

Volume IV 2014

**What's
Trending for
Christmas**

**O Tannenbaum,
O Tannenbaum,
How Lovely Are
Your Branches**

**G. Keith
Crittenden
Inducted into
MFF Hall
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**The New
WUMFA
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CORRECTION! In our last issue Susan Wilke was wrongly identified as being with Rojahn & Malaney. She is with Karthaus & Sons, Milwaukee, WI. We apologize for the error.

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

It's Christmas in July!

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



Welcome to Christmas in July.

I know it's hard to think about but now is the time to begin preparing for a

successful holiday season. Once again, *The Professional Florist* editor Barbara Gilbert has done an outstanding job filling this issue with pertinent holiday information. So pour yourself a glass of cold lemonade or iced tea and spend a few minutes reading about how to better prepare for a profitable 2014 holiday season.

Also, I recently had the privilege of exhibiting at the annual Michigan Funeral Directors Association convention; this was my third year to do so. It's a very nice convention and similar to the Great Lakes Floral Expo, with a trade show and educational seminars. My main mission is to talk one on one with the directors about

eliminating the phrase "In Lieu Of" from obituaries and to make sure they are working directly with their local professional florists.

My findings have been interesting. The overwhelming majority of directors told me they do work with their local florist and don't advocate putting "In Lieu Of" in the obituaries. They appreciate having flowers at the service and understand the benefits that they bring. With that said, I still firmly believe they like flowers just not lots and lots of flowers. Why...because the more flowers the more work for themselves and their staff.

Now more than ever it is so important that you take your local funeral directors to lunch and have a blunt conversation with them about how the "In Lieu Of" phrase is affecting your business. Let them know you are willing to work with them to help eliminate the extra work brought about by an overwhelming amount of flowers. Tell them you are willing to send your truck after the service to help distribute the flowers to the gravesite, family's home, local hospice or nursing home.

Unfortunately over the years more and more floral providers have come onto the scene that can't provide this

kind of service. I truly feel that this has driven funeral directors to place the "In Lieu Of" phrase in obituaries. Be prepared, and offer to take care of the flowers even though you are not responsible for all of them. I know it doesn't seem fair, and it's not, but if you want to establish a good relationship with the funeral director and see the phrase eliminated from your local papers you may have to take charge and deal with it.

Remember your local funeral director's business is a lot like yours. It is a small, family run local business, with constant changes in revenue streams and pressure from outside sources. Call your local director and schedule a lunch or a time to stop by for a cup of coffee and talk with them about what you can do to make their day-to-day life easier, so you can sell more flowers.

We'll continue to work closely with the Michigan Funeral Directors Association to ensure their members understand the members of the Michigan Floral Association are here to help. If you would like more information and talking points to discuss with your local funeral director please contact me directly at rod@michiganfloral.org. ✿

Nordlie Merges with Kennicott Brothers

A merger has been finalized between Nordlie, Inc. and Kennicott Brothers Company. Nordlie employee-owners voted on June 26 to sell the assets of their company to the Kennicott Brothers Employee Stock Ownership Plan (ESOP). Following this vote an asset purchase agreement was signed and on July 1 Nordlie employees became part of Kennicott Brothers.

Nordlie was founded by Fred Nordlie in 1928. His son, Jim Nordlie became president of the company after his return from World War II. The company recently became 100 percent employee owned when the Nordlie family sold their shares.

The wholesaler has approximately 150 employees with the main location and corporate offices in Detroit (Warren) with branches in Grand Rapids (Grandville), and Flint, Michigan;

Cleveland, Dayton, and Newton Falls, Ohio, and Tampa, Florida.

Kennicott Brothers, headquartered in Chicago, has 10 other locations in Illinois, Indiana, Wisconsin, Minnesota, and Georgia. The resulting company will be 100 percent employee owned and include 18 locations and approximately 450 employees.

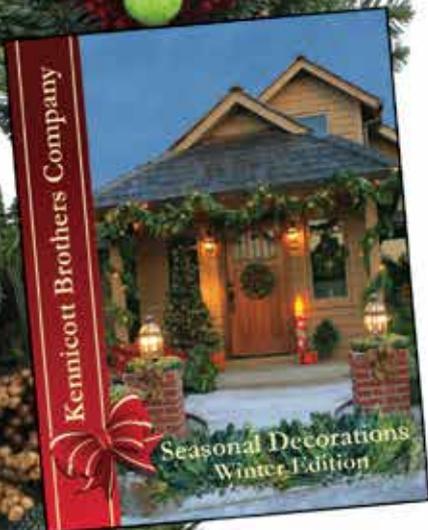
A press release from Kennicott Chairman and CEO, Red Kennicott, and President Gustavo Gilchrist, stated, "We are very excited with this opportunity. Nordlie is a very well run company, with strong market shares in the regions they compete in. They are especially strong in the bucket truck model and have expertise in supplies and the party and event business. We believe they will fit our culture very well and many good things will come out of this opportunity."

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HOLIDAYFEATURE

O Tannenbaum, O Tannenbaum, How Lovely Are Your Branches!

BY PENNY DIEPHOUSE,
EASTERN FLORAL, GRAND RAPIDS, MI

Twas the day after Thanksgiving and all over the city shoppers were out purchasing Christmas gifts on Black Friday. Not so for the Eastern Floral decorating team though our day starts bright and early too. We meet at the shop to divide and conquer. Some car pool together to the job site, ready for a great day of work. Our customers have all been contacted and the schedules are set.

If you live in Grand Rapids you almost certainly have seen the Eastern team at work climbing up and down ladders, fluffing branches, hanging ornaments, garlands and lights in venues all over town. The team of eight to 12, (depending on the job size), really knows how to capture the wonder of the season whether decorating a mantel in a private home setting with fragrant pine boughs or decorating the Amway Grand Plaza Hotel and JW Marriott Hotel with Christmas trees.

From the traditional fresh Christmas tree, to the permanent tree decorated with ornaments and brilliant lights, we are ready and excited to spread Christmas cheer and beauty wherever we go. Our planning and preparation for the season begins early in the Fall and the decorating starts right after Thanksgiving.

Many of our clients prefer fresh Christmas trees in their homes and we have a great local supplier who cuts the trees to our specifications. Other clients have permanent trees which we set up and reuse their same timeless decorations each year. Some like to change up the colors of the ornaments and theme each year. In that case, we go shopping for just the right colors and style of ornaments. Either way we can accommodate them with spectacular new products and guarantee a beautiful Christmas tree. The best feeling of accomplishment is when the tree is up and decorated and the customer tell us it is just perfect and so beautiful.

Our setups take us well into the month of December. Our customers eagerly await our return and look forward to seeing us year after year. We have made lasting relationships with them and some even treat us to cookies and party trays of cheeses. We welcome new customers as well; many are thankful not to have to put up or decorate their trees. Several will say to us, "I don't like to string the lights on the tree" or "I don't like to hang the ornaments". Still others say, "It never looks as good when I do it myself". Whatever the reason, we are happy to help our customers make their holiday season even more festive.

Our decorating talents do not stop in the customers' homes. The team does a fair amount of decorating and set up in popular locations around Grand Rapids and as far as Portage, Michigan. One of our larger jobs takes us to Woodland Mall, decorating after



Decorations in the lobby of the Amway Grand Plaza.

the mall closes. We set up the trees and wreaths and the Santa's workshop display along with a large 35 foot tree. This is the tallest tree we decorate. It requires a scissor lift and a strong team of workers to assemble.

The VanAndel Institute has an 18 foot tree and the Amway Grand Plaza Hotel with a 25 foot tree also require this same type of lift to reach the top sections. One lucky volunteer gets the honors of topping the tree. This is not for the faint of heart or those afraid of heights.

If you need to get into the mood this Christmas season, take a stroll through the JW Marriott Hotel and see the famous 15 foot Peacock Tree. This is a contemporary tree, so named by Eastern Floral for its innovative style and unexpected colors of blues and chartreuse greens. This tree is intentionally decorated to complement its surroundings.

The very top of the tree is adorned with peacock feathers and is simply stunning. You will find this tree at the base of the stairwell. It can be seen from the outside of the hotel as well through the large windows. It is a one of a kind tree you won't want to miss. Upstairs,

HOLIDAYFEATURE



The JW Marriott Peacock Tree.



This tree stands outside the Marriott's ballroom.

outside the ballroom, stands a tree covered in solid orange ornaments complementing the orange in the carpet. These trees are specifically decorated for the areas in which they are placed.

From the Marriott you can take the skywalk to the Amway Grand Plaza. These two hotels require many hours to transform

them into a winter wonderland. However, I could not think of a grander place to be when the weather outside is frightful.

The Amway Grand Plaza is in a class of its own. It truly is grand with its English Adams architecture and crystal chandeliers. Our team spends a full day and half here decorating trees as gorgeous as the hotel itself. In the lobby area, we decorate one of the trees in solid gold. Gold branches and gold ornaments, along with gold mesh ribbon. Another large lobby tree by the piano bar is decorated with as many strands of white lights as the tree can hold. It is adorned in red and gold balls. The two massive stair rails in the lobbies hold swags of rich permanent magnolia leaves.

Probably one of the most photographed Christmas trees is the 25 foot tree in the Pantlind lobby of the hotel. Every one, from families to newly engaged couples, come and pose in front of the tree dressed

up in their finery. Sometimes we get involved in these wonderful memories and are asked to take a picture by this gorgeous tree. The tree is spectacular with its perfectly selected ornaments. It complements the lobby's two fabulous chandeliers. This grand tree also requires a scissor lift to reach its top section. The tree goes up in four sections and it is pre-lit. While we are decorating the top our crew is on six foot and eight foot ladders decorating the middle of the tree.

Gold and silver ornaments of all sizes and shapes adorn this spectacular tree and silver stick branches are at the very top. The last step is to place the shimmering gold tree skirt and the large wrapped packages for a festive look. The tree is secured by guide wires attached to the upper balcony for stability. Eastern Floral also decorates all the ballrooms in the Amway Grand Plaza Hotel. Each ballroom has one or two trees, all coordinating with the color and theme of the room for an elegant look. Each is different in style and color. Some trees only have lights, others so many ornaments you can hardly see the branches. But each tree is tastefully done to make a statement in the room. It is an awesome feeling when it is all done and you hear all the compliments.

We are very particular when it comes to swaging the magnolia garland, fluffing bows and branches and stringing lights. All the ornaments on the trees have to hang just so, and yes there is a certain way to string lights on a tree for even coverage of light. Our team fluffs the branches on the permanent trees to make them look full after a long year of storage. All of these details are important to the overall finished look of the tree.

Embrace this special season with your favorite design. Don't be afraid to try something different. Our customers look to us for the new, innovative and creative. Eastern Floral, a local family owned business, has been artfully decorating the town for Christmas for years. Experienced and talented designers not only have been "Decking the Halls" in private homes and hotels but in churches, businesses, retirement communities, and colleges. Remember, it is all about the tree from the traditional look to the contemporary.

After this we can sit back and relax until after New Year's! What goes up must come down. The process begins in reverse. It does however come down faster than it goes up. We store many of the trees and decorations at our Goei Center, our Butterworth Eastern Floral location. Everything is labeled and neatly packed away in storage until it is needed the following year.

However you celebrate and decorate enjoy this holiday season! Make traditions of your own and celebrate the season with those you love. It is our wish as you view these spectacular trees that you will be astonished, amazed and delighted.

May the work we do inspire you and your business with timeless tradition. Merry Christmas to all and to all a good night! ❀



Constructing the 35 foot Woodland Mall tree. The finished tree set up in Santa's Workshop.

HOLIDAYFEATURE

What's Trending for Christmas!

BY DOUG BATES, CF, DESIGNS BY VOGT'S, STURGIS, MI

Christmas! It's the most wonderful time of the year, when we get to spend weeks hauling out the holly to deck those halls! I know, I can already hear you, "But Doug! Summer is finally here. Who wants to think about Christmas?"

Yes, I realize that winter kept us in its icy grip for much longer than expected, and as I write these words, I'm finally enjoying an afternoon with my kiddos at the pool. BUT, we must plan ahead if we hope to enjoy a successful and profitable Christmas season.

Knowing what sells (and what doesn't!) and understanding and anticipating trends are the first steps to Christmas preparedness. So, here's my forecast for the hot trends of Christmas 2014.



Metallics – Silver and gold long have been strong sellers at Christmas, and 2014 will see them grow stronger. We've seen added depth to this color scheme when paired with platinum, copper, and bronze. Grey is the new white in interior design, and these metallics fit better than ever into your customers' homes. Plus, they'll appreciate how transitional these hues can be, as they can enjoy them from November on into the New Year.



Northwoods Noel – This vignette, focusing on a heavy mix of texture with more muted colors, has been a strong seller for us in recent years, and will continue to be. The cozy comforts of white birch, red dogwood, warm flannel, pine cones, berries, and mushrooms are traditional Northwoods decor. The addition of adorable natural critters (squirrel, fox, raccoon, even skunk!) add lighthearted whimsy to an otherwise rustic display. Oh, and don't forget the burlap!



Owls – Ok, so for us, this started as part of our Northwoods vignette, but it has morphed into its own trend. Here in St. Joe County at least, owls are HUGE! Furry owls, feathered owls, owl pillows, owl art, owl figurines, owl motif anything; this has become a hot trend in our store. Be sure to include plenty of owl offerings in your merchandise!



Traditional – Here in the Midwest, red and green are the go-to colors for Christmas. While purple, turquoise and cotton candy pink are fun to look at and design with, they never sell as well as our traditional red and green. Bring a modern feel to these colors by expanding the tints, tones, and shades of each, and incorporate fun patterns (Think Chevron!) to bring this vignette from same-old to show-stopping!

Coastline Christmas – Michigan has the second longest shoreline in the nation. Our beaches and coastal living are more than just fun tourist diversions, they're a way of life! Customers now want the feel of lake life year-round, because the cool blue greens and neutral tones of driftwood and sand transport them to that blissful

week they spent on the beach. Be sure to offer your customers designs that allow them to escape the Michigan winter and remember the sand and sun!

Christmas Past – This year marks the 100th anniversary of the start of World War I, and the 70th anniversary of the Normandy invasion, both milestones in the history of humanity. Customers, even unbeknownst to themselves, will be seeking bits of nostalgia. Decorations like bottlebrush trees and mercury glass ornaments remind our customers of Christmases at Grandma's. Expand on that theme to give your customers memories of home.



Whimsical Wonderland – From snowmen and gingerbread to reindeer and elves, this vignette is all about the fun of Christmas! Bright colors and playful patterns keep it happy and bright, and look best on flocked trees. Also, for our customers, snowmen are an easy sell, as they, too, are more transitional than just Christmas.

I hope this gives you some inspiration for the coming season. It may be difficult to think of in the beginning of summer, but just a little planning really helps you to have your best Christmas ever! ❁

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MARKETINGTIPS

A Marketing Plan for a More Profitable Holiday Season

BY GAIL PABST



Christmas in July makes you think of holiday sales; for florists, it is the perfect time to prepare a holiday marketing plan. Take time to work on these eight ideas to make this a more profitable holiday season.

Here are a few strategies to make your cards work more for you:

Plan, plan, and plan some more. Bring out a very large calendar or use one on the computer and write in everything that is happening in the next six months. When are your area's high school and college homecomings? If you don't already know, find out! When are all the holidays, and other busy periods in your shop?

Write in any event you can think of. Do you have weddings already booked? Make sure they are on the calendar. How about any personal days for you and your staff? Put them in. To plan your holiday calendar, you need to know your upcoming obligations.



1. Holiday Theme – Pick your holiday theme. What is your look? What new items, colors, and trends are you going with?

Plan it now. Decide when you are going to create your holiday windows and showroom using this theme. Sketch out your designs and determine if you need any updated signage, graphics or props. When you need to purchase items at the last minute, they can cost more or can't be located and graphic designers are busier in November and December with last-minute projects for companies that didn't plan ahead.

2. Holiday Open House – Now that you have everything on your calendar, you can see when would be the best time to have a holiday open house. If you never did one before, decide on a date and do it! If you have done one before, check the open dates and schedule now. You can begin developing the event and your theme.

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MARKETINGTIPS

3. Holiday Classes – How about doing a few DIY holiday design classes? Christmas wreath decorating, Thanksgiving table arrangements or holiday gifts are all possible ideas. Getting your existing and potential customers in for a workshop is golden. Don't miss out on the exposure.

4. Email Marketing – If you do not have an email marketing campaign in place, do it now. Email is the best way to get information to your customers. Put down in your calendar when your emails will go out and with what information. Make sure to have a reason for each email: Is it to highlight new holiday product, invite customers to classes and the open house or to show ideas for holiday parties? Remember, emails should be about how you can help your customers make their holiday a success!

5. Social Media Posts – To go along with your email marketing, schedule your social media posts now. Yes, social media posts are supposed to be "social" but deciding when to run them is a plan. Decide now which social media you will post on and how often. Schedule the times in your calendar.

6. Holiday Theme for Social and Email – Schedule the date now when you will change all your template pictures on social media and emails to your holiday theme. Get theme related pictures prepared when you are not busy so they will be ready when you are busy. You want to make certain you have a congruent look for the holiday.

7. Mailers, Advertisements, Promotions – Arrange your mailers and advertisement placement. Create the mailers and ads with the same holiday theme so your customers will become familiar with your holiday brand. Also, prepare a list of different topics like your open house and workshops, that you can talk about with local reporters. Schedule when you will contact the reporters so you do not forget to do it.

8. Create Your Own Holiday Signature Flower Designs – Create a few signature flower designs that go with your holiday theme. Produce something that customers can only get from YOU. Promote these designs at your open house, and market them through your different media avenues. Make your shop stand out as the place to go for all your customer's holiday needs.

Your calendar should be packed with marketing to-do's for the next six months and if you follow the dates, you should be less stressful and better able to promote your holiday season. Plan now and you will be able to count this holiday as one of your best! ✿

Gail Pabst is a floral marketing/social media consultant with over 25 years of floral industry experience. She writes for the Floranext blog at www.floranext.com. Contact her at gailpabst@yahoo.com for more floral marketing information.



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HOLIDAYPREP



Neville on the Level

BY NEVILLE MACKAY, CAFA, PFCI, WFC

This is my first (and hopefully not last) bit of writing for *The Professional Florist* magazine and I was thrilled to be asked! I write as I speak (mostly, wink, wink) so here I go!! But first, for those of you who only know me from my presentation at this year's Great Lakes Floral Expo, here's the scoop: I have a little flower shop in Halifax, Nova Scotia, Canada (north of Maine) that we opened in 1992, and I've been in the floral industry for over 30 years.

I'm a design director for Smithers Oasis (North America), a member of PFCI and the World Flower Council, and write for Canada's floral magazine, *Canadian Florist*. I appear bi-weekly on a regional TV show here, as well as a radio program, and besides all that I teach and present all over North America as well as hosting tours to England and Europe.

I've done floral work for everyone from heads of state to our Queen (well, many queens if truth be told) as well as celebrities like Sir Elton John, Cher and Celine Dion. There... that's pretty much Neville. (Other than I'm married to my dear David and live in the country on the ocean with him and our cat, Rose)

I know this is the holiday issue and we NEED to get ourselves organized for the upcoming season, but really? Many of us are still stinging from the hateful winter we just suffered through, so the thought of frosty nights and snow-covered branches is not something we really want to imagine while sipping a smart cocktail on the deck, (for those in the deep South, I suggest you stick your head in the freezer for a minute to truly experience what most of the rest of the country went through). Seriously, I'm still finding glitter in remote places (on my body) from last season!

Anyway, you know, it is time to start getting ready for the holidays, and since the summer months are notoriously slower (the first part of the week anyway) this is a good time to regroup, rethink and reconsider all you have stored for the holidays.

Ask yourself about what's sitting in storage for example that you drag out every year to adorn your shop. Have you had it longer than you can remember? It is older than some of your staff? Have you repainted it more times than the White House? If you answer yes to any of these questions, then its time to perhaps rethink what you use for props.

We spend time and money getting all sorts of wonderful new goodies to inspire and entice our staff and clients, and although sometimes a new brooch can smarten up an old dress, this isn't always the case with store props. I'm just saying, think about the old props you've got and see if they're still worth the effort.

The same goes for old ornaments, candles and other bits and bobs that didn't sell in the January sale last year. Perhaps you can

challenge your designers (don't hate me!) to create beautiful pieces using up some of these treasures. I've done shows where I've had to use up old stock, which is fine, so long as you remember you may not be able to replace it if someone wants more.

I got stuck one year after using the last of the holiday silks (sorry, I mean permanent botanicals) and a co-worker gleefully sold ten arrangements all like it! Whoops! Remember, also, that as the new stock arrives, price it right away and label it so you don't have to root about come October to make discoveries!

We are also coming up to the design show season again, and I've got to say, if you're able to go to a design show, THEN GO!! I've heard some say they don't learn anything, or it's their day off... but

really, these shows are a wonderful way to get into the season!

I also say that I don't really care if you like the arrangements I do at a show, just so long as you use your own brain to do something better or different. We can all learn from these shows, and I do encourage everyone to attend if at all possible.

Meanwhile, as you wipe the sweat from your brow and read on, let's look at what we can do to upgrade our sales and services from last year. Think about what people bought last year and how to improve sales here, what you had too much of or not enough of, and where you ran into trouble. This is a great time to make a list of things to do and mark them on your calendar, so you don't have that "Oh, Crap!" moment later on.

I know that there's an ongoing display issue what with pumpkins and turkeys out

at the same time as ho ho holiday gear, (we don't have that issue in Canada as our Thanksgiving is in October) , so perhaps try to incorporate some "winter" foliage in your displays earlier on. This way, when the gobbler and pumpkins go, you've already got the base for a great winter display. Notice I'm saying "winter" as opposed to "holiday" or "Christmas"?

Also, get used to calling pine, fir, balsam and the like "winter" greenery. This not only allows us to use it well before and after the traditional season, but also let's us incorporate this beautiful foliage in many other designs.

Let's all try this year to be better prepared (listen to me, I sound like some Boy Scout or something!) and get a leg up on the holiday rush! I, personally, am going to do my best to have lists drawn up, product ordered and ready to go, and of course headache and back pills stocked up.

Now, just for fun, I dare you to play a little "Deck the Halls" this afternoon, and just see what happens! Here's to a great holiday season filled with love, joy and beautiful money... I mean flowers! ✿

Let's all try this year to be better prepared and get a leg up on the holiday rush! I, personally, am going to do my best to have lists drawn up, product ordered and ready to go, and of course headache and back pills stocked up.

Holiday Trends: The Woodland Look

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

What is the Woodland look?
Picture small forest animals in the snow. Visualize natural elements such as birch bark, moss and berries. Color schemes typical of a woodland design are soft beiges and browns with pops of red and white for a festive feel.

What could be cuter than a wide eyed baby owl nestled in a bed of white and crystal covered berries?

This design started with some folded stacked birch and a mossy twisted branch for a natural armature within the design. Then a crystal fiber owl was secured in the center with berries. A few scabiosa pods for texture are nestled through out the design. Red glitter pine stems were added for the red POP and finished off with a swirl of roping for fun.

The Woodland look is here to stay for awhile. ✿

Sponsored by

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



MEMBERPROFILE

A Matter of Faith

BY BARBARA GILBERT, EDITOR

It is not often that at the age of six you know what you want to be when you grow up. But, at that age Norm Barlow was already dreaming of becoming a florist and he has made that dream come true.

Norm began his career by selling small bouquets from his little red wagon.

"I had a flower route. I took the bouquets, put them in vegetable cans and visited homes in the neighborhood."

In 1954, when he was 12, his parents, Eugene and Norma, opened a flower shop in the family home on south Jefferson Street, in



Hastings, Michigan. By 1959 the business had grown and a building was constructed south of the home. In 1963 an addition was built doubling the size of the shop, and greenhouses, a garden center, nursery, and antique section were added. By this time Norm was in partnership with parents.

But things do not always work out the way you plan. In 1987, disaster struck when a fire destroyed the structure and Norm and his wife Carole literally had to start over from scratch.

"Right after the fire we reopened in our home, designed on the kitchen table and kept the flowers cool in the mud room," explained Norm. "Our suppliers, including Nordlie, Grand Rapids; Florist Exchange in Battle Creek; and Vans in Green Bay, were wonderful. We had a complete funeral in the cooler that was destroyed and we managed to do all the pieces over in time for the funeral.

"After the fire, a man called me and said he would let me use a building he had and that I could pay him when I got the money. Three months later another man said he wanted to set up a retail business next to his insurance agency. Three years later we bought both buildings and cut a passageway between them."

When they reopened at 111 W. State Street, they had added a Christian Book Store and a tuxedo business. In 2013 the store underwent a complete renovation. The bookstore was eliminated leaving 4,500 square feet of floor space on the entrance level. There are 5,000 square feet of storage and delivery area on the lower level and 1,000 feet of storage and two apartments on the upper level. The shop features photography, oils and watercolor paintings, wooden ducks, and jewelry in addition to the traditional floral gifts. They still rent and sell tuxedos for proms and weddings.

Norm commented, "I got to do just what I wanted. I wanted to create a warm, welcoming atmosphere. The colors are mango orange, berry berry, crush green, and charcoal."

The shop specializes in funeral tributes. Planters, throws, stepping stones, angels, benches, cremation containers, and urns are all available. At a funeral for a race car driver, his helmet was incorporated into the spray. Pictures are taken of all items sent to the funeral to create a folder for the family as a keepsake.

"In our private consultation area, we talk to the family and help them prepare for closure at the time of a death," Norm said. "I am not ashamed of my Christian faith and many times I pray with the families if they would like me to do so."

Of course, there are happy occasions such as weddings that form a large part of the business. Some weekends they may do eight or nine weddings. It can be church weddings or something as simple as when the bride picks up the bouquets. For a wedding in Las Vegas, the bouquets were put in vases set in layers of ice and taken in a van to the site. Everything went off perfectly.

Norm noted, "In wedding work, most often brides know what they want in their head but cannot always express it. It is always fun to see a bride's eyes light up. They are so happy when their vision becomes reality. You have to express their wishes for them."



MEMBERPROFILE



One of the more unusual weddings happened when all the tux measurements were emailed from Sweden. Norm never met the bride. The men flew in at 6:00 p.m. the night before and the bride flew in from California the morning before the wedding. There was no time to adjust tuxes or flowers for the 11 a.m. wedding. But, everything went off as planned.

Norm and his wife Carole are active in their community as members of the Chamber of Commerce, Rotary, Kiwanis, and the downtown business team. For 45 years they have sent rose bowls to a 138 bed nursing home for every resident's birthday. This began when Carole had the idea to take broken carnations and roses and use them instead of eventually throwing them out. They go in a rose bowl with a ribbon and a card. The card is signed by Norman and Carole Barlow and staff.

They also partner with radio station WBCH at Easter. They provide 350 tulip or Easter lily plants. The station in conjunction with other businesses sends them to nursing homes in the area. Norm sees it as a great way to promote flowers and plants.

The shop does many promotions. When notices for birthdays and anniversaries appear in the local paper they send out cards to the celebrants. At Christmas they send a 150-200 pine centerpieces to local offices and businesses and participant in holiday parades.

Norm maintains a relationship with two cut flower suppliers, Nordlie's in Grand Rapids, and Rokay in Battle Creek. He explained, "I keep a very close watch on inventory and know that I can drive to one of my suppliers any morning and pick up needed merchandise to complete orders. I also staff very carefully to get work out on time. I believe overstaffing will cause losses. We are part of only one wire service, Teleflora."

The current staff consists of three designers, two part-time staff that clean and stock shelves, and two part-time drivers in addition to Norm and his wife. As far as social media, there is a website and Facebook page.

Norm Barlow has a deep connection to the Michigan Floral Association. He learned designing from going to MFA design shows. At 16 he started taking workshops at the show, then took the Steps to Certification with Cindy Ching, AIFD, CF, and became a Certified Florist in 2010. His wife Carole rarely designs; her main job is to handle the phone, book work and processing orders.

Norm commented, "I love this business as much now as I did in the beginning. Some florists get burned out because you always have tense moments when you are working with feelings. But flowers express love, that's what they do." ✿

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





Romantic Antike

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



INDUSTRY INFO

SAF Members Gather August 13-16, at the 130th Annual Convention in Florida

Floral industry retailers, wholesalers and growers will learn how to set up a pay-per-click ad campaign, buy a floral shop, train newbies, go viral with video, pop more profit into their prices and sell with style during the Society of American Florists' 130th Annual Convention, August 13-16 on Marco Island, FL.

More than 25 interactive programs are designed to train brains and stimulate creativity through live demos, hands-on practice and audience participation. Topics focus on areas of interest to retailers, wholesalers and growers: marketing, merchandising and sales, décor and design trends, hiring and training, financial strategies, and big-picture industry and economic issues.

Among the many sessions will be an interactive telephone sales workshop, a session on Affordable Care Act compliance, and a hands-on photography workshop.

The Professional Floral Communicators-International will be "hustling cool tools, far-out fresh product and hot-looking hard goods in solid '70s style" at the Premier Products Showcase.

This year's 47th Annual Sylvia Cup Design Competition will feature two dozen of the nation's best floral designers. The competitors will get the same flowers and foliage from the California Cut Flower Commission, design supplies from Smithers-Oasis - North American Operations, two hours and a surprise challenge.

The winner receives the Sylvia Cup trophy, \$5,000, and a complimentary registration to SAF's 2015 convention. First runner-up wins \$500; second runner-up gets \$250.

To register go to safnow.org/annual-convention.

Endowment Hosts Fundraiser

The American Floral Endowment will hold its annual fundraising dinner on Thursday, August 24, in conjunction with the Society

of American Florists annual convention at the Marco Island Marriott Beach Resort.

"The annual dinner is AFE's biggest fundraising event and offers guests the perfect opportunity to learn about the latest Endowment efforts while simultaneously connecting with hundreds of floral industry professionals," AFE Chairman Paul Bachman said. "By purchasing a dinner ticket or becoming a sponsor, you're directly helping to support and expand AFE's research and educational efforts to benefit all industry segments."

Past AFE research has led to the invention of the cold chain, techniques for extending the vase life of flowers, controlling powdery and downy mildews and much more. At the dinner, the Endowment will unveil a new and updated website, announce new named funds, recognize donors reaching new giving levels and more.

Last year more than 220 attendees raised more than \$50,000.

For more information go to www.endowment.org.

AFE Research Addresses Gerbera Problem

For satisfied floral customers, cut flowers need to have high quality and a long vase life, but bending of the scape (stalk) is a major postharvest issue that can leave flowers unmarketable and customers unsatisfied. American Floral Endowment funded researchers from the University of Florida screened 14 gerbera varieties for scape bending, flower quality and vase life.

Reducing Scape Bending in the Gerbera Daisy, Research Report #454 includes the following best practices to eliminate scape bending:

- Choose varieties that are less susceptible to scape bending or that easily recover. Most susceptible varieties included Guarda, Fiction, Pink Elegance, Primrose, Sonata, Teresa and Testarossa.
- Avoid storing cut gerbera and never store in boxes.
- Unpack immediately, cut stems and place in a freshly made hydration

solution, particularly one formulated especially for gerbera.

- Provide physical support to stems while hydrating. They should not touch the bottom of the container.
- Hold or display physically supported stems in a commercial hydration solution at 42 degrees Fahrenheit for no more than two days.
- Always use a commercial hydration solution, rather than hydrating in water.
- Provide flower food packets to customers.

For more information read the report on AFE's website along with 150 other reports.

Students Awarded Paul Ecke Jr. Scholarships

Two students have been awarded Paul Ecke Jr. Scholarships. The merit-based scholarship honors the late floriculture pioneer and is awarded to M.S. or Ph.D. students who are on track to become exceptional researchers or educators.

Joshua Craver, who will earn a graduate degree at Kansas State University and begin a doctoral program at Purdue University, and Emma Lookabaugh, a doctoral student at North Carolina State University, were both awarded \$10,000 scholarships. Both students will receive \$5,000 for two consecutive years.

"Generally only one Paul Ecke Jr. Scholarship is awarded each year, but this year AFE made an exception to award a scholarship to two remarkable candidates," said Dwight Larimer, AFE education committee chairman and DESIGN MASTER color tool, inc. president. "These students show great promise and will be strong assets to the industry."

Craver will pursue a Ph.D. in horticulture at Purdue University under Roberto G. Lopez, Ph.D. His doctoral research will explore the potential applications for using LED lighting in horticulture.

Emma Lookabaugh, a doctoral student at NCSU, has extensive experience in floriculture extension work and outreach activities, including more than five years experience at a diagnostic clinic. Her

doctoral research focuses on pythium and aims to combine sound floriculture research with disease management strategies.

SAF Offers New Prescription Discount Card

The Society of American Florists and Hortica Insurance and Employee Benefits have partnered to bring members a new discount card that will help slash prices on most prescription drugs. The card is free, open to all SAF members, their families (it even covers pets!) and all staff. It will offer savings from 10 to 85 percent off the cost of most medications at over 60,000 participating pharmacies across the U.S.

The card works whether you have health insurance or not. Members can click on rxpricequotes.com and see exactly what their medication costs at the nearest pharmacies. They can then use either their existing insurance or the discount card, and choose whichever offers the best deal. For those who don't have insurance, the card can substantially reduce the price of many drugs.

The card is easy to use, members simply present it when getting a prescription filled and the discount is automatically applied.

It is completely confidential between member and pharmacist.

Members can download as many cards as they need at www.nbdrug-card.com/DrugCard.aspx?ID=RX275. Once printed, they can use the cards immediately. Or, members can call Med One Select at 866-717-1471, and cards will be mailed to them.

Get 15 Minutes of Free Legal Advice

The Society of American Florists has partnered with Paley Rothman, a Bethesda, Maryland law firm, so that members can get free answers to a variety of legal questions.

Members can contact attorney Paula A. Calimafde for a free 15-minute consultation on a variety of issues such as taxes, estate planning, employment law, real estate, trademarks, acquisitions and regulatory compliance.

Calimafde has more than 30 years of experience, and she is a nationally recognized leader in the field of creative retirement plan designs for businesses.

Members can contact Calimafde at 301-951-9325. Be sure to mention SAF membership.

Crown Swann VaseOff! Champ

Bryan Swann of Karin's Florist in Vienna, Virginia, won the Society of American Florists' VaseOff! All-Stars Challenge with his "Outta the Box" floral arrangement.

The contest attracted significant interest online. Visitor traffic at aboutflowersblog.com, SAF's consumer blog, increased 389 percent during the two-week challenge and resulted in nearly 3.1 million social media impressions as people voted for the floral design that depicted "Live Colorfully - Dare to be Different."

"Our goal is to use social media to show consumers the artistry and expertise of professional florists," said Jennifer Sparks, SAF vice president of marketing."

The other winning florists from previous VaseOff! contests who participated in the grand finale were Walter Fedyshyn, AIFD, PFCI, Phillip's Flowers & Gifts, Chicago, IL; Rowena Johnson of Rochette's Florist, Farmville, VA; Tony Medlock, AAF, AIFD, PFCI, of PJ's Flowers & Events in Phoenix, AZ, and Coby Neal, AIFD, PFCI, The Flower Studio, Austin, TX.

VaseOff! is part of SAF's Consumer Marketing Program, which uses public relations and social media to promote positive messages about flowers, plants and florists.

G. Keith Crittenden Inducted into MFF Hall of Fame

The Michigan Floral Foundation has honored G. Keith Crittenden with induction into its Hall of Fame. The awards dinner was held in the Gerald R. Ford ballroom at the Amway Grand Plaza Hotel in downtown Grand Rapids, Michigan.

G. Keith Crittenden was born in 1954 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. He has been officially retired since 1997 and currently resides in Michigan and Florida.



Left to right: Clara Crittenden; Alice Waterous, AIFD, CF, PFCI, Michigan Floral Foundation chairman; G. Keith Crittenden, and Rodney Crittenden, Michigan Floral Foundation president.

CFREPORT



Certification Report Our Great EXPO Certified Florist Displays!

We had great CF participation this year at the Great Lakes Floral Expo. Some of the displays are pictured below. These displays inspire people to become Certified Florists. Thank you to everyone who participated and thank to Lea Kuklinski, CF, for coordinating the program.



Sarah Soltis, CF



Lea Kuklinski, CF



Dave Pinchock, CF



Kathy Fiebig, CF



Youngmi Hong, CF



Colette McClinton, CF

CF News

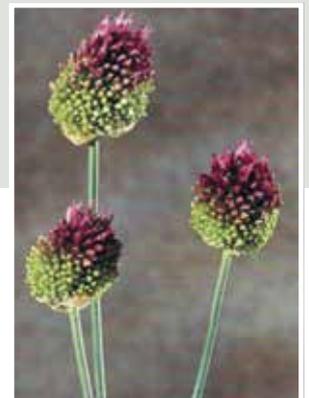
We have a Steps to Certification Workshop on Wednesday, October 1, to help you prepare for the CF test and a CF test at Michigan State University on Sunday, October 12, 2014. ✿

CF Flower of the Month – ALLIUM

Available from April - September, Allium is a striking flower with strong line elements. It works well in many design forms from traditional to contemporary.

Allium are long lasting (7-10 days) and come in bunches of 10 stems. The onion smell emitted when the stems are cut will dissipate but avoid using hot conditioning water, which will intensify the smell.

Tip: Color harmony is an important part of floral designing. Your CF manual has a great section about color along with a color wheel. A color wheel is a great tool...keep a copy in your tool box for quick reference. Take one with you when shop at the wholesale house to help focus on making your designs and accessories color coordinated and harmonious.



Plan Now to Honor
Kathy Petz, AAF, CF, PFCI

Thursday, October 23, 2014

*At the Michigan Floral Foundation Hall of Fame Awards Dinner
University Club, Michigan State University*



As a co-op student in 1958, Kathleen Petz began sweeping floors in a flower shop. Many years, and lots of training later, she was a designer at several Michigan floral shops including Maple Lane and Jacobsen's Flowers. During this time, received an Associate's degree in business from Oakland Community College. In 1983, after three years in sales, she experienced two life changing events...her marriage to Stephen Petz, and the beginning of her 30 year career as a wire service representative. While she has won contests and received awards, when you ask Kathy what makes her most proud, it is her three children, Kevin, Kelly and Craig. Along with her grandchildren Shannon and Sawyer, they are the light of her life. Also important has been the opportunity to create educational opportunities for the florists who mean so much to her! Her "Secret Shopper Program" has been lauded by florists for more than 20 years. She has presented sales and customer service programs for hundreds of florists across the United States and Canada. She was a member of the Michigan Floral Association Board of Directors for 13 years. On the MFA education committee, she eventually became chairperson, working with the committee to create a CF (Certified Florist) Manual which has become a national standard. The manual has been adopted by seven states; 234 florists have been certified. In 2012, Kathy retired from Teleflora. Today she is proud to be a member of the Teleflora Emeritus Team led by her mentor, Tom Butler, AAF, PFCI.

**Tickets for this event are available by calling the Michigan Floral Association at (517) 575-0110.
Don't miss this exciting evening of fun and fellowship.**

The Michigan Floral Foundation supports the industry through various educational opportunities and community enrichment activities. It provides financial aid to those seeking to become a Certified Florist. Contributions are tax deductible. Donations can be made in honor of a birthday or anniversary or in memory of a loved one. To donate contact the MFA office (517) 575-0110 or visit www.michiganfloral.org and click on the MFF in the menu bar.



MichiganFloral
FOUNDATION

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

Spend the Day on the Golf Course with the Michigan Floral Association!

Wednesday, August 6, 2014

We'll be playing at The Emerald Golf Course in Saint Johns, MI. (www.emeraldgolfcourse.com) The day will begin with check-in and range balls at 9:30 a.m. at the Club House, followed by a 10:00 a.m. shotgun start. An awards ceremony will follow the round. Each 4-person team will play a scramble format. All players receive prizes, so don't worry about your score or skill level – this is a day of fun and networking!

COST: \$80 per golfer, \$300 per 4-person team: includes 18 holes of golf, cart, lunch,, game holes & prizes

Golf Outing Sponsorship Opportunities

Eagle Sponsor – \$1,000, includes 4-tee sign @ \$100, 1 4-team @ \$250, \$350 donation, and designation as Major Sponsor in *The Professional Florist* magazine and on the MFA Web site

Birdie Sponsor – \$500, includes 2-tee sign @ \$100, golf for 2 @ \$150, \$150 donation, and designation as a sponsor in *The Professional Florist* magazine and on the MFA Web site

Par Sponsor – \$250, includes 1-tee sign @ \$100, \$150 donation, and designation as a sponsor in *The Professional Florist* magazine and on the MFA Web site

Bogey Sponsor – \$150, includes 1-tee sign @ \$100, and \$50 donation

Tee Signs – \$100, includes company name and logo

A big thank you to the 2014 MFA Golf Outing Sponsors

Eagle Sponsor:

Hyacinth House Greenery

Birdie Sponsor:

BloomNet & MHI Self-Insured Work Comp Fund

Tee Sign Sponsor:

DWF • Saginaw Valley Flower Exchange • FloristWare

More sponsorships are still available.

“FORE” more information on playing and/or sponsoring, call Rod Crittenden at (517) 575-0110, or e-mail rod@michiganfloral.org

“Don't miss this day of fun, networking and golf with your fellow floral industry members. Hyacinth House is proud to once again be a sponsor of this event. I look forward to seeing you on the course!”

–Jim Schmidt, co-owner of Hyacinth House, 2013 MFA Golf Outing chairman



Nature's Creative Edge 2014 – “Architectural Expressions”

September 19, 20, 21, 2014

Hours: Friday and Saturday 6-9 p.m.,
Sunday 4-7 p.m.

Beginning in 2006 with a Master Class hosted by Robert Friese, AIFD, Nature's Creative Edge has become an annual event on the third weekend in September. Located on Friese's five acre plot in Fruitport, Michigan, the exhibit is a public awareness/fundraiser with tickets available at the gate, on Showclix and at various West Michigan retailers.



AIFD members, invited mixed media artists and floral professionals create floral interpretations viewed along groomed paths in the forest. As night falls, the forest turns into a magical vision, illuminated by candles and strategically placed spotlights as visitors stroll through this amazing collection of floral art. It is an evening that can be enjoyed by the entire family. Floral designers from Michigan, Indiana, Illinois, Ohio, Wisconsin, Minnesota, and New Mexico regularly appear to design these one-of-a-kind displays. Some consider it “Florist's Camp”, where they can work alongside their peers at this spectacular event.

For more information go to *Nature's Creative Edge.com*, also look for Nature's Creative Edge on Facebook.

DESIGN TIP: How to Use a Stackable

BY DEREK WOODRUFF, AIFD, CF
THE FLORAL UNDERGROUND, TRAVERSE CITY, MI, MFA DESIGNER OF THE YEAR

Syndicate Sales has brought us an amazing product. Most designers see a Stackable and dismiss it because they are not sure what to do with it. It is made of strong, durable plastic. It comes in two colors which hold paint wonderfully if you decide you would like to change the color, and it has uses in many different areas of the floral industry. Let me show you how to use a Stackable.



STEP 1: Stackables come with spacer rings, so that you can stack the pieces as high as you wish. For special events, you can even create a tower. Personally, I have stacked pieces 12 high and elevated the structure on a riser, making it about eight feet tall!



STEP 2: Add your layers. You can do this before or after you design. Designing with them stacked will help your overall design, but you can achieve a great look designing either way.



STEP 3: Insert Aquafoam. Depending on the design, you can hot glue your dry foam in with pan type glue, or just nest it in the reservoir. A low design may not need to be glued in where as a design with tall flowers should be glued for stability.



STEP 4: Green it! I think you'll be pleasantly surprised that it doesn't take as many greens as you might think to cover the Aquafoam.



STEP 5: Add your flowers. This is the creative part. You can design your Stackable to be as intricate or as simple as you wish. Mixing different kinds of flowers and different kinds of greenery together adds interest.



STEP 6: If you have designed your Stackable arrangements separately, now is the time to stack them up and put them together! See how much fun it is to combine arrangements! ✿



These last two photos show a single arrangement from the back (note that the Aquafoam is not completely covered to show the mechanics of the design) and a completed single Stackable arrangement from the front. Stackables also have a beautiful platform that can be used as a riser for different purposes! In sympathy work, these make an amazing urn riser. In event work, this birdhouse sets the stage for this centerpiece. The possibilities are endless! For more Stackable designs and how-to videos with the product, visit syndicatesales.com.



WUMFA LEADERSHIP REPORT

We've Got a New Look on the Web

BY DIANE SCHULTE, CF, WUMFA PRESIDENT



Have you noticed? We have a new look. Go to www.wumfa.org to see your new website.

We've modernized with the help of Webzone Marketing and Rod Crittenden. This will enable us to work more cost effectively while managing data on the web page.

I think you'll find it easier to find what you're looking for on the improved website. A beneficial new feature is the "Find a Florist" page. You can now easily look up member florists by clicking on the map or by city or zip code. This information is also available to the

general public looking for professional florists in the area.

Check out the added benefits of being a member under the Join WUMFA tab. You now have a staffed office with industry professionals that can easily answer questions or guide you to information sources. What's happening in Wisconsin, Michigan and across the country is covered in the award winning magazine The Professional Florist. A new credit card processing company, educational opportunities and much, much more is now available. Go on line often as new items are posted all the time.

Now that summer is upon us I hope you'll find yourself busy with weddings, graduations and some much

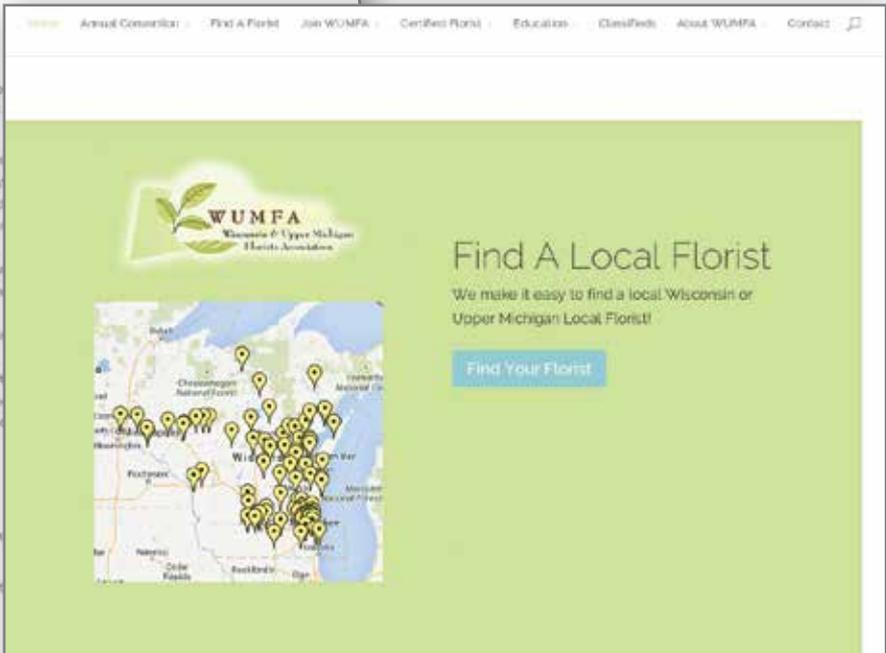
needed time off with family and friends. It is a good time to reflect on the successes and document notes for the next spring holiday season. Don't forget to mark your calendar for the upcoming educational classes posted for later this summer and fall.

In August we'll be teaching Modern Fundamentals where you can learn the basics of design using modern techniques, time saving features, network with other florists and quiz the teacher on your burning floristry questions.

As October arrives Susan Wilke, AAF, PFCL, and Toni Piccolo, CFD, will be instructing a sympathy session for beginners and intermediate designers showing what's in fashion and floral trends in the funeral business. Also discussed will be how the funeral business is integrating the expectations and wishes of a changing society.

I welcome your suggestions and comments on how to make our organization a better association for all. Please submit your comments, questions and or ideas to the office, board of directors or myself. We'd love to hear from you.

Best wishes for a wonderful summer. ✿



The New WUMFA Website

BY WILL CARLSON, WEBZONE MARKETING, ST. JOHNS, MI

We are thrilled to present the new WUMFA website, www.wumfa.org. Webzone Marketing has been working with the floral industry since 2007. We've learned much about floral marketing in that time and keep current on website, mobile and social trends so we can deliver as much value as possible.

Working on floral and association websites for nearly 15 years, we have come to appreciate the many tasks both members and consumers expect from a floral association. Members expect easy access to association news, events and information. Consumers expect ready access to information on members and in many cases, a member locator. There's a lot of interests to serve on one website. It creates a huge temptation to put all this information on the home page and let the user sort it out.

Modern websites take the approach of "less is more". Look at Apple's website to see how this philosophy is practiced. The home page does not have much text. It usually shows a featured product or video. There are tabs at the tops that successfully segment the site's target audience to the proper locations.

In this article, we want to highlight some of the thinking behind the new website as well as highlighting some of the current trends that you can utilize in your own company websites.

Keep it Clean

With WUMFA, we made a clean design that focused on images. We have a rotating slider of images and text that highlight the major navigational features of the website. We also upgraded and prominently display a "Find A Florist" feature to assist consumers in locating a WUMFA member, thus enhancing the website as a viable member benefit.

The modern approach to websites is 1) Responsive Site Design or 2) Mobile Website. A responsive site design codes the site so that it will scale to effectively fit a mobile device. It's an effective stop-gap solution in many cases and works for most simple sites. Responsive design is a standard feature for all of our new site builds.

For a business that has a brick and mortar location and for associations who wish to enhance member search features, a mobile website should be considered. An effective mobile site streamlines the navigation to the most important elements a consumer needs while on a mobile phone: how to contact you and directions to your location.

With WUMFA we opted in the early phase for the responsive design, though we have built it on a platform that will enable an upgrade to a mobile site when the situation is warranted and we have a better grasp of WUMFA's site traffic and audience. This saves the association some funds on the outset, and lays the groundwork to upgrade at a significant reduction in costs.

Social Media

A comprehensive online strategy must include social media. When considering how to use social media you must remember: 1) You don't own the platform you're using and 2) You have to treat social media as an invitation to a conversation.

Your site should be the anchor in your social media strategy. All social media elements should point to it. Better yet, you should take every opportunity to get website and social visitors to register on your email update list. This will provide you greater control over your message and enable you to communicate with your customers often and inexpensively. Use social media such as Facebook to attract people to your website, buy your goods, and entice them to join the email list so you can keep the communication open and sustained.

With regards to WUMFA, we placed social links on the website to tie into the active channels that are being used. Also, WUMFA does a good job of placing the website URL in a prominent location.

Conclusion

We approached the WUMFA site by cleaning up the look and navigation. We used a responsive design that accommodates for the significant and growing mobile users. Finally we tied the site to the social media presence the organization currently utilizes.

Each market can be different and customer age and demographics can vary. This is not a one size fits all process. However, by taking this approach and keeping a close tab on your site and social media analytics, you can make the necessary adjustments to effectively connect with your customers and build that email contact list! ✿

Webzone Marketing has been in business since 2007. They have worked with the floral industry since the company's inception. Clients have included the Michigan Floral Association, Texas State Floral Association, California Cut Flower Commission and the North America Floral Alliance. For information go to www.webzonemarketing.com.



WUMFABUSINESSTIP

Data Security in the Age of Technology

BY ANNE HERAGHTY, COMMUNICATIONS MANAGER

The data breach at Target stores, where credit and debit card data for about 40 million customers was accessed, has banks and processors reemphasizing the all-important aspect of security in the world of credit and debit transactions. As technology advances, so does the savvy of fraudsters. Cyber attacks and point-of-sale breaches are becoming more and more common, regardless of the size of the business. Merchants must do all they can to protect their customers and themselves against fraud.

Increasing the level of awareness for merchants on security issues is one important step toward reducing vulnerability. To this point, the importance of maintaining yearly PCI compliance is fundamental. Not only that, it is *required* by card brands in order for a business to accept payments with their cards. If not certified, merchants can incur serious fines and put themselves at risk for appearing complacent should they be threatened with a law suit as the result of a breach.

PCI:

- is a set of standards that applies to all card scheme members: issuers, acquirers, merchants and service providers.
- dictates how cardholder data may be stored, processed or transmitted; and the systems, policies and procedures that must be used for managing cardholder data.
- has moved to a position of prominence and compliance must be validated on an annual basis.

Regardless of PCI compliance, credit card companies are imposing fines for breaches to cover the cost of fraudulent purchases from compromised cards. Some companies, like Veracity, offer insurance against data breaches that covers many losses including fines levied by card companies, costs of audits and investigations, and replacement of compromised cards. This type of added protection can prove to be very valuable.

It is also vital merchants remain proactive when it comes to guarding customers' data. Protecting point-of-sale (POS) equipment should be at the top of the list. Because your POS terminal records each transaction, sends transaction data to your payment processor for authorization and completion, and tracks customer preferences, it is a valuable source of information for hackers.

In addition to basic features you look for when considering which system to use – versatility, reliability and scope –there are security measures you should take to ensure the safety of the data you are processing with it.

POS:

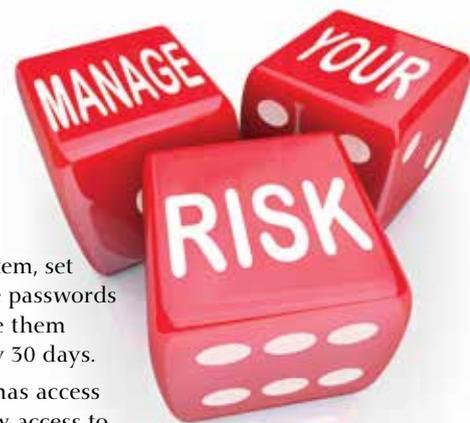
- When you get a POS system, set your own administrative passwords immediately and change them frequently, at least every 30 days.
- Be selective about who has access to passwords. Only allow access to employees who must have it.
- POS systems that browse the internet are more susceptible to breaches. Take extra precautions.
- Never use a device that is not Payment Card Industry Data Security Standard (PCI-DSS) compliant and be sure to stay compliant by renewing annually.
- If your business has multiple locations, ensure the passwords are different at each one. Don't make it easy on fraudsters by giving them access to all the equipment in various locations with one set of credentials.
- Check your POS device regularly to ensure that no skimming devices have been added.

There has also been a surge in card-not-present (CNP) fraud via micro attacks (card testing), shipment fraud, eCommerce fraud, identity theft and card counterfeiting.

Common Fraud Schemes That Affect All Environments:

- **Phishing** – Using websites, email links, and text and audio messaging to spoof a legitimate source and trick victims into giving away confidential information.
- **Social networking** – Ignoring privacy settings, users post photos and personal details or follow links that lead to compromised sites.
- **Malware** – Infected PCs are trawled for personal information, including passwords, or used to generate bogus alerts and sign-on information. This software is also finding its way onto POS terminals.
- **Skimming** – Originally found on ATMs, skimming devices that steal card details are now found at gas stations, on POS terminals, and on portable devices in restaurants.

Data security is complex and ever changing, but regardless of the size of your business, it is paramount. Work with your processor to protect your business and your clients' information. For additional information on data security, visit www.pcisecuritystandards.org/ or www.veracitypayments.com. ✿



HIGHLIGHTS

WUMFA EDUCATIONAL OPPORTUNITIES

Modern Fundamentals

This class will help established designers and beginners brush up on their design skills. Basic design, elements and principles, methods, mechanics, and modern techniques and materials will be covered.

Bring your own tools.

Member \$45.00

Non-Member \$55.00

Student: \$35.00

(Includes all flowers and supplies)

Tuesday, August 19, 2014

5:00 p.m. - 8:00 p.m.

Instructor: Patty Malloy, AIFD, CFD

The class will be held at the Chippewa Valley Technical College in Eau Claire, Wisconsin.

For availability call (517) 230-7730.

Wednesday, August 27, 2014

5:00 p.m. - 8:00 p.m.

Instructor: Kathleen Johnson, AIFD, CF, CFD.

This class will be held at Bill Doran Company, Green Bay, Wisconsin.

For availability call (517) 230-7730.

Wednesday, August 27, 2014

5:00 p.m. - 8:00 p.m.

Instructor: Susan Wilke, AAF, PFCI

This class will be held at DWF, Milwaukee, Wisconsin.

For availability call (517) 230-7730.

Tuesday, August 19, 2014

5:00 p.m. - 8:00 p.m.

Instructor: Patty Malloy, AIFD, CFD

The class will be held at the Chippewa Valley Technical College in Eau Claire, Wisconsin.

For availability call (517) 230-7730.

Sympathy With a Twist

The sympathy business has changed and we need to change with it.

In this class you will learn the foundation of sympathy designs, using basic principles and elements, methods, mechanics, and up-to-date materials. Funeral service etiquette, sympathy terminology, trends, cremation, religious and ethnic considerations, rapport with your funeral director, and how going green affects our industry will be discussed. Bring your own tools.

Member \$150

Non-Member \$195

Student \$100

(Includes all flowers and supplies)

Lunch included

Tuesday, August 19, 2014

9:00 a.m. - 3:00 p.m.

Instructors: Susan Wilke, AAF, PFCI, Toni Piccolo, CFD

The class will be held at Karthaus & Sons, Inc., Germantown, Wisconsin.

For availability call (517) 230-7730.

World Flower Expo Hosts Buyers and Growers

BY BARBARA GILBERT, EDITOR

Beautiful flowers, exciting exhibits, and networking opportunities galore were part of World Flower Expo 2014, sponsored by HPP Exhibitions, Amsterdam, the Netherlands. Buyers representing 468 flower companies from all over the United States and Canada were on hand to see the latest products on the market.

Harrison "Red" Kennicott, Kennicott Bros. Co., cut the ribbon officially opening the grower to buyer show at the Donald E. Stephens Convention Center in Rosemont, IL. The event enables American buyers to source their flower needs without having to leave the United States. Flowers from Ecuador, Colombia, Ethiopia, Kenya, Peru, Holland, USA, Canada, Costa Rica, Israel and Thailand were on display.

Rosa Flora and Blooming of Beloit sponsored design demonstrations by Dutch designer Martin Groen and his team. Their shows covered hand-tied bouquets, Easter arrangements and business designs. In addition there was a visit to the Fumigation Center managed by Rose Pest Control, the Chicago Perishable Center and the cargo area of O'Hare International Airport.

World Floral Expo will be held next year in San Diego, CA, March 10-12. For more information go to www.worldfloralexpo.com. ✿



From left, Borys A. Mejia Aguirre, trade commissioner-consul, Commercial Office of Ecuador in Chicago; Dick van Raamsdonk, president of HPP Exhibitions; and Harrison "Red" Kennicott, Kennicott Brothers.



Mike Mooney, Dramm & Echter, Inc., and Mike Franzoia, California Flower Shippers, Inc., at the exhibit for CalFlowers, the California Association of Flower Growers and Shippers.



Shlomo Danieli from Blooming of Beloit, poses with Paul Hooogenboom from Hoxlex Flower, the Netherlands.

HIGHLIGHTS

Retirement Party...Tropical Style

BY JIM RAUCH, AIFD, CF, CFD, UNIQUE DESIGNS FLORIST STUDIO, DAYTON, OH



When we were contacted about a retirement party for a CEO whose heritage included an upbringing in a tropical setting, the beautiful flowers grown in Hawaii by Green Point Nurseries came immediately to mind. This was truly a dream job for us! Having worked with this client for many years, we were simply given a budget and a green light to make it happen.



Welded wire was sprayed white and shaped into a “wave” suspended just below the ceiling. Attached were great cone shaped vases from Accent Décor, filled with dendrobium orchid sprays. That was the perfect solution for the narrow area at this food station.

Four fresh flower “flobs” (say three times, quickly!) were created using the welded wire, colored with a flat black finish. These four were suspended over the centers of additional food stations, keeping the flowers front and center and at the perfect eye level for guests to enjoy while enjoying the buffet.

The tropical flower “fish” received the most attention. The beautifully sculptured seahorse, created by Geoff Stoermer was a real stand out! It had a Styrofoam® core which he bound with soldago to create the body.



Several design techniques were incorporated. These fish were pillowed, paved, stacked and sprayed!

We actually had several that lasted over three weeks hanging in our display cooler, creating an aquarium of fresh flowers; we were amazed at their longevity. These time-consuming elements can be prepared far in advance. ✿

IN MEMORIAM

James Gaunt

Prominent floral industry figure James F. Gaunt has died at the age of 86. He began working in the family business, Southview Wholesale, as a young boy and the business became his in 1960 when his dad retired.

He was president of the Detroit Allied Florists, and the Wholesale Florists and Floral Suppliers of America and served two terms, 1986 and 1987 as president of the Michigan Floral Association. He was a member of the board of directors of the Society of American Florists and served as a member of the National PromoFlor Council, 1995–1997.

Mr. Gaunt sold his business to his three sons when he turned 65, but continued to participate for many years. In 2010, he received the Lifetime Achievement Award presented by the Michigan Floral Association.

Survivors include three sons, Daniel (Antoinette Keim) Gaunt of Chelsea; Richard “Ric” (Debra) Gaunt of Walled

Lake; Thomas (Laura) Gaunt of White Lake; seven grandchildren, Steven (Richele), Kristin (Ethan) McLaughlin, Nicole, Michelle, David, Chelsea, Nicholas “Nick”; three great-grandchildren, Olivia, Isla, and Oliver; four nieces and nephews.

Walter Demey

Walter Maurice Demey, 88, former owner of Demey Florist in St. Clair Shores MI, has died.)

Survivors include sons Michael (Mary), and Douglas (Pamela); grandchildren Dawn (Shawn) Lindsay, Andrew Demey, and Benjamin Demey; siblings Esther (Tommy) Thompson, Ilene (Bud) Kavanagh and the late Jean (the late Bill) Hannah.

The last line of his obituary read: “In lieu of charitable donations, please patronize your local florist.”

Gilbert John Furnival

Gilbert John Furnival has died at the age of 89. After graduating from Michigan State

University with a BS in floriculture he joined the family business as the third generation at Furnival’s Flowers & Gifts, which operated for 101 years. His pride and joy was the conception, design and construction of the “Furnival Atrium and Fountain” in the Potter Center at Jackson College.

Mr. Furnival received several awards from MSU, among them being the Outstanding Floriculture Student, and Young Floral Designer of the Year. Then in 2001, he received the Michigan Retailer of the Year award from the Michigan Floral Association. He served on the MFA board of directors and became president in 1978. He also was active in FTD and Teleflora.

He is survived by his wife of 65 years, Marion; and their three children, Cindy (Jim) Conant; Diane Richards, and Bruce Furnival; grandchildren, Katy (Kurt) Cleveland, Libby Lounds, David and Jerri Richards, Sara (Ray) Bennett, Carrie (Bol) Duot, Ryan and Emma Furnival; four great grandchildren; sister, Jean Westcott and nieces and nephews. ✿



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Floral Design School: Introduction to Design

Instructor: Tim Latimer, CF

Member \$900 • Non-Member \$1000
(Includes all flowers/supplies) • 12 Weeks of Class
Wednesdays, September 17 - December 10, 2014
Time: 6:00 p.m. – 9:030 p.m.

This comprehensive course will introduce beginning students to the exciting field of floral design. Focus will be placed on the application of the principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color. This class will be a great first step for those desiring to become a Certified Florist.

Time will be divided between lecture and hands-on design. All materials are included in your course fee and you will have a completed floral design to take home each week. Topics include: vased arrangements, symmetrical triangles, asymmetrical triangles, horizontal centerpieces, round designs, hand-tied bouquets, corsages, and boutonnieres.

The class will meet from 6:00 pm to 9:00 pm every Wednesday except for Thanksgiving week for 12 weeks beginning September 17. There are 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams.

The limited course enrollment of 12 will ensure that each student receives personal attention.

Intermediate Floral Design Certified Florist Prep

Instructor: Tim Latimer, CF

Member \$900 • Non-Member \$1000
(Includes all flowers/supplies) • 12 Weeks of Class
Thursdays, September 18 - December 11, 2014
Time: 6:00 p.m. – 9:030 p.m.

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination. (Students who do not wish to take the CF exam will still be welcome.)

The CF manual is the text for this course. You may purchase this manual at: www.michiganfloral.org or call 517-575-0110. This manual is recommended but not required. All other materials will be included in the registration fee.

Time will be divided between lecture and hands on design. A sample test will be given on each topic. Lecture topics include: care and handling of flowers and plants, product identification, customer relations/sales, delivery, marketing, accounting, display, intermediate floral design. Design topics include: vased arrangements, bridal bouquets, corsages, boutonnieres and sympathy. Designs will incorporate the contemporary techniques of grouping, layering, basing, framing, and many more. Each week you will take home your designs.

The class will meet from 6:00 pm to 9:00 pm every Thursday with the exception of Thanksgiving week for 12 weeks beginning September 18. There are 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams.

The limited course enrollment of 10 will ensure that each student receives personal attention.

Steps to Certification

Instructor: Cindy S. Ching, AIFD, CF

Member \$149 • Non-Member \$199
Wednesday, October 1, 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.

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.



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 chelseaflowersllc@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.

SEEKING DONATIONS

MFA Scholarship Committee Seeks Donations for the

2015 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).

the professional florist

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MISSION STATEMENT

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

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)**

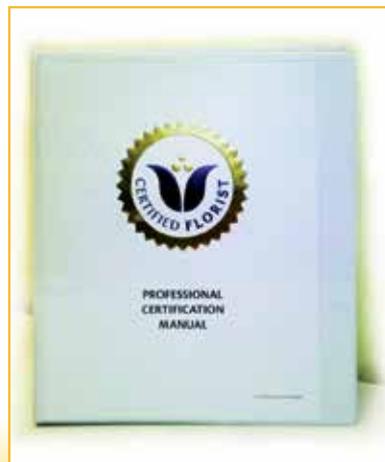
***Cost for manual only is \$399.99 (includes tax & S/H)**

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

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