining your current position in the market and set a goal of where you would like to be. Then figure out how you are going to achieve that goal. You may be shocked to learn that it is not that difficult to reach in a cost and time efficient way. The easiest place to begin is to put



yourself in the customer's place and think what you would like if you were in that position and then take it away!

Sympathy business is not going away. Like the legend of the phoenix, it reinvents itself and has a new life! That is what is happening in the sympathy business today. Be a part of this exciting time and make your mark in your community. ✿

Long-lasting Nostalgic Garden Roses, available year-round.






Alabaster

For more information, please contact your favorite wholesaler, or call Joey at 305-528-3657. marketing@alexandrafarms.com

For a free variety poster of our garden roses, go to: www.alexandrafarms.com/freeposter.html



DESIGNERSPOTLIGHT

Modern Sympathy Work

BY LIBBIE DEERING, VOGT'S FLOWERS, GRAND BLANC, MI
2014 MFA ACADEMY WINNER

We design funeral arrangements almost every day. It is very easy to get hung up on the same traditional styles and colors...BORING!

This design is simple but has a soft, flowing, comforting feeling. The modified waterfall is built using a weathered stoneware vessel (make sure it will hold water and does not have any fracture or hidden cracks in it). Curly willow is used as a grid inside the base. Then insert asparagus fern, and lily grass to create the frame of the design with more curly willow added to give flair and flow.

A mixed tropical bouquet of orange and yellow pincushion protea, leucodendron and a touch of wax flower are tucked in and then more fern is draped over the design to give it the necessary cascade. Gather and attach a few lily grass stems and leucodendron buds to the front of the vase.

A small angel or gift item of the client's choosing can be added to enhance the design and give it that personal, finished touch. This is a remembrance design that is sure to stand out. ✿



Sponsored by

Nordlie

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

CFREPORT



Certification Report CF News

BY TIM LATIMER, CF, CF CHAIRMAN

Three new Certified Florists were announced at this year's Great Lakes Floral Expo.

A Steps to Certification class will be held May 28 at the MFA office. This one day hands on written review will help you get ready for the CF test. Get your manual out and start studying... this is your year to become a Certified Florist! For more information call Cindy at (517)575-0110. ✿



Shelley Adair, CF



Susan Estes, CF



Paul Sawyers, CF

CF Testing Dates

- **June 8, 2014**
MSU Plant & Soil Science Building, East Lansing, Michigan
- **July 14, 2014**
OFA Short Course, Greater Columbus Convention Center, Columbus, Ohio
- **October 12, 2014**
MSU Plant & Soil Science Building, East Lansing, Michigan



Arrangement by Debbie Royal, AIFD, CF, 2013 GLFE design contest.

Design Style Monochromatic Color Harmony

Monochromatic color harmony consists of a single hue and any and all of its tints, tones, and shades. The harmony pictured here is a monochromatic green hue. The color is subtle, the mums and roses show the most green while the other flowers are white. When planning a color harmony it is important to remember that white is not a hue so can be included in any harmony. Interest is added to the design by the variety of textures and color values of the flowers. You can read more about effective uses of color and color harmonies in your CF manual. ✿

CF Flower of the Month

Snapdragon *Antirrhinum majus*

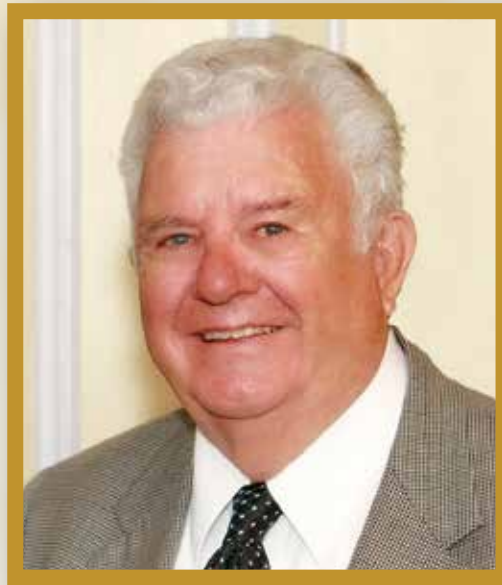
Snapdragon is available year round with peak supplies from June through October. They are available in white, yellow, pink, red, orange, lavender, burgundy and bicolor. Lasting quality is five to eight days and they are sold in 10 stem bunches. Snapdragons are geotropic, which means that the stems will bend up vertically away from gravity; because of this they should be stored upright and are best used upright in designs.



*The Michigan Floral Foundation will honor
G. Keith Crittenden
at the Hall of Fame Awards Dinner*

May 29, 2014

Amway Grand Plaza Hotel, Grand Rapids, Michigan



G. Keith Crittenden was born in 1934 in Kalamazoo, MI. He graduated from Michigan State in 1956 with a degree in floriculture and was hired by Norm Kessel Florist as a designer. His next job was at Van Bochove Flowers in Kalamazoo as a delivery boy at \$50 a week. He soon worked up to designer which paid at the time \$100 per week. His career path then took him to Gordon Lamberts, a wholesaler of artificial flowers and gifts in Grand Rapids. This is where he met the Hannahs, and purchased the Hannah Floral Co. in 1968.

He operated it for thirteen years before selling to Holwerda's. During the Hannah Floral Co. years, he served as a regional director on the Michigan Floral Association Board as well as president of the Michigan Unit of Teleflora. Looking for a new opportunity, he joined the A.L. Randall Co. Adding other companies, he traveled the states of Michigan and Ohio for the next fifteen years as an independent sales representative. Keith has been officially retired since 1997 and currently resides in Michigan and Florida.

PROGRAM

Reception: 6:00-7:00 pm • Dinner: 7:00-8:00 pm • Hall of Fame Induction and Ceremony: 8:00-9:00 pm

We sincerely hope that you will be able to help us celebrate with friends, family, and other industry leaders.

Event Tickets are available for \$100 ea. or \$175 per couple.

To reserve your individual tickets please contact Cindy Ching at the Michigan Floral Foundation
(517) 575-0110 or email cindy@michiganfloral.org.

Please make check payable and mail to: Michigan Floral Foundation, PO Box 67, Haslett, MI 48840



MichiganFloral
FOUNDATION

Corporate Sponsorship Opportunities are also available. Please call Rod Crittenden (517) 575-0110 or email rod@michiganfloral.org for more information.

INDUSTRY INFO

SAF Launches PR Campaign in April

The Society of American Florists multifaceted 2014 national public relations campaign "Live Like a Flower" launched in April. This new campaign targets traditional women's magazines, lifestyle reporters and influential bloggers with advice on how to live a happier, more fulfilling life.

SAF hosted a press event in New York to give national magazine editors one-to-one insight from third-party experts about the emotional health benefits of flowers and the expertise of professional florists. Throughout the year, "Live Like a Flower" tips will be distributed to national publications. The advice also will reach consumers directly via SAF's consumer sites and social media activities.



SAF Congressional Action Days

During SAF's Congressional Action Days, more than 70 growers, wholesalers, retailers and suppliers from 20 states met with representatives from Congressional offices to advocate for immigration reform for agriculture and target fixes to the Affordable Care Act, including an adjustment to raise the definition of full-time employment from 30 to 40 hours.

Immigration reform for agriculture has become a perennial issue for many SAF members; despite passage of a Senate "comprehensive reform" bill last year, against the backdrop of political in-fighting and looming mid-term elections, passage in the House is a much harder battle.

Chris Adamo, chief of staff of the Senate Agriculture Committee, briefed attendees. Adamo, whose parents own Conner Park Florist in St. Clair Shores and Detroit, urged SAF members to remember that the timeline and current standstill are far less important than the end result – an immigration system that works for employees and employers. For reform to happen, lawmakers need to hear stories from floral industry members, he said. "You, leaving stories behind today...that's what matters. You have no idea how important that is. Congress is much more open than you realize."

Attendees also rallied to educate lawmakers and Congressional staff on the real-world implications of how the new health care law defines full-time staff members ("with respect to any month, an employee who is employed on average at least 30 hours of service per week") and seasonal workers (the ACA's seasonal exception applies only to determining business size and can only be utilized by employers whose workforce exceeds 50 full-time equivalents for 120 days or less; only after those conditions are met can the limited seasonal exception be applied).

The definition of full-time work in the law is unprecedented and potentially damaging to businesses of all size, said SAF Senior Director of Government Relations Corey Connors. "Until passage of the ACA, employers were free to determine what constituted full-time employment within their businesses," Connors noted, "Virtually all SAF members consider something greater than 30 (hours a week) to be a full-time standard."

SAF extends a special thank you to the Congressional Action Days underwriters: AmericanHort, BloomNet, FTD and Teleflora.

SAVE THE DATE: SAF's 35th Annual Congressional Action Days, March 9–10, 2015.



SAF Hosts Retail Growth Solutions Conference

The Society of American Florists will present a Retail Growth Solutions Conference, June 10–11. The mini conference will take place at the Hilton Rosemont/Chicago O'Hare outside of Chicago.

The program will include sessions on revamping price strategies for profits, creating an unforgettable online brand, motivating employees, boosting profits on everyday designs, and supervising sales and cutting costs.

Speakers include Renato Sogueco, SAF's Chief Information Officer; Derrick P. Myers, CPA, CFP, PFCI; Tim Farrell, AAF, AIFD, PFCI, Farrell's Florist, and Tim Huckabee, FloralStrategies, LLC.

The latest web, POS and other technology options will be available at the Retail Tech

Showcase. Networking opportunities are scheduled throughout the conference and at a luncheon and dinner on June 10.

To register for the conference go to www.safnow.org/retail-growth-solutions or phone: 800-336-4743.

AIFD to Meet in Chicago, July 3–7

The American Institute of Floral Designers will hold its National Symposium "Transition Transformation", July 3–7, 2014, at the Hilton Chicago.

"Transition Transformation" will include stage presentations by floral design artists from the U.S., Belgium, Japan, and Greece, among others. The symposium also includes a welcome reception, two lunches, two celebratory dinners, a student competition and a half-day expo of industry suppliers.

In addition, designers, endeavoring to achieve AIFD's Certified Floral Designer (CFD®) designation and ultimately become an accredited member of AIFD, will participate in the AIFD Professional Floral Design Evaluation. The PFDE will take place on July 1.

Full details and registration information including hotel reservation recommendations are available online at www.aifd.org/upcoming-events/2014symposium/. Registration to attend the Symposium is open to all floral designers. Early registrations are encouraged.

Applications Available Online for AFE Grants, Scholarships, Research Projects

The American Floral Endowment is accepting applications for 2014–2015 educational grants. The applications are available online and must be submitted no later than June 1.

AFE grants help fund programs whose purpose is to solve industry needs and challenges and focus on attracting young people to the industry. For 2014–2015, AFE will fund \$38,000. Previous programs in-

clude the Society of American Florists Pest and Production Management Conference, the National Floriculture Forum, and the Floriculture InfoSearch Engine and AFE Floriculture Library.

AFE also is calling for research pre-proposal applications for 2015-2016 funding, due no later than June 1, 2014.

In the current 2014-2015 cycle, AFE will fund more than \$250,000 in floriculture research projects, Projects can last from one to three years and any reasonable but justifiable budget will be considered.

Examples of scientific research projects include management protocols for floriculture crops, post-harvest management systems for floriculture and plant breeding and genetic engineering of floricultural crops.

Final reports from previously funded projects are available free of charge, and a list of currently funded research is available online. The American Floral Endowment is dedicated to advancing the industry through funding floriculture

research, educational grants and scholarships. More than \$15 million has been funded toward research projects and more than \$500,000 has been funded in scholarships designed to attract and retain the future leaders of the industry.

To learn more visit www.endowment.org or www.fb.com/americanfloralendowment.

AFE Video Wins Award

The DC Ad Club presented a Silver 2014 American Advertising Award, recognizing creative excellence, to the American Floral Endowment for its original Murder, Sex and Greed animated awareness video. The video was developed to educate the floriculture industry about the positive impacts AFE makes on critical industry problems.

The Murder, Sex and Greed video was one of 15 entries in the animation or special effects category. Go to endowment.org to view the video.



2015 Great Lakes Floral Expo

SAVE THE DATE

Weekend of March 6-8, 2015

Amway Grand Plaza Hotel / DeVos Place
Grand Rapids, MI

For More Information Check
www.michiganfloral.org

Saginaw Valley Flower Exchange, Inc.

*Invites you to stop in and see our full line of
silks and accent decors for Spring 2014*

*Spring Pottery - Ribbons - Spring Silk Flowers
and much, much, more!*

Order Specialty Wedding Flowers Early!

We look forward to serving you!

1-800-783-3858

1400 Tittabawassee, Saginaw, MI 48604
(800) 783-3858 • (989) 752-3173
Fax (989) 752-7905

WUMFA



WUMFA Convention Wrap-up

BY LORIANN LIST, AIFD

Creativity, Cash Flow, Customer Service, Custom Designs, Competition, Communication and Collaborative Crew was the theme at the Wisconsin & Upper Michigan Florists Association's 2014 annual convention. Sailing the Seven "C's" was held at the Radisson Hotel, Casino, and Convention Center in Green Bay, Wisconsin.

An intense day of learning began with Sally Rossmiller, AIFD, in the hands-on class "Sympathy Design Past, Present and Future" sponsored by BloomNet. She shared her infinite technical knowledge with the beginner and intermediate students giving them tips and hands-on practice in creating a casket spray, standing half spray, lid piece, and cremation urn design. They used techniques of grouping, sheltering, gluing, braiding and ribbon manipulation to upgrade basic designs and speed the design process. In addition, students saw several demonstration projects, including a simple wreath lid piece and personalized cremation design.

The day hit the high "C's" with a business session "Success with Social Media" presented by Josh Steger of Buds 'n Blooms Design Studio, LLC, sponsored by the Wisconsin Florist Foundation. The session focused on communication with customers in building a better marketing strategy in this fast paced electronic world. He shared his knowledge and experiences with social media with tips on what to do and not to do and how to get the social media buzz started with your shop including ways to integrate various formats and ways to go viral with your message.

Tim Huckabee, AIFSE, sponsored by FloristWare got everyone's customer skills in ship shape with "Smarter Selling the FloralStrategies Way." His experience in getting more from customers not only from add-on sales but with improved terminology has proven to boost sales immediately. He demonstrated how florists fail to maximize every sale by failing to ask right questions. Audience members heard first hand their lost potential with a live test call to a flower shop.

Members got to shop the trade fair and check out all that is new this spring including new member benefits from WUMFA. Dozens of raffle prizes were displayed, donated by members, wholesalers, wire services and others for the benefit of the WUMFA scholarship fund. A book fair at the registration desk was a great time to pick up some amazing print material and visit with our great new executive team headed by Rod Crittenden.

Members got to create corsages and boutonnieres for the evening event with a corsage bar sponsored by Karthaus & Sons, Inc. while the "Designer of the Year Run-Off" got underway. The "America's Cup Hall of Fame Dinner Event" capped off the evening with a meal, awards, and then a dessert selection of tasty cakes provided by Bob Larson, AIFD.

Sunday's "Sailing High on the Building Blocks of Design" gave audience members instruction as well as inspiration with Kristi Kratt, AIFD, PFCI, sponsored by FTD. She urged the audience to sell style not just flowers in a vase. Her great use of line, texture and bold shaped flowers demonstrated what is trending today.

Next on the main stage, Bert Ford, AIFD, shared his dry wit in dealing with brides

and wedding design in his presentation of "Celebrate the Couple" sponsored by Teleflora. He stressed the need to embrace change, focusing on the customer and letting go of our ego so that the bride is able to express herself more. We are after all creating flowers for her wedding so we need to respect her.

Tim Huckabee returned at lunch to present "Be a Better Manager!" sponsored by FloristWare. He noted the importance of communication by holding frequent staff meetings. Meetings help diffuse conflict, correct habits, and inform designers and sales staff of upcoming trends and changes.

The board conducted its annual meeting and informed the membership of changes in the election process and exciting developments on the web site. Soon members will be able to access more information and the leadership of WUMFA right from the web site.

Sally Rossmiller took the main stage to complete the day's education with a very personal sympathy presentation of "The Sweetest Soul in This House is Gone" sponsored by BloomNet. By focusing on a more personal representation, florists can design displays that create a far deeper bond with customers and that folks will be talking about long after the memorial. Many of her pieces were tradition based but updated to today's styles.

The day concluded ship shape with members taking their windfall of knowledge and raffle prizes along with "clearing the deck" of all the great auction buys. With thanks to all the volunteers, staff, vendors, wire services, and wholesalers along with the Wisconsin Florist Foundation who underwrite so much of the weekend's events. ✿

2014 WUMFA Hall of Fame Award Winners



National Services Award

Kevin Ylvisaker,
AIFD, CAFA, PFCI
KLY Floral
International
Mukwonago, WI



Special Services Award

Susan Wilke,
AAF, PFCI
Rojahn & Malaney
Milwaukee, WI



Wholesaler of the Year

Joan Foster
Milwaukee
Floral Supply
Milwaukee, WI



Retailer of the Year

Jane and Marty
Loppnow
Waukesha Floral
and Greenhouses
Waukesha, WI



Grower of the Year

Brian Karthaus
Karthaus & Sons
Milwaukee, WI

Quality, reliable, accurate.

Your Wedding Specialist



414.263.8400
www.dwfwholesale.com



*Where our customers, partners
and employees flourish*

**ROJAHN
& Malaney Co**

1005 N. Edison St. Phone: 414-276-7316
Milwaukee, WI 53202 Toll Free: 800-657-0753
Fax: 414-276-7846
www.rojahnmalaney.com sales@rojahnmalaney.com

K

**KARTHAUSER
& SONS, INC.**
WHOLESALE FLORISTS SINCE 1957

Neal Karthauser • Owner

W147 N11100 FOND DU LAC AVE. GERMANTOWN, WI 53022
262 255-7815 800 338-8620
FAX: 262 255-6920
Email: karthauser@sbcglobal.net

WUMFA

2014 WUMFA Design Contest Winners



Designer of the Year
Phase 1 – Shipwreck Design
Made at the Shop



Designer of the Year
Dee Otto, DJ Custom Designs
Wind Lake, WI



Professional Division

Theme 2 – Anchors Away
My Friend – Sympathy Design
for a Sailboat Captain

- 1st Place** – Melissa Rebholz, Milwaukee Floral Supply, Milwaukee, WI
- 2nd Place** – Lyn Schommer, Botanicals Floral Studio, Fond du Lac, WI
- 3rd Place** – Cheri Baumruk, Branching Out & Company, Appleton WI



Designer of the Year
Phase 2 – Surprise Package on Stage



Professional Division

Theme 1 – Ships Ahoy
Birthday Party Design for a Child

- 1st Place** – Lyn Schommer, Botanicals Floral Studio, Fond du Lac, WI
- 2nd Place** – Kathy Van Maren, Memorial Florists & Greenhouses Inc. Appleton, WI
- 3rd Place** – Melissa Rebholz, Milwaukee Floral Supply, Milwaukee, WI

*Congratulations
and Welcome to Our
New Academy Members
Melissa Rebholz
and
Kathy Van Maren*



Professional Division:

Theme 3 – Destination Island Wedding Bouquet

1st Place – Judith Moehr,

Fox Brothers #92, Hartland, WI

2nd Place – Kathy Van Maren,

Memorial Florists & Greenhouses Inc., Appleton, WI

3rd Place – Cheri Baumruk,

Branching Out and Company, Appleton, WI



Table Top Shop Design Competition

1st Place – Everlasting Flowers & Gifts,

Wauwatosa, WI

2nd Place –

Waukesha Floral & Greenhouse, Waukesha, WI

3rd Place –

Fox Brothers #92, Hartland, WI



In Appreciation

The WUMFA annual convention would not be possible without the continued participation of these fine suppliers. Please support them whenever possible.

Thank You to the 2014 Exhibitors!

- BloomNet
www.bloomnet.net
- Design Master Color Tool
www.dmcolor.com
- DWF
www.dwfwholesale.com
- FTD
www.ftdi.com
- Karthauser & Sons
www.karthauser.net
- Krueger Wholesale
www.kruegerwholesale.com
- MeraVic
www.meravic.net
- Milwaukee Floral Supply
www.milwaukeeFloralsupply.com
- Reliant Ribbon
www.reliantribbon.com
- Rojahn & Malaney
www.rojahnmalaney.com
- Teleflora
www.myteleflora.com

Thank You to our Annual Convention Sponsors

GOLD Sponsor
Rojahn & Malaney

SILVER Sponsor
Karthauser & Sons

BRONZE Sponsor
DWF – Milwaukee

Thank You to the Sessions Sponsors

- BloomNet
- DWF – Milwaukee
- FTD
- FloristWare
- Teleflora
- Wisconsin Florist Foundation

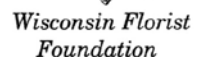
Thank You to the Product Donors!

- Bill Doran Company
- DWF
- J.W. Perry
- Karthauser & Sons
- Kennicott Brothers
- Krueger Wholesale Florist
- Len Busch Roses
- Milwaukee Floral Supply
- Rojahn & Malaney
- Syndicate Sales
- Smithers-Oasis
- WI Tropical Gardens

Thank You to All the Volunteers!

To all our volunteers, thank you for your hard work and dedication.

Thank You to the Sponsors!



DESIGN TIP: Visible Mechanics

BY MARIE ACKERMAN, AAF, AIFD, PFCI,
TELEFLORA VICE PRESIDENT OF EDUCATION

Designing just got cooler. Gone are the days when you had to hide how something was made beneath the lip of the container and under a mountain of greenery. Today's designs are almost experimental in nature using armatures, ribbon, tape, and even things outside the industry to hold the stem placements of the typical roundy moundy. Here's how to give your designs some modern day umph! without breaking the bank on cost.

Start with a container that is square or rectangular. You will need three types of ribbon that coordinate in color and pattern.

STEP 1: Gift tie the vase with the first ribbon.



STEP 2: Layer with the second ribbon.



STEP 3: Add the thinnest ribbon last.



STEP 4: Then tie in two loop bows at the top to create the present effect. Add water and flowers. The ribbon actually enables you to use less flowers and fillers to make the design and adds a festive touch.



IN MEMORIAM

Donna Lou Gaunt

Donna Lou Gaunt, 82, died last month in Chelsea, Michigan. She was the wife of James Gaunt, founder of Southview, Inc. Wholesale Florist, Romulus, MI, and a past president of the Michigan Floral Association and the Wholesale Florist and Florist Supplier Association.

The Gaunts began in the flower business growing gladioli. Later Mrs. Gaunt worked at Southview grading flowers, doing office work and answering the phone. She also served as secretary of the company's board of directors.

Mrs. Gaunt graduated from Michigan State University and was very active in her church where she served as altar flower chair for 45 years. An accomplished organist, she played at the Cole Funeral Chapel for over 50 years and served as substitute organist at several local churches.

She is survived by her husband of over 62 years; three sons, Daniel (Antoinette Keim) Gaunt of Chelsea, Richard "Ric" (Debra) Gaunt of Walled Lake, Thomas (Laura) Gaunt of White Lake; seven grandchildren, three great-grandchildren, a sister, two nieces and two nephews.

Many beautiful floral tributes, honoring Mrs. Gaunt, filled the funeral chapel.

Robert F. Bialek

Robert F. Bialek, of Warren, MI, died suddenly at the age of 76. Mr. Bialek was the co-owner of Downing's Flowers which is celebrating 50 years in business.

He is survived by his sister Arlene (Pete) Greiner; nephew Stephen Greiner; nieces Jacqueline (Robert) Reed and Deborah (Phil) Kienle. He was the great uncle of Christopher, Cassie, Matthew, Gina and Thomas. Mr. Bialek is also survived by his faithful companion and watch dog, Mickey. ✿

PROFESSIONAL EDUCATION CENTER

Visit www.michiganfloral.org or call the MFA office at (517) 575-0110 for more information and to register!

Steps to Certification

Instructor: Cindy S. Ching, AIFD, CF

Member \$149 • Non-Member \$199 • Wednesday, May 28, 2014 • Time: 10:00 a.m. – 4:30 p.m. • Lunch Included

Cindy will guide those who plan on becoming a Certified Florist. This session will cover do's and don'ts, methods and mechanics, insight and answers. This is a hands-on experience. Tips on how to prepare for both the written and design portions of the test will be given. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass

the exam, using all the new CF written and hands-on sections! Attendees will leave with a clear understanding of what it takes to pass the prestigious national CF exam. Class will run from 10:00 am to 4:30 pm with a half hour break for lunch, which is included in the registration fee. Call the MFA office at (517) 575-0110 to register.

Bring your own tools.



Your Self-Insured Workers' Compensation Fund Returning **Millions** Back To Members

\$22.7 Million Since 1993

\$1.9 Million Return Approved For 2014

- Workers' Compensation Insurance with a **45%** Average Premium Return
- Safety & Loss Prevention Services
- Competitive Up-Front Pricing



**MICHIGAN SELF-INSURED
HORTICULTURE WORKERS'
INDUSTRIES COMPENSATION
FUND**

a member owned program

Endorsed By



Call today to request a quote & learn more!

Contact **Rod Crittenden** at MFA
rod@michiganfloral.org | 517.575.0110

mhifund.org

Administered By



REGENCY GROUP

Business Insurance.



**It's Not Just
About the
Bricks, Mortar
& Inventory...**

**It's about the people
who rely on the
business: the customers
... the employees ...
and you!**

As an Independent Agent we can tailor a program just right for you. Safe.Sound.Secure.[®] insurance protection from Auto-Owners Insurance Company, The "No Problem" People.[®]

Auto-Owners Insurance

As a member of the



MichiganFloral
ASSOCIATION

You'll save big!

**For information
and a rate quote contact:**

Mr. Steve Grinnell

David Chapman Agency

sgrinnell@davidchapmanagency.com

PH: (517) 321-4600

BUSINESSCARDADS

RETAILER



Bing Goei
President/CEO

2836 Broadmoor S.E.
Grand Rapids, MI 49512
616.949.2200
Fax: 616.949.9009
800.494.2202
bing@goei.net

www.easternfloral.com

**Ridgeway
Floral & Gifts**

901 W. Michigan Ave.
P.O. Box 147
Three Rivers, MI 49093
(269) 278-3955
Fax (269) 278-8085



VENDOR

custom
doesn't have
to mean
more expensive

SRC REFRIGERATION

www.SRC.us | Toll Free 800-521-0398
Integrity - Innovation - Design



VENDOR

Alice E. Waterous, AIFD, CF, CFD, PFCI
**Alice Waterous
Floral Consultant LLC**

217 Sherman Ave.
Grand Haven, MI 49417
616 446 5099
616 847 4052
awaterous@gmail.com



Bakman (248) 437-4168
FLORAL DESIGN

Brian Bak
Owner

22880 Pontiac Trail • South Lyon, MI 48178
Hours: Monday - Friday 9 - 6, Saturday 9 - 4
www.flowersbybakman.com



LION LION RIBBON CO.
TOM SWIENTEK
(517) 256-7007
tom.swientek@berwickoffray.com



Certified Florist Manual & Testing

Did you know? MFA's Certified Florist (CF) program is a comprehensive program that covers all aspects of professional floristry and is the most affordable program available to florists today. And the most convenient: You can self-study at your own pace with this great manual/reference resource. The Certified Florist accreditation is nationally recognized and an approved pathway to AIFD accreditation. MFA offers an optional, educational "Steps to Certification" class to help prepare for certification.

Other Certification or Certified Floral Designer programs available today would cost you over \$1,000 and could take you years to accomplish! But not this program:

***Cost for manual and one round of CF testing is \$599.99 (includes tax & S/H)**

***Cost for manual only is \$399.99 (includes tax & S/H)**

Consumers today are offered more and more options for purchasing flowers and are looking for your credentials or certification to help them justify spending their money with you. Let them discover you are a Certified Florist when they look into your business!

Get your CF manual today and prepare for the CF exam, which consists of 2-1/2 hours of hands-on design (you make five designs: one duplicate for incoming wire service orders, one vase, one pin-on corsage, one wrist corsage and one wedding bouquet,) and two hours of written work (30 product ID and 120 multiple choice questions). If you pass each section with a score of 80 percent or better, you become a Certified Florist!

The CF Manual consists of the following chapters and books:

- 1. Care & Handling • 2. Product Identification • 3. Customer Relations/Sales • 4. Delivery • 5. Marketing • 6. Accounting • 7. Gluing • 8.



- Lighting • 9. Basic Floral Design (this topic is covered using two books that are included with your manual purchase.) *Florists' Review Design School and Flower Arranging... Step by Step Instructions for Everyday Designs* • 10. Study Guide & Evaluation Forms

Visit www.michiganfloral.org or call 517-575-0110 and register today!

BUSINESSTIP

What to Look for in a Mobile Payments Solution

BY ANNE HERAGHTY, COMMUNICATIONS MANAGER

Accepting mobile payments is a great way to boost your business's success while you're out and about in the community. Letting customers pay on the spot with a smartphone means your phone now does double duty as a point of sale device. With most providers, getting an app and a swipe device is simple, but getting support for your mobile payment solution can be a real challenge. Before you start – and even as you go – you will have important questions.

Accepting mobile payments is about more than just a piece of hardware. When shopping for a system, be sure to ask questions and gain as much information as possible before you commit. This list provides a good starting point that you can add specifics to based upon your particular business needs:

- What **security** is in place to protect my transactions?
- **Does the app integrate** with my other payment solutions?
- Do I fully understand the **costs**?
- Does it **work on my existing mobile devices** or do I have to buy new ones?
- Can I **process, review and manage transactions online**?
- Can I be certain **receipts are delivered to the customers**, and if not, can I retrieve them and send manually if necessary?
- What **payment types and programs (cards, loyalty, rewards)** are accepted?
- Who do I call when I need help?

It is important to find a mobile solution that goes beyond a simple stand-alone application. You want a secure, full-service mobile payment solution that includes complete customer support, not just a phone number and a menu of automated responses. Look for access to full, live customer service and technical support, and the expertise to answer any payment and system integration questions.

Your mobile payments provider should offer guidance for using mobile with your other payment methods and expanding your options as your business changes. They should provide insight, not just an easy way to get paid. Use Veracity as your mobile payments resource: 866-944-0055. ✿

CLASSIFIED ADS

HELP WANTED

Top Level Designer Wanted:

Work with a large friendly team in a comfortable and encouraging environment. Candidates must be creative and productive, as well as skillfully experienced in all aspects of design, including weddings & events. Interview with us to see why we were MFA's 2013 Retailer of the Year. The commute to Ypsilanti is a lot easier than you think. Apply at Norton's Flowers & Gifts or email Tim at tgalea@nortonsflowers.com.

Floral Designer Wanted for Ann Arbor Florist:

Requirements: One to two years of floral designing experience. Individual desiring to take up floral design as her/his professional career. Reliable, energetic, clean and organized with good sense of business

etiquette. Proficiency in speaking and writing standard English. Computer proficient (Dove POS experience a plus). Loves to assist customers with sales oriented approach. Able to commit to approximately 30 hours a week, including Saturdays. Excellent shop for those trying to obtain State and AIFD certification. Please e-mail your cover letter and resume to chelseafloowersllc@gmail.com.

Wholesale Job Opportunities: Nordlie, Inc., Michigan's largest wholesaler, has excellent opportunities for high energy staff in numerous capacities. Inside sales, route sales, designing, or merchandising – stop by our Warren, Flint, or Grandville stores. Full benefit program. Contact any one of our store managers: Tom Figueroa, AIFD, CF, Warren, 586-755-4200. Cathy Davison, Flint, 810-767-8883. Leslie Walton / Deb Durrant, Grandville, 616-534-6883.

the professional florist

The Professional Florist (ISSN 2150-8658, USPS 008593) is the official membership publication of the Michigan Floral Association, 1152 Haslett Road, Haslett, MI 48840. All membership dues include a \$50 subscription fee. Non-member subscriptions are available at the same rate for selected research, publication and related personnel. *The Professional Florist* is published bi-monthly for members of Michigan Floral Association.

Periodicals postage paid at Haslett, Michigan and other additional offices.

POSTMASTER: Send address changes to *The Professional Florist*, P.O. Box 67, Haslett, MI 48840. Phone: (517) 575-0110. FAX: (517) 575-0115.

The Michigan Floral Association is not responsible for statements or opinions published in *The Professional Florist*. They represent the views of the author and are not necessarily the views of MFA or its staff.

MISSION STATEMENT

To provide education and professional partnerships which help to position Michigan Floral Association members at the forefront of the floral industry.

A Beautiful Advertising Opportunity



To place an ad call Rod Crittenden at (517) 575-0110

SEEKING DONATIONS

MFA Scholarship Committee seeks donations for the 2014 silent auction:

Help fund the MFA Scholarship program with a donation to the Silent Auction. All kinds of items are needed. Electronics, tools, sporting equipment, as well as any floral related products. For more information on how to donate call the MFA office at (517) 575-0110 or go to www.michiganfloral.org/mfa_scholarship.html and download a Silent Auction donation form (PDF file).

in times of
SYMPATHY

new **Supersize
Casket Saddles!**

Supersize Aquafoam® Included



Supersize Single Casket Saddle
dimensions: 11" l x 8" w x 5 1/2" h
Case: 6 • Includes Aquafoam®
629-06-04 Black



Supersize Double Casket Saddle
dimensions: 20 1/2" l x 8" w x 5 1/2" h
Case: 5 • Includes Aquafoam®
630-05-04 Black

Stackables®

Remembrance Risers from Syndicate Sales



Stackables® Full Tray Asst.
case: 3
Comes with Aquafoam® half rings
Each case comes with 2 spacers
329-03-04 Black
329-03-22 White
(Patent Pending)



syndicatesales.com



it's love at first site!



Get everything you need online in no time.

➤ CONTAINERS

➤ FLOWERS

➤ SUPPLIES

teleflora[®]
the MARKET
our one-stop online shop 

With instant access to a huge selection of Teleflora containers, farm-direct flowers and supplies, it's easy to love our new one-stop online shop. Sign on to MyTeleflora.com and experience theMARKET today!

Shop themarket.myteleflora.com