



Volume III 2017

**2017 Great Lakes  
Floral Expo  
Review**

**Making Your  
Shop Known For  
Its Sympathy  
Work**

**Sympathy  
Designs –  
Beautiful Flowers  
Plus Adding  
That Personal  
Touch**

**2017 WUMFA  
Convention  
Recap**

# the professional florist



**DIAMOND AWARD  
WINNING PUBLICATION**

**MSAE**  
DIAMOND AWARD WINNER



## Floriology Digital Marketing Services

### **Build Your Local Brand & Increase Your Web Sales.**

Let our Digital Marketing Experts create a comprehensive digital marketing plan unique to your business to maximize your shop's online presence and convert shoppers into buyers.

Floriology Digital Marketing Services provide retail florists with proven best practices, consultation & robust services for Search Engine Optimization (SEO), Search Engine Marketing (SEM), content and managing reviews.

### **YOUR WEBSITE IS YOUR MOST POWERFUL MARKETING TOOL**



**ATTRACT**  
new business  
opportunities



**STAY AHEAD**  
of your  
competition



**ENGAGE**  
existing  
customers



**CONVERT**  
shoppers into  
buyers

*floriology*

To learn more about Floriology Digital Marketing Services  
visit [www.floriologyinstitute.com/digitalmarketing](http://www.floriologyinstitute.com/digitalmarketing) or call us at 1-800-BloomNet (1-800-256-6663)



Cover Photo:  
WUMFA Convention  
Design Show "Stars in Heaven"  
Presented by  
Denise Gehrke, AIFD, PFCI,  
and Alan Masters, AIFD  
Photography by Tracy Fleck.

## Leadership Report

- 4 Sympathy – It's Big Business...  
Don't Leave Your Piece of the Pie on the Table!**  
By Rod Crittenden, MFA/WUMFA Executive Vice President

## 2017 GLFE Review

- 6 GLFE Photo Essay**  
**8 2017 MFA Design Contest Winners**  
**9 A First Timer's Reflection on the Expo**  
**10 2017 MFA Industry Award Winners**  
**11 In Appreciation**  
**12 2017 GLFE Committee Chairs**

## Sympathy Features

- 14 Making Your Shop Known For Its Sympathy Work**  
By Jeanette Ballien Gaudreau  
**16 Sympathy Designs – Beautiful Flowers Plus Adding That Personal Touch**  
By Dave Pinchock, CF  
**17 Personalizing Floral Object and Set Sympathy Pieces**  
Laura Daluga, AIF

## CF Report

- 18 Congratulation to Our New Certified Florists and Our CF Member of the Year!**  
By Cindy Ching, AIFD, CF

## Designer Spotlight

- 19 Creating Keepsake Sympathy Designs**  
By Dave Pinchock, CF  
2017 MFA Designer of The Year

## WUMFA

- 20 WUMFA Convention Report**  
By Lorian List, AIFD  
**21 In Appreciation**  
**21 2017 Design Contest Winners**  
**22 2017 WUMFA Hall of Fame Award Winners**  
**23 2017 Convention Photo Essay**  
**24 WUMFA Elects New Officers**

## Design Tip

- 25 Satin Pillows**  
By Deana Gress, CF  
2017 MFA Academy Winner

## Nothing Rhymes With Orange

- 26 Flowers on the Runway**  
By Derek C. Woodruff, AIFD, CF, PFCI

## Floral News

- 27 Stacy Carlton wins 2017 Bobbi Cup**  
**Neville On The Level**  
**29 Who Said a Funeral Can't be Fun?**  
By Neville MacKay, CAFA, PFCI, WFC

- 4 Welcome New MFA Members**  
**24 Welcome New WUMFA Members**  
**27 Industry Info**  
**30 Business Card Ads**  
**30 Classified Ads**



**MichiganFloral**  
**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 2016

President: Jerome Raska, AAF, AIFD, CAFA, CF, PFCI  
Blumz...by JRDesigns, Detroit/Ferndale, MI

Vice President: Janice Curran  
Michigan Teleflora Representative

Treasurer: Jeanette Ballien  
Gaudreau the Florist, Ltd., Saginaw, MI

Immediate Past President: Bob Patterson, CF  
Patterson's Flowers, Big Rapids, Cadillac and Reed City, MI

Executive Vice President/CEO/Secretary: Rodney P. Crittenden  
Michigan Floral Association, Haslett, MI

### Directors-At-Large

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

Janice Curran  
Teleflora, Grand Rapids, MI

Allison Ludema  
Ludemas Floral and Garden, Grand Rapids, MI

### Regional Directors

R1: Terry Oswalt  
Mayesh Wholesale, Romulus, MI  
Jerome Raska, AAF, AIFD, CAFA, CF, PFCI  
Blumz...by JRDesigns, Detroit/Ferndale, MI

R2: Tim Galea  
Norton's Flowers & Gifts, Ypsilanti/Ann Arbor, MI

R3: Teresa Cytlak  
Ridgeway Floral, Three Rivers, MI

R4: Alice Waterous, AIFD, CF, PFCI  
Floral Consultant, Grand Haven, MI

R5: Jeanette Ballien  
Gaudreau the Florist, Ltd., Saginaw, MI

R6: Tim Timinski  
FloraCraft Corp., Ludington, MI

### Publications Committee

Bob Patterson, CF  
Patterson's Flowers, Big Rapids, Cadillac & Reed City, MI

Teresa Cytlak  
Ridgeway Floral, Three Rivers, MI

Jerome Raska, AAF, AIFD, CAFA, CF, PFCI  
Blumz...by JRDesigns, Detroit/Ferndale, MI

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

Publisher: Rodney P. Crittenden

Advertising Director & Sales: Rodney P. Crittenden

Editor: Barbara Gilbert

Graphic Design: Joe McGurn

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

# Sympathy – It’s Big Business... Don’t Leave Your Piece of the Pie on the Table!

BY ROD CRITTENDEN, MFA/WUMFA EXECUTIVE VICE PRESIDENT



**E**ach year in the United States consumers spend over one billion dollars on sympathy flowers, with the average sale coming in at four hundred and seven dollars. As we enter the next twenty years when “Baby Boomers” are starting to pass, this number will certainly grow.

You need to plan now to ensure you maximize the opportunity to capture this business while providing a valuable service to your communities. As the creative professional with outstanding customer service, you will play an important role as family members honor the memory of their loved ones.

Last month I attended the Michigan Funeral Directors Association (MFDA) annual convention. I’ve been attending this two day trade show regularly for several years where I am able to network and speak directly to the directors one on one about the important roll flowers play at a service as well as other issues affecting our industries.

I talk in depth with directors about leaving the phrase “In Lieu Of” out of the obituaries. Many agreed and say they don’t use the phrase. One even told me they subtly ask families who have already placed it in the obituaries to remove it and replace it with one of our alternative phrases.

In 2014 the American Floral Endowment through the Floral Marketing Research Fund surveyed members of the National Funeral Directors Association via email. The survey findings verify what I’ve been hearing at the MFDA annual conventions. In the national survey 64 percent reported they do not use this phrase. It’s important

to keep talking about this issue with your directors.

Every attendee I spoke with said they appreciate and understand the important role flowers play in the service. The national survey



Talking about the issues with MFDA convention attendees. (Thank you to Eastern Floral for providing the beautiful sympathy designs for the booth.)

reported 74 percent encourage flowers and plants at the service. Always stress the importance of having flowers present. Funeral directors have verified the comforting effects flowers have on the bereaved, reporting the only thing more comforting is human interaction with family, friends and clergy.

An important aspect, not to be overlooked when cultivating profitable sympathy business, is to develop and maintain quality relationships with your local funeral directors. The overwhelming majority of directors I spoke with have a relationship with a local professional florist. The national survey reported 80 percent have a working relationship with at least one local professional florist.

They reported that the following traits are important when establishing a professional working relationship with a floral provider: quality and value with all products and services provided, a 100 percent unconditional guarantee on those products and services, and 24/7/365 days a year access and availability to you or your key staff member. It’s not uncommon for the director to have this person’s personal cell phone number. Work closely with your local directors to ensure them you and your shop can meet all of these requirements and more.

Make sure you have a clean, quite room or space in your store where you can comfortably meet with family members to discuss their vision and needs. Be prepared for anything, today’s memorial services will vary greatly. Be open to new ideas and requests. Impress them with your creativity and ability to quickly adapt to any of their requests, and don’t be afraid to charge for this.

Have fresh, current samples, and or photos of your work available. It’s also a good idea to have a nice selection of add-on products available for sale. This will not only help with one stop shopping but will also help with personalizing the tributes. It’s important to keep offerings fresh. You should be updating your photos and samples often, not only in your store but also on the sympathy pages of your website as well.

Don’t write off sympathy work. This issue of *The Professional Florist* is chock full of great ideas and articles on sympathy. Work hard, constantly review what’s working and what’s not, and embrace the changes you need to make. You will be rewarded as your sympathy business grows. ✿

## Welcome New MFA Members!

**What’s Blooming – Jennifer L. Butcher**  
2403 W. Broadway, Bunker Hill, IN 48914  
Phone: (765) 271-4061

**Victoria Floral Design, Inc – Victoria Mekas**  
7117 South St., Unit A, Benzonia, MI 49616  
Phone: (231) 882-5144 • Fax: (231) 882-5145  
[www.victoriasfloraldesign.com](http://www.victoriasfloraldesign.com)

**Kathy’s Flower Patch – Kathy Mesecar**  
1453 Jordan Lake St., Lake Odessa, MI 48849  
Phone: (616) 374-1100 • (616) 374-1100  
[www.kathyflowerpatch.com](http://www.kathyflowerpatch.com)

**South Lyon Flowers & Gifts – Doreen Frederick**  
22331 Pontiac Trail, South Lyon, MI 48334  
Phone: (248) 437-7997  
[www.southlyonflowersandgifts.com](http://www.southlyonflowersandgifts.com)

**WB Penobscot Flowers – Jerry Baker, CF**  
645 Griswold St., Suite 6, Detroit, MI 48226  
Phone: (313) 510-8575

**St. Clair Florist & Greenhouse – Wendy Greer**  
7043 Big Hand Rd., St. Clair, MI 48079  
Phone: (810) 329-2974  
[www.saintclairfloral.com](http://www.saintclairfloral.com)

**Owosso Floral – Misty Frost**  
211 N. Washington, Owosso, MI 48867  
Phone: (989) 723-2244 • [www.owossofloral.com](http://www.owossofloral.com)

**MacDowell’s Flower Shop – Bruce MacDowell**  
228 S. Bridge St., Grand Ledge, MI 48837  
Phone: (517) 627-9400 • (517) 627-3344  
[www.macdowellflowershop.com](http://www.macdowellflowershop.com)

**Michigan Memorial Flower Shop, Inc. – Daniel Dwyer**  
30895 Huron River Dr., Flat Rock, MI 48134  
Phone: (734) 783-2646  
[www.mimemorial.com](http://www.mimemorial.com)

**Jackson Area Career Center – Jenifer Smith**  
6800 Browns Lake Rd., Jackson, MI 49201  
Phone: (517) 768-5200

**Student Member – Heather DeLong**  
Coldwater, MI 49036



*Mayesh Design Star*  
FLOWER WORKSHOP TOUR

FEATURING

**CHRISTY HULSEY**

of COLONIAL HOUSE OF FLOWERS

---

FOR MORE INFORMATION & TICKETS VISIT  
**[WWW.MAYESH.COM/MDSWORKSHOP](http://WWW.MAYESH.COM/MDSWORKSHOP)**

**@MAYESHWHOLESALE**



**#MDSFLOWERWORKSHOP**

Photo by Hannah Forsberg

## 2017GLFEREVIEW

# 2017 GREAT LAKES FLORAL EXPO



1



2



3



4



5



6



7



8



9



10

1. Design Contest Co-Chairperson Karen Bates, Flowers by Vogl's, Sturgis, MI.
2. FTD's Pete Samek, AIFD, and Samantha Belonga, St. Ignace in Bloom, St. Ignace, MI.
3. James Lutke, GLFE program presenter, smelling the roses.
4. Judy White, Picket Fence Floral & Design, Holland, MI; Sarah Boetsma, Picket Fence, and Kiersten Schulte, Eastern Floral, Grand Rapids, MI, at the corsage bar.
5. Tim Galea, Norton's Flowers & Gifts, Ypsilanti, MI, checking in at the registration desk.
6. Traverse City, Michigan's Tiffany Klemm and Derek Woodruff, AIFD, CF, PFCI, Floral Underground.
7. First time Expo attendees Michelle Soupley, Banner Flower House, Kokomo, IN, and Jennifer Butcher, What's Blooming, Bunker Hill, IN.
8. Coach Garrett Skupinski, CF, CFD, Floral Today, University City, MO with Chopped winner Jim Schmidt, Hyacinth House, Lansing, MI.
9. Kathy Petz, AAF, CF, PFCI, from Teleflora, wore a beautiful flowered hat to honor the late Bobbi Ecker Blatchford, AAF, AIFD, PFCI.
10. On hand to honor their mother were Cyndi Ecker Campbell and her brother Bruce Ecker.



11



12

11. Rod Crittenden, MFA executive vice president, poses with his parents, Clara and Keith Crittenden.
12. Kim Herbers, Saginaw Valley Flower Exchange, Saginaw, MI; Bing Goei, Eastern Floral, Grand Rapids, MI, and Jim Wilson, Norman Smith Enterprises, Paulsboro, NJ.



13



14



15



16



17



18



19



20



21



22



23



24



25

- 13. Presenter Renato Cruz Soquero, Bloomnet and Debbie Rose, Blissful Blossoms, Norton Shores, MI.
- 14. Expo vice chairperson Marisa Rakowski, CF, Middleville, MI, shares a moment with Jerome Raska, AAF, AIFD, CF, PFCL, Blumz...by JRDesigns, Detroit/Ferndale, MI, MFA president.
- 15. Debi Chedester, executive director of the American Floral Endowment and Dwight Larimer, AAF, PFCL, Endowment chairman.
- 16. Tim and Molly Timinski, FloraCraft Corporation, Ludington, MI, with Jeanette Gaudreau-Ballien, Gaudreau the Florist, Saginaw, MI.
- 17. Representing Nordlie, A Kennicott Company, were Leslie Walton, Nordlie Grandville, and Tom Figueroa, AIFD, CF, Nordlie Warren.
- 18. Janice Curran, MFA vice president and Michigan Teleflora rep, shows off next year's Expo dates with Alice Waterous, AIFD, CF, PFCL, floral consultant, Grand Haven, MI.

- 19. Volunteer Ron Thompson and Susan Estes, CF, Lane Street Blooms, Blissfield, MI.
- 20. Hands-on workshop instructor Tom Bowling, AIFD, PFCL, Teleflora, Fairfield, OH, conducts a class on bridal work.
- 21. Jason Rudicil, Eastern Floral, Holland, Michigan, and Teresa Cytlak, Ridgeway Floral, Three Rivers, MI.
- 22. Joe Clifford, Regency Group, East Lansing, MI, and his wife, Monique.
- 23. Kathleen Kreher, Romance in Blooms, Chicago, IL.
- 24. Laura Daluga, AIFD, Department of Floristry, Ypsilanti, MI, demonstrates at the design kiosk in the trade fair.
- 25. GLFE 2017 Designer of the Year Dave Pinchock, CF, Vogt's Flowers, Flint, MI, and Rebecca Geary, CF, La Otto, In.

## 2017GLFEREVIEW

# 2017 MFA Design Contest Winners

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



### MFA Designer of the Year

Dave Pinchock, CF  
Vogt's Flowers, Flint, MI



### Chuck Bannow Award

Garrett Skupinski, CF, CFD  
Floral Today  
University City, MO



### Academy Winner

Deana Gress, CF  
Norton's Flowers and Gifts  
Ypsilanti/Ann Arbor, MI



1st Place

### PROFESSIONAL DIVISION Theme 1: It's A Wonderful World

**1st Place** - Garrett Skupinski, CF, CFD  
Floral Today, University City, MO

**2nd Place** - Dave Pinchock, CF  
Vogt's Flowers, Flint, MI

**3rd Place** - Stefanie Rutherford  
Floral Underground, Traverse City, MI



1st Place

### PROFESSIONAL DIVISION Theme 2: Surprise Package One Sympathy Design

**1st Place** - Dave Pinchock, CF  
Vogt's Flowers, Flint, MI

**2nd Place** - Garrett Skupinski, CF, CFD  
Floral Today, University City, MO

**3rd Place** - Stefanie Rutherford  
Floral Underground, Traverse City, MI



1st Place

### PROFESSIONAL DIVISION Theme 3: Surprise Package Two Wire Design

**1st Place** - Garrett Skupinski, CF, CFD  
Floral Today, University City, MO

**2nd Place** - Dave Pinchock, CF  
Vogt's Flowers, Flint, MI

**3rd Place** - Stefanie Rutherford  
Floral Underground, Traverse City, MI





1st Place

**STUDENT DIVISION**

**College/Novice**

**Theme: World of Flowers Crown**

**1st Place** - Mikaela Hubbard, CF,  
Ridgeway Floral,  
Three Rivers, MI



1st Place

**High School**

**Theme:**

**It's a Small World**

**1st Place** -  
Sonya Lightfoot  
Alanson Public Schools  
Alanson, MI

**2nd Place** -  
Alyssa King  
Alanson Public Schools  
Alanson, MI

**3rd Place** -  
Mike Specht  
Alanson Public Schools  
Alanson, MI

**A First Timer's Reflection on the Expo**

BY PATRICIA FOWLER, AIFD, FLOWERAMA, PITTSBURGH, PA

It took but a minute to decide to attend the Great Lakes Floral Expo once my calendar became free and the six hour drive to Grand Rapids from Pittsburgh manifested as an adventure. My co-pilot was my 11 year employee and store manager, Angela Panza.

The Expo provided many opportunities for education and connecting with floral friends. I can't stress enough the value behind being a volunteer. You can find yourself up early and to bed late, however the mechanics and details that are learned in the workroom are priceless.

The hands-on classes taught by AIFD designers were filled with eager students and I was super impressed with the content of education in each of them. The stage presentations provided practical floral advice, as well as current trends in the industry.

I also had the opportunity to say hello to current vendors and meet new ones.

I really enjoyed the adventure to the beautiful city of Grand Rapids. The cost was extremely reasonable and it was a great learning experience for a dedicated staff member. She is now hooked on volunteering.



Angela Panza, left, and Patricia Fowler, GLFE first timers.

**alexandra**  
F A R M S  
Exceptional Garden Roses

**Deluxe Garden Roses**

Long-lasting, award-winning, fresh cut garden roses available all year



**Lemon Pompon**

Vase Life	Fragrance	Shape
12	★★★★☆	Flat Rosette
Color	Petals	Awards
Bright Yellow	131	



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

1-305-528-3657 • [marketing@alexandrafarms.com](mailto:marketing@alexandrafarms.com) • [www.alexandrafarms.com](http://www.alexandrafarms.com)

# 2017 MFA Industry Award Winners



**Lifetime Achievement Award**  
 Alice Waterous, AIFD, CF, PFCI  
 Floral Consultant, Grand Haven, MI



**Wholesaler of the Year**  
 Saginaw Valley Flower Exchange  
 Saginaw, MI



**Retailer of the Year**  
 Kennedy's Flowers & Gifts  
 Grand Rapids, MI



**Certified Florist of the Year**  
 Jennifer Linehan, CF, CFD  
 Beautiful Blooms by Jen, Sylvania, OH



**Retail Employee of the Year**  
 Edward Smith  
 Country Lane Flower Shop, Howell, MI



**Wholesale Employee of the Year**  
 Conseulo Lovelady  
 Mayesh Wholesale Florist, Romulus, MI



**Young Person of the Year**  
 Jason Rudicil  
 Eastern Floral, Holland, MI



**MFA Past President's Floriology Institute Scholarship Winner**  
 Garrett Skupinski, CF, CFD  
 Floral Today, University City, MO



**Special Recognition Award**  
 Patrick Dahlson  
 Mayesh Wholesale Florist  
 Los Angeles, CA



**National Service Award**  
 Ty Dudley  
 Armellini Express Lines, Palm City, FL

# 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 the 2018 Expo, March 2-4, visit [www.michiganfloral.org](http://www.michiganfloral.org) or e-mail Rod Crittenden at [rod@michiganfloral.org](mailto:rod@michiganfloral.org).

## Thank you to the Expo Exhibitors!

*\*Designates MFA Active Member*

A2Z Balloon  
[www.a2zballoons.com](http://www.a2zballoons.com)

\*Alice's Christmas Elves  
[www.aliceschristmaselves.com](http://www.aliceschristmaselves.com)

Bauble & Seed

\*BloomNet  
[www.mybloomnet.net](http://www.mybloomnet.net)

Connie Duglin Linen  
[www.connieduglinlinen.com](http://www.connieduglinlinen.com)

\*FloraCraft Corporation  
[www.floracraft.com](http://www.floracraft.com)

\*FTD  
[www.ftdi.com](http://www.ftdi.com)

FloristWare  
[www.floristware.com](http://www.floristware.com)

\*Flower Shop Network  
[www.flowershopnetwork.com](http://www.flowershopnetwork.com)

Gypzy Dezinz  
[www.greggaledesigns.com](http://www.greggaledesigns.com)

\*Hyacinth House  
[www.hyacinthouseflowers.com](http://www.hyacinthouseflowers.com)

\*Lion Ribbon  
[www.lionribbon.com](http://www.lionribbon.com)

\*Mains Importing  
[www.mainsimporting.com](http://www.mainsimporting.com)

Maple Ridge Supply  
[www.mapleridgesupply.com](http://www.mapleridgesupply.com)

\*MHI Fund/Regency  
[www.mhifund.org](http://www.mhifund.org)

Multi Packaging Solutions  
[www.jhc.com](http://www.jhc.com)

Norman Smith Enterprises  
[www.nsenet.com](http://www.nsenet.com)

\*Retailers Processing Services  
[www.michiganfloral.org](http://www.michiganfloral.org)

\*Smithers-Oasis  
[www.oasisfloral.com](http://www.oasisfloral.com)

Society of American Florists  
[www.safnow.org](http://www.safnow.org)

\*Teleflora/eFlorist  
[www.myteleflora.com](http://www.myteleflora.com)

## Thank you to the Product Donors!

*\*Designates MFA Active Member*

Accent Decor  
Agromonte  
Alpha Fern  
AMC  
Bella Blossom  
\*Berwick/Offray/Lion Ribbon  
Chrysal USA  
Connectaflor  
Design Master Color Tool  
Don Eusebio Farms  
Esprit  
Equiflor  
\*FloraCraft  
Fresh Pak California  
Greenpoint Nursery Hawaii  
Golden Flowers  
Holex  
\*Hyacinth House  
\*Kennicott Grand Rapids  
Liberty Blooms  
\*Mains Importing  
National Orchids  
Napco

\*Nordlie Floral, A Kennicott Brothers Company  
Norman Smith Enterprises  
Rosafloora  
Rosa Prima  
\*Smithers-Oasis  
Sole Farms  
Sun Valley  
\*Syndicate Sales  
The Floral Express Canada  
The Queens Flowers  
William Puckett

A special thank you this year to Tom Figueroa, AIFD, CF and the team at Nordlie/Kennicott for helping with fresh product procurement.

## 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. ✨

The Michigan Floral Association would like to thank these fine sponsors for making the 2017 Great Lakes Floral Expo possible.

teleflora.



bloomnet  
World-Class Florists Worldwide Delivery

floristware  
Powerful, Affordable, Easy-To-Use

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

oasis  
FLORAL PRODUCTS  
www.oasisfloral.com



FLORACRAFT

DWF  
Where our customers, partners and employees flourish

Michigan Floral  
FOUNDATION

FlowerShop  
network.com

MAYESH  
EST. 1978

American  
Floral  
Endowment  
Funding Generations of Progress  
Through Research and Scholarships

Fitz Design

Nordlie  
A Kennicott Company  
Employee owned...  
It makes a difference!

## 2017GLFEREVIEW

### 2017 GLFE Committee Chairs

MFA would like to thank the Great Lakes Floral Expo Committee Chairs and all their volunteers who make this weekend happen!



**CHAIR**  
**Alice Waterous, AIFD, CF, PFCI**  
Waterous Floral Consultant,  
Grand Haven, MI



**VICE CHAIR**  
**Marisa Rakowski, CF**  
Freelance Designer, Middleville, MI



**IMMEDIATE PAST CHAIR**  
**Kevin Adamo**  
Country Lane Flower Shop, Howell, MI



**AIFD SHOWCASE**  
**Laura Parker, AIFD, CF**  
Fresh Start Floral Consulting, Holly, MI



**APPRECIATION BOUQUETS**  
**Kathie Cottrell**  
Jackson, MI



**BANQUET DECORATIONS**  
**Derek Woodruff, AIFD, CF, PFCI**  
Floral Underground, Traverse City, MI



**BUSINESS SESSIONS**  
**Kiersten Schulte**  
Eastern Floral & Gifts, Grand Rapids, MI



**CF SHOWCASE**  
**Lea Kuklinski, CF**  
Fruit Basket Flowerland,  
Comstock Park, MI



**CONFERENCE DECOR**  
**Allison Ludema**  
Ludemas Floral and Garden Center,  
Grand Rapids, MI



**CORSAGE BAR**  
**Sarah Boetsma**  
Picket Fence Floral & Design,  
Holland, MI



**DESIGN CHOPPED**  
**Marisa Rakowski, CF**  
Freelance Designer, Middleville, MI



**DESIGN CONTEST**  
**Doug Bates, AIFD, CF,**  
**and Karen Bates**  
Designs by Vogt's, Sturgis, MI



**DESIGN KIOSK/REVIEWS**  
**Laura Daluga, AIFD**  
Department of Floristry, Ypsilanti, MI



**DESIGNER LIAISON**  
**Debbie Royal, CF**  
Freelance Designer, Brooklyn, MI



**HANDS-ON WORKSHOPS**  
**Dave Pinchock, CF**  
Vogt's Flowers, Flint, MI



**KIDS IN HOME AND GARDEN SHOW**  
**Jason Rudicil**  
Eastern Floral, Holland, MI



**MFA BOOTH**  
**Robert Friese, AIFD**  
Nature's Creative Edge, Fruitport, MI



**NEW MEMBER ORIENTATION**  
**Teresa Cytlak**  
Ridgeway Floral, Three Rivers, MI



**RAFFLE**  
**Jerome Raska,**  
**AAF, AIFD, CF, PFCI**  
Blumz...by JRDesigns,  
Detroit/Ferndale, MI



**REGISTRATION DESK**  
**Bob Patterson, CF**  
Patterson's Flowers, Big Rapids, MI



**SOCIAL MEDIA**  
**Garrett Skupinski, CF, CFD**  
Floral Today, University City, MO



**STAGING/FLORAL GALLERY**  
**Ronald Thompson**  
Lane Street Blooms, Blissfield, MI



**TRADE FAIR**  
**Jeanette Gaudreau-Ballien**  
Gaudreau The Florist, Saginaw, MI



**VOLUNTEERS**  
**Lea Kuklinski, CF**  
Fruit Basket Flowerland,  
Comstock Park, MI



**Colleen Siembor**  
Cardwell Florist, Livonia, MI

## With Appreciation

### PROCUREMENT

**Courtney Hill**  
Kennicott Brothers, Walker, MI  
**Tom Figueroa, AIFD, CF**  
Nordlie Inc./A Kennicott Company, Warren, MI

### RAFFLE

**Jeanette Gaudreau-Ballien**  
Gaudreau The Florist, Saginaw, MI  
**Kim Herbers**  
Saginaw Valley Flower Exchange, Saginaw, MI

### RETAIL STORE

**Lisa Farquart**  
Student, Brighton, MI  
**Carrie Johnson**  
Freelance Designer, Grand Rapids, MI  
**Kim Slocum**  
Freelance Designer, Pickney, MI  
**Tonja VanderVeen, AIFD, CF**  
Designing Dreams, Grand Rapids, MI

### WORKROOM

**Jackie Burrell, AIFD, CF**  
Flowers from Sky's the Limit, Petoskey, MI  
**Debbie Patterson**  
Patterson's Flowers, Big Rapids, MI

# 5 Reasons to Process with MFA...



## 1. Best Credit Card Processing Solutions

- 24 hour funding of transactions available
- Terminals that process EMV and Apple Pay transactions.
- No long term contract
- No hidden fees
- No chargeback fees
- No monthly minimums
- No charge for supplies
- No PCI Compliance fees

Program administered by Michigan Retailers Services, Inc., a registered Independent Sales Organization for Synovus Bank, Columbus, GA. Michigan Retailers Services, Inc. is a member in good standing of the Electronic Transactions Association.

## 2. Data Breach Protection

A data breach involving customers' credit card information can cost your business tens of thousands of dollars — even put you out of business.

This coverage, which is provided at no charge with each merchant number, provides up to \$100,000 of protection should the unthinkable happen. It covers things like:

- Forensic audits
- Fines from the card brands
- The cost of notifying your customers
- The cost of the banks reissuing cards



## 3. American Express®

American Express can now be set up to run on our system just like Visa, MasterCard, and Discover. Now you only have to set up one merchant processing relationship, instead of two.

- Simple merchant processing relationship management
- Single point of contact
- Faster payment
- Same statement for reconciling



## 4. Recurring Payments and Mobile Processing

Looking for an easy, secure and reliable way to process payments anywhere you do business? With Transaction Express you get all of that and much more!

- Set up automatic customer billing for recurring charges
- Upload batch files
- Generate printed receipts or e-receipts
- Set up multiple users with different levels of access
- Process ACH transactions
- Use your Smartphone or tablet to process transactions



## 5. Best Personal Customer Service

Our Customer Service Representatives are full-time employees, not contract workers in an outsourced call center halfway around the world. Their knowledge and experience (an average of 12 years in their positions) helping business owners and managers is the reason they know the answers to members' questions and score at the top on follow-up customer satisfaction surveys.



## SYMPATHYFEATURE

# Making Your Shop Known For Its Sympathy Work

BY JEANETTE BALLIEN, GAUDREAU THE FLORIST, SAGINAW, MI

**T**here are several steps in creating a reputation for your shop's sympathy work. Taking an order for the funeral, dealing with the family, and getting their ideas is the first step. When the family comes in to order the flowers, make sure they have a comfortable place to sit and reflect. They do not need to be standing at a counter in the middle of a busy flower shop.

I tell my employees to use discretion when salespeople are selling funeral work, to be as quiet as possible in the workroom or at the counter so the volume of noise is kept at a minimum.

We all have catalogs to show our customers. Some are the typical wire service catalogs, John Henry, etc. Some florists take pictures of their work and have many photos for the customer to choose from. I start out the consultation with the catalog in hand. Never opening it, I ask questions of the family.

Tell me a little bit about your loved one. Did they have a favorite flower or color, were they active in a hobby, would you like to personalize the piece so it reflects your loved one's personality? I have put everything in funeral pieces from anvils to xylophones.

It is not impossible to make the floral tribute fitting for the personality of the deceased. Even though it sometimes seems overwhelming to the designer, the family will appreciate the personal tribute you have created for them and more than likely it will be the talk of the visitation and for days following the funeral.

There have been many challenges, some have made delivery very tricky, and others require the designer going to the funeral home to set up the family pieces. All the while you must consider your cost, you must charge for your time, skills and labor. Never lose sight of that fact.

Funeral directors will appreciate any help you can render to the family and in the setup of complicated pieces. Consider it a service and let the funeral director know that you would be happy to assist them whenever needed.

There are three important things in gaining the confidence of the funeral director. Number one is freshness, Never send wilted or old flowers to a funeral. I know many florists believe it is a way to get rid of your older stock on the verge of dying, but consider this: At a viewing, people have time to look at the flowers, they have time to get up close and really look at the flowers. Don't give them an excuse to find fault with a wilted piece or a damaged flower. You surely don't want your name associated with inferior product.

Using fresh, superior product will always mean repeat business from your customer and assures that some new customers will be using your flower shop next time. Wouldn't it be nice as a sender to hear the family took home your vase arrangement and it lasted three weeks after the service and was beautiful. If faced with a situation where the flower arrangement does require freshening or replacement due to wilting or damaged flowers be expeditious in dealing with the situation; act immediately.



*Arrangement for golfer*



*Arrangement for a contractor*



*Design for produce seller*

The second important point is good mechanics. Make sure your pieces are put together to stay together. The last thing you want is to have a furious director frantically calling you to complain about the statuary that fell out of your arrangement. Never leave sharp ends exposed. You don't want a call or find out after the fact your funeral director cut themselves on one of your pieces while

## SYMPATHYFEATURE

wearing their nice suit and white shirt. This is a very bad situation. Tape all wires and cover all sharp edges.

The third thing is delivery. Without a doubt the best rule is if the family arrives at 1:00 p.m. have the flowers to the funeral home two hours before. This allows the funeral director to set up well in advance of their arrival and they really do appreciate your effort having pieces there early.

Equally important is the labeling of all family pieces. Nothing is more irritating for the funeral director than to have Aunt Mary complain that her piece for her sister's funeral was set on a table way in the back corner of the viewing room or chapel. All family pieces should be close to the casket or cremation table and again, the funeral director will appreciate your effort in labeling your cards accordingly.

Another suggestion is to use casket saddles that have non-slip feet on the bottom of the saddle. Many brands have this feature and they help the director in making sure the piece does not fall off when moving the casket.

If you have several pieces going to the funeral home, call the director to see if there is a better door to enter from than the "flower room" door. This way they won't have so far to carry and set up. If you sell trees and heavy benches, check with the funeral director first before taking them to the service and consult with your customer about sending heavy pieces such as these to the home rather than burden the director or the family with getting them home from the funeral.

All these helpful suggestions to assist the funeral director will put your name first in their mind when a family discusses flowers for a service and asks for their suggestions on where to get them.

Keep a good line of communication open with funeral directors and their staff. They need flowers every once and a while too. No one knows the importance of living life like florists and funeral directors so get to know them and appreciate the service that they do.

They are on call around the clock seven days a week, dress in their best suits at three in the morning, jump in their cars and drive sometimes through the night to treat the recently deceased loved one with the utmost respect and dignity.

They meet with emotional family members, keep calm and direct families in making the hardest decisions they ever

have to make, all on three hours of sleep. So be aware of their service and assist them whenever you can. I'll guarantee they will appreciate you and consider you as their florist of choice.

Designing pieces for someone's funeral can be rewarding and profitable for your business; but never lose sight of the customer, never forget that when they

ordered this piece they were ordering one of the last things they will ever purchase for that loved one.

Constantly remember your profit margin, don't let the moment's emotions get in the way. It may sound cold, but your time and talent is worth money and getting emotionally attached to funeral work can hurt your bottom line so stay focused. ✿



**W**hen you need to  
share a comforting thought...

### DWF FLINT

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



5100 EXCHANGE DRIVE  
810.733.5100 or 800.669.4393  
[dwfwholesale.com/locations/flint/](http://dwfwholesale.com/locations/flint/)

## SYMPATHYFEATURE

# Sympathy Designs – Beautiful Flowers Plus Adding That Personal Touch

BY DAVE PINCHOCK, CF,  
VOGT'S FLOWERS, FLINT, MI



**D**esigning sympathy arrangements can entail creating very personalized tributes that comfort and inspire the family or simply getting some fresh beautifully arranged flowers to the location at the proper time. Trying to do a little of both is a way to challenge yourself at work and make the day more interesting.

In most situations, I simply use fresh product, make it beautiful, and deliver it at the correct time and place. When coded wire



service orders print out I may make them as personal as I can with the information given. Reading the ENTIRE order is the first priority; familiarize yourself with who is sending, where it is going, the description, and the value you are working with.

Making your sympathy work stand out is something I have heard at dozens of design shows and it is vital to a shop's reputation. This will help you become the florist that the funeral director relies on; which is another important aspect of running a successful shop. Designing is our primary skill so let's do it!!

When a family brings in an item to include in the arrangement, the task of creating a personalized tribute becomes much easier. The hardest part may be figuring out the mechanics of mounting the item be it a hat, a model tractor, or anything else. I may ask for advice from a fellow designer in this situation; just to make sure I am picking the best method.



Arrangement by Gerald Toh

Clear tape and wooden picks may work for you or maybe some flexible aluminum wire. I have learned that plastic zip ties hold many materials better than wires. Two hard materials that are wired together will often wiggle and slide around, but zip ties eliminate this problem; they really hold items snugly.

Another interesting situation is understanding that some funeral homes use different color lighting that can make something like a Mother of Pearl rose not look like a pink rose. I was called to the funeral home to fix an arrangement because the family wasn't happy with it. I arrived to find a perfectly fine spray except the lighting made the roses look



SYMPATHYFEATURE

very unspectacular. I could completely understand the family's problem so I switched out the roses for a more intense shade of pink, gave them a few extra lilies and I was on my way.

Sympathy is often less stressful than other types of designing and that can be a good diversion from making samples for a picky corporate customer or bride. Sympathy work is profitable for a shop. For one reason the arrangements are usually larger and cost more. Some funeral homes work with a specific florist and recommend all their customers to that shop. Over the course of a year that can be quite a bit of business. This is one of the harder challenges facing many shops.

Developing a good relationship with your funeral homes is beneficial if you want their business. Our shops have gone as far as developing a book of roughly a dozen custom designs for one of our directors. These designs are streamlined and the recipes can be done with just about whatever color the customer chooses. Often they ask for "as pictured". There are weeks when we send out more than 15 of these casket sprays and urn pieces.

This system has saved us quite a bit of time describing arrangements and looking up codes. It also helps the family. If the family is looking at a pile of books with 50 different sets of work on the pages it can get confusing and stressful.

There are still going to be families that want the really personal touch, with certain flowers and items incorporated, and that is fine, too. We all like the challenge and chance to create a beautiful arrangement that is personal and inspiring. These families know what they want, but other families get overwhelmed and simply want a well-made, beautiful flower arrangement for their dearly departed.

The challenge with sympathy work is getting the most orders in your particular area. Small towns may not have this problem, but larger markets really need to make sure they have good relations with their area funeral homes and hopefully are the favored shop. This doesn't just happen; challenge your shop and really look at your market to determine if you are getting enough of the business in your area. And have fun designing! ✿

# Personalizing Floral Object and Set Sympathy Pieces

BY LAURA DALUGA, AIFD, DEPARTMENT OF FLORISTRY, YPSILANTI, MI

**S**ympathy work carries more meaning than everyday designs. It's meant to convey many complex emotions and is often a loved one's final tribute to the deceased. I've discovered in my short time here in Michigan how great an importance these floral designs carry for the sender. (We simply didn't do very much sympathy work where I designed in Chicago.)

Sitting down with loved ones and leading them towards floral designs that truly represent the deceased is where we can help. As a child, I remember watching my mother make beautiful set pieces of



butterflies, shamrocks, derby hats, playing cards and many more.

She also would create what she called a 'flob,' a floral object, similar to a set piece but 3D. Typically they're created with sculpted Oasis® or Styrofoam® forms, with flowers inserted into the foam, or glued, pinned, tooth picked, etc., to the Styrofoam®. Recently I've seen some very inspirational set pieces and floral objects around on social media, and wanted to share them with you all.

Donna Lodge, of the Floral Lodge in Essex, United Kingdom, designed the amazingly detailed floral pig. The life-sized deer was created by Andrea Boysen Lawlor of Patchogue, NY. Forty-four bunches of pompons went into the body of the deer created atop a pre-made deer decoy. Finally the last design comes from New York's Frank Gallo Florist, who created a spot-on 'Ohm' set piece.

Now I know not every funeral is the right place for designs such as these, and that most people will want typical traditional sprays. But, if your customer doesn't know such creative, personalized pieces are even possible, how can they ever ask for them?

People only know what they've been shown, and it's up to us to keep growing and inspiring our clients and customers. I challenge readers to create some truly inspired, highly personal funeral work this year and when you do, we'd love to see them. Let's do those loved ones proud. ✿



## CFREPORT



BY CINDY CHING, AIFD, CF

# Congratulation to Our New Certified Florists and Our CF Member of the Year!

**W**e are honored and proud to announce that we have two new CF inductees this year. We commend these two for their



*New certified florists Ariel Ingram, CF, June's Floral Company, Mt. Morris, Michigan, left, and Mikaela Hubbard, CF, Ridgeway Floral, Three Rivers, Michigan.*



commitment to professionalism and education.

Jennifer Linehan, CF, CFD, Beautiful Bloom by Jen, Sylvania, Ohio is the recipient of the CF Member of the Year award. She is a strong supporter of the Michigan Floral Association's Certified Florist program and encourages floristry students to make it one of their goals. ✿



*CF Member of the Year Jennifer Linehan, CF, CFD, Beautiful Bloom by Jen, Sylvania, Ohio.*

### CF NEWS

Make this the year you become Certified!

**Next Steps to Certification Course, June 7, 2017**, at the MFA office in Haslett, Michigan.

**Next CF Testing, June 11, 2017**, at Michigan State University, East Lansing, Michigan.

**See [www.michiganfloral.org](http://www.michiganfloral.org) for more information.**

## Petal It Forward Set for October 11, 2017

For the third year in a row, the Society of American Florists will promote Petal It Forward to remind the public how great it feels to both give and receive flowers. The campaign is set for Wednesday, October 11, 2017.

The premise behind Petal It Forward is that flower recipients receive two bouquets, one to keep and one to share with anyone they choose. Recipients are asked to give away a bouquet and post a picture about it using #petalitforward.

SAF's 2015 Petal It Forward campaign garnered participation from industry members in 44 cities in 27 states. The program generated 213 million consumer impressions through traditional media coverage and social media. The 2016 Petal It Forward campaign included 262 events in 234 cities in all 50 states plus the District of Columbia, generating more 328 million consumer impressions.

"Our goal is to have Petal It Forward events happening on the same day in all 50 states, which could help to capture even more media attention nationwide," Jennifer Sparks, vice president of marketing, said.

Sparks said it's a win-win for individual businesses who participate: "This program is easy for florists, wholesalers and

growers to conduct in their local communities. You can make it as big or as small as you want. For little effort, you give consumers the opportunity to experience the scientifically proven happiness that occurs when you give and receive flowers. At the same time, you position your business as a positive force in your community. That makes consumers feel good about you, which goes a long way in establishing customer loyalty. Last but not least? You give a morale boost to employees who play a part."

SAF provides members with step-by-step advice on program logistics, as well as easy-to-implement materials and resources at [safnow.org/petalitforward](http://safnow.org/petalitforward).

"In order for this to be successful from a public relations standpoint, we need to know where events are happening around the country," added Sparks, who compiles a list of participating florists holding an event on October 11 to share with the media.

To that end, Sparks encourages members to fill out the online participation form [atsafnow.org/piform](http://atsafnow.org/piform) once they know they're holding an October 11 Petal It Forward event.

## DESIGNERSPOTLIGHT

# Creating Keepsake Sympathy Designs

BY DAVE PINCHOCK, CF,  
VOGT'S FLOWERS, FLINT, MICHIGAN  
2017 MFA DESIGNER OF THE YEAR

This sympathy piece incorporates a beautiful piece of pottery that the family can keep after the service. It is a design that can incorporate an element that was part of the person's life. For example: religious objects such as a cross, gardening tools, or sports equipment. In making this design I used beautifully opened white lilies and opened white roses to give best show possible for the client. Using the variegated aspidistra leaf at the bottom right adds interest and uniqueness to the design. The distinctive, long-lasting \*Avellano foliage provides a beautiful texture highlighting the lilies, roses and tulips. The color and textural harmony between the birch branches, the cross and the container allows this design represent the personality of the deceased. This is a sympathy design with a simple, clear message that will stand out and provide keepsakes for the family. ✨

*\*Product note: Avellano is a Chilean foliage available in mixed boxes by special order from Nordlie, Grandville.*

Sponsored by

*Nordlie*

A Kennicott Company

Employee owned...  
it makes a difference!

Nordlie Floral, Inc. of  
Warren, Grandville,  
Cleveland, Dayton, OH;  
Tampa, FL



## WUMFA



# WUMFA Convention Report

BY LORIANN LIST, AIFD, WANTA'S FLORAL & GIFT, CLINTONVILLE, WI

**W**UMFA's 2017 annual convention "To the Future and Beyond" held at the Chula Vista Resort in the Wisconsin Dells had much to offer on a rainy March weekend: a trade fair filled with amazing products and beautiful flowers, workshops, and wide variety of educational experiences.

Early attendees got a chance to participate in the WWDD (What Would Designers Do?) sponsored by the Wisconsin Florist Foundation. Denise Gehrke, AIFD, PFCI, and Alan Masters, AIFD, guided students through construction techniques such as the chicken wire egg and other wire work.

A reception in the trade fair featured the Chopped contest. Industry non-designer professionals created bouquets on stage with only advice from their professional floral design coaches. Monica Vaccari from BloomNet coached by Diana Dreger, AIFD, pulled out the win.

The next morning Loriann List, AIFD, and Bob Larson, AIFD, took the stage for 50 Tips and Tricks in 50 Minutes. Design Master and Krueger Wholesale products were used extensively in the pieces displayed. Everything from brown paper and Styrofoam® to fallen branches were given new life.

Robbin Yelverton, AAF, AIFD, CF, PFCI, sponsored by FloristWare, stressed building better relationships with funeral directors for a better chunk of the sympathy market.

Doing the Daily Grind was Jeff Corbin, AAF, AIFD, PFCI. He not only explained how to create multiple arrangements and price points with the same container, he discussed how to market in the competitive world of flowers on the web. He was sponsored by FTD.

An intensive and informative hands-on class on European wedding design was presented by Joyce Mason-Monheim, AAF, AIFD, AzME, PFCI, sponsored by Teleflora. Yelverton then returned for Working Around Changes in the Floral and Funeral Industries.

The final day opened with Yelverton's Sympathy Trends and You...Adjusting to the Market. His program featured projects that place personalized mementos in arrangements and how to position themselves to reap the sales. His class was sponsored by BloomNet.

Mark Anderson explained Ways to Improve your Bottom Line, sponsored by FloristWare.

Very emotional tributes to the Stars in Heaven by Denise Gehrke and Alan Masters was an inspirational presentation in remembrance of such stars such as Prince, Nancy Reagan and Arnold Palmer. Their program was sponsored by WFF.

WUMFA's new board took its place at the annual meeting and luncheon with new president Denise Barnett taking the lead. Afterwards, in Beyond the Bouquet, Joyce Mason-Monheim gave the audience tips on creating European and hand-tied bouquets along with a demonstration on how to use unfamiliar products. The day concluded with an auction of work created over the weekend.

1152 Haslett Road, P.O. Box 67, Haslett, MI 48840  
(517) 253-7730 • Toll-Free (844) 400-9554  
Fax: (517) 575-0115  
[www.wumfa.org](http://www.wumfa.org)

### WUMFA Board of Directors 2017

President: Denise Barnett  
Snapdragon Floral, Elm Grove, WI  
President Elect: Phil Meyer, AIFD, CFD  
Bill Doran Co., Milwaukee, WI  
Past President: Patty Malloy AIFD, CFD  
Freelance, Lake Hallie, WI  
Treasurer: Anthony Rojahn  
Rojahn & Malaney Co., Milwaukee, WI  
Secretary: Diane Schulte CF, WMFM  
Metcalfe's Floral Studio, Madison, WI

### Directors-At-Large

Melissa Maas  
Bank of Memories & Flowers, Menomonee Falls, WI  
Susan Soczka  
Charles the Florist of Appleton, Appleton, WI

### Regional Directors

Region 1 (262)  
Laurie Wareham  
Wear'Em Designs, Elm Grove, WI  
Region 2 (414)  
Tami Gasch  
Brilliant Blooms, Brillion, WI  
Region 3 (608)  
Tom Bauer  
Kennicott Brothers, Milwaukee, WI  
Region 4 (715/906)  
Amy Sharkey, CF  
Sharkey's Floral & Greenhouses, Crivitz, WI  
Region 5 (920)  
Jenifer Denis  
Bill Doran Co., Green Bay, WI

### WUMFA Staff

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

With new connections and renewed friendships, the 200 plus industry members who attended see a bright future for the floral industry! ✿

See design contest winners on pages 21-22 and award winners on page 22.

### A Hands –On Class Instructed by: John Hosek AIFD, CF, PFCI

## Sympathy Today! Celebration of Life...That's what it's All About!

Come Join John Hosek AIFD, CF, PFCI to experience the new trends in sympathy. Sympathy flowers and memorial tributes like the rest of our industry, have changed drastically over the past few years. It's no longer a funeral it is a Celebration of Life. Today's sympathy is the "Who, What, Where"...personalizing that design to celebrate what that person was all about. The demand is to have things more stylized...unique...soothing...and to take home afterwards. Make your designs make the town come to your shop for the next Celebration of Life. Designers will make 3 pieces, a family piece, a set piece and a family keepsake design.

Required Tools: Design Knife, Bunch Cutter, Wire Cutter, Scissors, and Needle Nosed Pliers.

Sunday, July 23, 2017, Milwaukee, Rojahn and Malaney Wholesale • Sunday, August 20, 2017, Eau Claire, Chippewa Valley Tech. College  
Sunday, August 27, 2017, Green Bay, Bill Doran Co. • All class times are: 9:00 a.m. to 3:00 p.m.

WUMFA Member Price: \$195 • Non-Member Price \$270 • Limited to 15 Attendees

Register Now at [www.wumfa.org](http://www.wumfa.org)

# In Appreciation

The 2017 WUMFA annual convention would not be possible without the continued participation of these fine suppliers. Please support them.

## Thank You to the 2017 Exhibitors!

Bill Doran Co.  
www.billdoran.com

BloomNet  
www.mybloomnet.net

Design Master Color Tool  
www.dmcolor.com

DWF  
www.dwfwholesale.com

FTD  
www.ftdi.com

Karthauser & Sons  
www.karthauser.net

Kennicott Brothers Co.  
www.kennicott.com

Koehler & Dramm  
http://www.koehlerdramm.com

Krueger Wholesale  
www.kruegerwholesale.com

Lion Ribbon  
www.lionribbon.com

Reliant Ribbon  
www.reliantribbon.com

Rojahn & Malaney  
www.rojahnmalaney.com

Smith Ornamental Gardens

Teleflora  
www.myteleflora.com

## Thank You to the Product Donors!

Bill Doran Company

Denver Wholesale Florist

Design Master color tool

Destinations by Design Las Vegas

Ferntrust

Karthauser & Sons

Kennicott Brothers Co.

Knud Nielsen Company

Koehler & Dramm Wholesale Florist

Krueger Wholesale Florist

Len Busch Roses

Picha Funeral Home

Qualisa Flowers

Reliant Ribbon & Trims

Rojahn & Malaney Co.

Shimon Funeral Home

Smithers-Oasis

Sweet Shop USA

Syndicate Sales

Tropical Gardens

Vermeille-Presh Tech

Waukesha Floral & Greenhouse

Wisconsin Florist Foundation

## Thank You to All the Volunteers!

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

# 2017 Design Contest Winners



## Designer of the Year

Amy Sharkey, CF  
Sharkey's Floral & Greenhouses  
Crivitz, WI



## Academy Winner

Doug Jaeger, CF  
Everlasting Flowers & Gifts  
Wauwatosa, WI

WUMFA would like to thank our fine convention sponsors!



As well as our exhibitor sponsors!

GOLD



SILVER



BRONZE



## WUMFA

# 2017 Design Contest Winners



**1st Place**

### Professional Division

Theme 1 –  
*Today's Tropical High-Tech*

**1st Place** –  
Mike Hollenbeck, AIFD  
Elegant Events and Floral  
Caledonia, WI

**2nd Place** –  
Amy Sharkey, CF  
Sharkey's Floral & Greenhouses  
Crivitz, WI

**3rd Place** –  
Ashley Griffin,  
Gateway Technical College  
Kenosha, WI



**1st Place**

### Professional Division

Theme 2 –  
*Keeping the Bride Connected*

**1st Place** –  
Lisa Belisle  
Flora Elements  
Countryside, IL

**2nd Place** –  
Diane McNulty  
Emerald Iris Events  
Hartland, WI

**3rd Place** –  
Jae Rasmussen  
Memorial Florist  
& Greenhouse, Appleton, WI



**1st Place**

### Professional Division

Theme 3 –  
*For The Future*

**1st Place** –  
Mike Hollenbeck, AIFD  
Elegant Events and Floral  
Caledonia, WI

**2nd Place** –  
Amy Sharkey, CF  
Sharkey's Floral & Greenhouses  
Crivitz, WI

**3rd Place** –  
Jessica Haak  
Arbuckle Floral  
& Decorating, Plymouth, WI



**1st Place**

### College/Trade School/ Novice Division

Theme – *The Flower of the Future*

**1st Place** –  
Diane Lyman  
Gateway Technical College  
Kenosha, WI

**2nd Place** –  
Lisa Lasch  
Gateway Technical College  
Kenosha, WI

**3rd Place** –  
Brenda Gahart  
Gateway Technical College  
Kenosha, WI



**1st Place**

### High School Division

Theme – *Monochromatic*

**1st Place** –  
Joselyn Alvarez  
Brillion  
High School

**2nd Place** –  
Amanda Langley  
Mishicot  
High School

**3rd Place** –  
Anne Runde  
Janesville Craig  
High School

# 2017 WUMFA Hall of Fame Award Winners

Awards were presented by Patty Malloy, AIFD, CFD, outgoing president.



### Lifetime Achievement Award

Dave Hein, AAF  
Ouray, CO



### Grower of the Year

Schroeder's Flowers, Inc.  
Green Bay, WI



### Special Services Award

Bob Larson, AIFD, Bo-Jo's Creations  
Ellsworth, WI



### Retailer of the Year

Sharkey's Floral  
and Greenhouses  
Crivitz, WI



### Wholesaler of the Year

Krueger Wholesale  
Rothschild, WI



### National Services Award

Mike Homyak, Reliant Ribbon  
Shakopee, MN



### Young Person of the Year

Jae Rasmussen, Memorial Florist  
Appleton, WI



1. Jim Dreas, Krueger Wholesale, Rothschild, WI.
2. Loriann List, AIFD, Wanta's Floral and Gift, Clintonville, WI.
3. Bob Larson, AIFD, BoJo's Creations, Ellsworth, WI.
4. Alan Masters, AIFD, Compton's, La Porte, TX; Patty Malloy, AIFD, CFD, WUMFA past president, Lake Hallie, WI, and Denise Gerhke, AIFD, PFCI, Destinations by Design, Las Vegas, NV.
5. Chopped commentators Kurt Jorgenson, Grande Flowers, Shorewood, WI, and Susan Wilke, AAF, PFCI, Franklin, WI.
6. Chopped winner Monica Vaccari from BloomNet, left, and her coach Diana Dreger, AIFD, Albrecht's Sentry Floral, Delafield, WI.
7. Jeff Corbin, AAF, AIFD, PFCI, Radford City Florist, Radford, VA, "Doing the Daily Grind".
8. DWF's April Thomas and Denise Nord pose by their prize winning trade fair booth.
9. Designer of the Year Amy Sharkey, CF, Sharkey's Floral & Greenhouses, Crivitz, WI, puts the finishing touches on her arrangement.
10. A sympathy tribute to golfer Arnold Palmer.
11. Joyce Mason-Monheim, AAF, AIFD, AzME, PFCI, giving bridal bouquet tips.
12. Posing with Lee Sorenson, Design Master Color Tool, Boulder, CO, right, are Karthausers Wholesale's Mark Cole, Gregg Wilke, and Christine Worgull.
13. Rojahn & Malaney's Jeff Siefert, left, and Anthony Rojahn.
14. WUMFA president Denise Barnett, Snapdragon Floral, Elm Grove, WI, with president elect and convention chairman Phil Meyer, AIFD, Bill Doran Co., Milwaukee, WI.

## WUMFA

# WUMFA Elects New Officers

**M**embers of the Wisconsin & Upper Michigan Florists Association have elected their 2017 board of directors.

Serving as president is Denise Barnett, Snapdragon Floral, Elm Grove, WI. President-elect is Phil Meyer, AIFD, CFD, Bill Doran Co., Milwaukee, WI. Assuming the post of past president is Patty Malloy, AIFD, CFD, freelancer, Lake Hallie, WI, while Anthony Rojahn, Rojahn & Malaney, Milwaukee, WI, was reelected as treasurer. Diane Schulte, CF, WMFM,

Metcalf's Floral Studio, Madison, WI, was appointed to the office of secretary.

Director-at-large Susan Soczka, Charles the Florist of Appleton, Appleton, WI; Region 2 director Tami Gasch, Brilliant Blooms, Brillion, WI, and Amy Sharkey, CF, Sharkey's Floral & Greenhouses, Crivitz, WI, all were chosen to serve in 2017.

Completing their service on the board were Kathryn Kae Nilsson, Floral Consultants, Manitowish Waters, WI; Toni Piccolo, AIFD, gia bella flowers & gifts, Burlington, WI, and Katie Grogan Poulos, Alta Flower Shop, Wauwatosa, WI. ✿

## International Floriculture Expo Set to Open in Chicago, June 13

The 2017 International Floriculture Expo will be held June 13-15, at McCormick Place in Chicago. The show, North America's largest business to business trade show for the floral industry, attracts florists, mass market retail buyers, suppliers and other industry professionals.

Last year's attendance was estimated at over 5,500 with over 225 vendors showing their wares on 60,000 square feet of show floor. Displays of fresh cut flowers, foliage/potted plants, giftware/accessories, lawn/garden, and floral-related business services are featured.

The program begins on Tuesday with educational sessions. The full day includes a State of the Industry session and evening reception. On Wednesday and Thursday the exhibit hall will be open at 10:00 a.m. with design demonstrations during the afternoon.

Among the show highlights is the "Chopped" Iron Designer competition. Merchandising awards of excellence will be presented by *Super Floral* magazine and Syndicate Sales. The Innovations Battlefield will allow attendees to watch live presentations of unique floral products and then vote on the most innovative product. Finally, the popular Flower Naming Ceremony will honor a floral industry pioneer who has made a significant impact during their career.

For complete information and registration, go to [www.floriexpo.com](http://www.floriexpo.com).

## Welcome New WUMFA Members!

### Bonnie's Bloomers Bonnie Timm

200 Foxfire Drive, Waupaca, WI 54981  
Phone: (715) 281-3990  
[www.bonniesbloomers.net](http://www.bonniesbloomers.net)

### Edgewater Home and Garden Carole LaVigne

P.O. Box 757, Portage, WI 53901  
Phone: (608) 742-6558  
[www.edgewaterhomeandgarden.com](http://www.edgewaterhomeandgarden.com)

### Elegant Events & Florals Heather Rupp

8533 Vista Dr., Caledonia, WI 53108  
Phone: (414) 217-9679

### Fantasy Floral & Accents for You Terri Connors

272 East Main St., Reedsburg, WI 53959  
Phone: (608) 524-9007  
[www.fantasyfloralreedsburg.com](http://www.fantasyfloralreedsburg.com)

### Hickey Floral & Gift Nancy Maukgraf

701 Sentry Ave., Antigo, WI 54409  
Phone: (715) 623-2643  
[www.antigouniqueflorist.com](http://www.antigouniqueflorist.com)

### Petal Pushers Floral Deb Donaldson

17665 Greenbrier Dr., Brookfield, WI 53045  
Phone: (262) 510-3420

### Thompsons Full Bloom Maria Rosholt

1036 Oak St., Wisconsin Dells, WI 53965  
Phone: (608) 253-3493  
[www.thompsonsfullbloom.com](http://www.thompsonsfullbloom.com)

### Viola Gift Shoppe Angee Williams

P.O. Box 32, Viola, WI 54664  
Phone: (608) 627-1117  
[www.violawiflorist.com](http://www.violawiflorist.com)

### Tracy Kastein Wedding & Events Tracy Kastein

W1376 Hwy AW, Maikesan, WI 53946  
Phone: (920) 369-6281

**Websites and POS for the independent florist**

- Point of Sale and Websites  
No sign up fee, no commitment
- Sites start at \$29/mo

We have over 40 years of experience in the retail flower business

Call 415-335-6937 [www.floranext.com](http://www.floranext.com)

## INMEMORIAM

**MAYNARD "DOC" DUANE HASTAY** has died at the age of 87. He graduated from Michigan State College with a Bachelor of Science in Horticulture and lived and worked in Eaton Rapids for 62 years. His love of flowers was shared with the community through Hastay's Greenhouse and Flower Shop. The business is being carried on by his children, Barbara and Roger. ✿





# DESIGN TIP

## Satin Pillows

BY DEANA GRESS, CF  
NORTON'S FLOWERS AND GIFTS  
YPSILANTI/ANN ARBOR, MI  
2017 MFA ACADEMY WINNER



**G**luing has become popular in the last couple of years for corsages and sometimes boutonnieres. I have started to use gluing for satin funeral pillows. It looks so much nicer and it's a lot faster than traditional wiring and taping.

First, remove the little white ribbon that comes on the pillow. Make your bow in the chosen color. I

use a 22 gauge wire, thin enough to poke through the pillow. Cross the wires when poking them back up through the pillow so

that there's no chance of tearing the fabric. Secure the bow by following the wire to the middle, twist a few times and snip off.

Start adding whatever greens you desire, I like Italian ruscus. This will give you the shape required for flower placement. Add some of leaves throughout the bow for a fuller, more defined look.

Start with the main flower (here yellow spray roses) in the middle, then two on the top and bottom off centered. Continue by adding the last two blooms on the ends that are in line with the one in the middle.

Often, at this point there are going to be holes in the corsage. Simply fill in a little with a couple loops of ribbon. Cut small loops, dip in a little bit of glue and insert where needed.

Finish with the rest of the flowers in this case lavender larkspur florets. They will hold up for three to five days. The same is true with delphinium and stock florets. You can add filler if desired or leave it out. ✿



1-800-999-2086  
sales@mainsimporting.com



**MAINS IMPORTING**  
231 URAN ST  
HILLSDALE, MI 49242

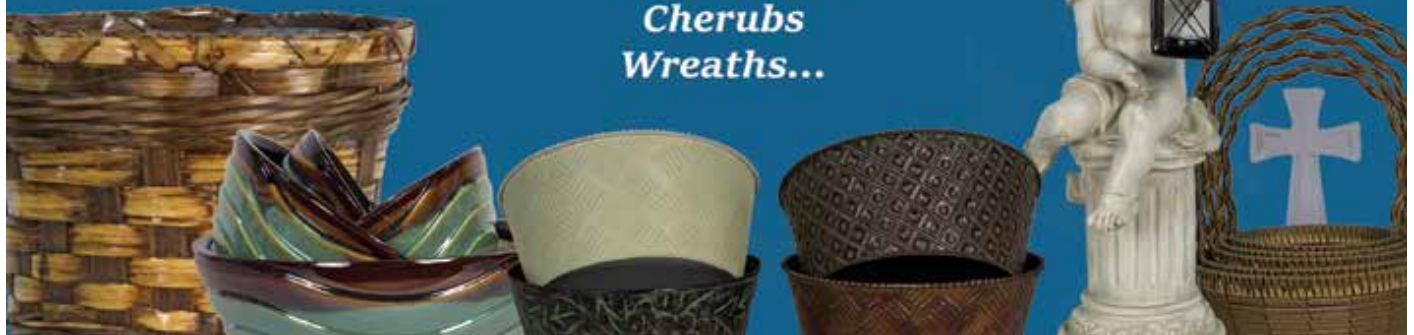
*Proudly serving the floral and gift industries since 1982*

1-800-999-2086  
sales@mainsimporting.com

*More than 2,000 unique items in stock*

**Baskets**  
**Ceramic**  
**Glass**  
**Metal**  
**Willow**  
**Potcovers**  
**Dish Gardens**  
**Birdhouses**  
**Cherubs**  
**Wreaths...**

*View our entire inventory at  
www.mainsimporting.com*



## NOTHING RHYMES WITH ORANGE

# Flowers on the Runway

BY DEREK C. WOODRUFF, AIFD, CF, PFCI



It's springtime which means fashion is in full bloom. Here in Traverse City, flowers took center stage once again at the Global. Art. Fashion. HAIR. show presented to an audience of over 600 consumers.

This year's beneficiary, Michael's Place, a local grief counseling center, benefited from months of planning, prepping, and putting together this high-energy night of fun and fundraising.

Each year, for the past five years, Fleur Couture Cabaret (FCC), a local performance troupe showcasing fresh flowers as their textile, has made couture for the runway featuring the addition of beautiful fresh flowers.

This year's theme was Elements, and FCC embraced the combination of live botanicals with the element of metal. Paper-doll styled dress forms made of poultry wire, ponchos, and a himmeli collar were all adorned with fresh flowers and botanicals for the fashion hungry audience.

In addition to the Avant-Garde, this designer also participated with a local



clothier to show off a more practical approach to flowers on the runway. Lola's, a local retail store, supplied models with pants, skirts, and other bottoms that best showed off the models' lower attributes in addition to shoes and accessories, but left the upper portion of the models as a blank canvas to showcase fresh flowers!



Photos By: Sarah Brown – Sarah Brown Photography Traverse City Michigan

The models strutted their stuff on the runway, topless, carrying over-sized flower bouquets to be tasteful yet risqué. This was well received by the couture-loving audience as a flowery homage to Fashion Week in New York.

The one thing that people love in the spring more than fashion is flowers. Fragrance, color, and texture abound, and florists and consumers alike are ready for the fresh flowers of springtime. ✿

Derek Woodruff is the owner of the Floral Underground in Traverse City, Michigan and is noted for his cutting edge floral designs.

## Attention Designers – The Michigan Floral Association Presents Fantastic Education Sessions!

Cindy Ching, AIFD, CF, will conduct these outstanding programs at the MFA Professional Education Center in Haslett, Michigan.

### Steps to Certification

Do's & Don'ts for Testing Methods & Mechanics for Hands-On Insight & Answers

Wednesday, June 7, 2017

Time: 10:00 a.m. - 4:00 p.m.

Member \$149 • Non-Member \$199

Cindy will guide those who plan on becoming a Certified Florist with tips on how to prepare for both the written and design portions of the test. 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 prestigious CF exam.

Lunch on your own. Class enrollment limited to 12.  
Includes all flowers and supplies.

You must bring your own tools (knife, pruner, scissors and wire cutters).

### An Outstanding Introduction to Basic Floral Design

One Week Course

Monday thru Friday

August 7, 2017 - August 11, 2017

Time: 8:00 a.m. to 4:30 p.m.

Member \$1000 • Non-Member \$1250

Limited enrollment of 8 ensures each student receives personal attention.  
Includes all flowers and supplies.

Visit [www.michiganfloral.org](http://www.michiganfloral.org) for more information Call (517) 575-0110 for availability

## Stacy Carlton wins 2017 Bobbi Cup

**S**tacey Carlton, AIFD, is the 2017 winner of the Bobbi Cup. The competition, which honors the late Bobbi Ecker Blatchford, was held at the Chicago Flower and Garden Show. It is sponsored by the North Central AIFD Chapter.



From left, winner Stacey Carlton holding the Bobbi Cup, second Casey Murdough, and third place Jody Spivey.



This garden at the Chicago Flower and Garden Show, built by Oasis Floral Products, was created in memory of "Bobbi Ecker Blatchford Champion of the Floral Industry".

Second place went to Casey Murdough, AIFD, while Jody Spivey, AIFD, CF, was third.

Heather Rupp was the winner of the Student Competition.

The event was commented by Alice Waterous, AIFD, CF, PFCI; Sandy Schroeck, AIFD, PFCI, and Loann Burke, AIFD, CF, PFCI. Judges were Pete Samek, AIFD, Carolyn Minutillo, AIFD, EMC, and Laurel Hollopeter, AIFD. ✿

## INDUSTRY INFO

### Kennicott Brothers Hosts Floriology Institute Class

The Bloomnet sponsored Floriology Institute will be on the road, May 22-24, 2017, in Alsip, Illinois. A certification and competition course will be held at Kennicott Brothers' location outside Chicago. Features include elements and principles of design that will help maximize Professional Floral Design Evaluation potential scores. Instructor Jackie Lacy, AIFD, PFCI, will conduct the two day event.

This will be followed by a separate event, Kennicott's summer design program. The May 25 presentation will feature Jackie Lacey discussing trends and Renato Sogueco, who will cover digital marketing.

**For information on the institute program call (904) 730-9496, ext. 224. For the May 25 class call (708) 371-8000.**

### PFCI Bobbi Tribute

Professional Floral Communicators – International has established "Bucks for Bobbi," a memorial tribute through the American Floral Endowment in memory of Bobbi Ecker Blatchford, AAF, AIFD, PFCI.

Created with a \$1,000 contribution from PFCI members, "Bucks for Bobbi" honors her life and contributions to the floral industry.

"Bobbi was an inspiration and left an impact on everyone she met. We miss her dearly and cherish our memories of time spent with her," said D Damon Samuel, AAF, AIFD, NAFF, NMF, PFCI, chairman of the PFCI board of trustees.

### SAF Profit Blast Road Show

The Society of American Florists' 1-Day Profit Blast road show will visit Boston, Sunday, September 23. The event had previously been held in Atlanta, Baltimore, Seattle, Des Moines, Austin, Cincinnati, Denver, Columbus and Philadelphia.

The event packs design, sales, technology and management education into an eight hour program, along with a supplier showcase where floral industry vendors share their newest products.

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

### World Floral Expo to Stay in Las Vegas

The World Floral Expo will return to Las Vegas next year, March 7-9. This year more than 90 percent of all exhibiting companies were flower growers, an all-time high. It was an opportunity for flower buyers to source fresh cut flowers from the main flower producing countries, i.e. the United States, Ecuador, Colombia, Kenya and Ethiopia.

**For information visit [www.worldfloralexpo.com](http://www.worldfloralexpo.com).**

### Endowment Study Available

The consumer study "Marketing Tactics to Increase Millennial Floral Purchases" is available free of charge. Additional study results are also available including Generations of Flowers, Consumer Preferences for Flowers as Gifts, Funeral Directors and Flowers, and more.

**Go to the American Floral Endowment's website [afe@endowment.org](mailto:afe@endowment.org) for further information.**

## Plan to Attend the Spring Regional Meetings

### Region 2:

Thursday, May 18

Norton's Flowers & Gifts, Ypsilanti, MI  
6:30 p.m. - 9:00 p.m.

### Region 3:

Wednesday, June 7

Jac's Cekola's Pizza, 7638 S. Westnedge,  
Portage, MI  
6:30 p.m. - 8:30 p.m.

### Region 5:

Wednesday, June 14

UNO's Pizza, 4960 Towne Centre Rd.,  
Saginaw, MI  
6:30 p.m. - 8:30 p.m.

### Region 6:

Tuesday, May 16

The Franklin, 160 E. Front St., Traverse City, MI  
6:30 p.m. - 8:30 p.m.

**To register online and for more details visit: [www.michiganfloral.org](http://www.michiganfloral.org) (events tab).**

**\$31 Million Returned to Members Since 1993**



**\$3.3 MILLION  
RETURNED IN 2017!**

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

Workers' Compensation Insurance with a 46% Average Premium Return  
Safety & Loss Prevention Services | Competitive Up-Front Pricing



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

a member owned program

# Who Said a Funeral Can't be Fun?

BY NEVILLE MACKAY, CAFA, PFCI, WFC



**W**hen my Dad passed away years ago, I was honored to look after the flowers for his service. I flew home and filled our little church with flowers I knew he enjoyed, like Stargazer lilies, glads, etc. (He was intrigued by these lilies, which were just gaining popularity in the 80s).

I remember a lady coming up to me to let me know that she felt these flowers were not suitable for a funeral. First, I let her know that I didn't know or care who she was or what she thought...then asked her to go away. Now, every time I see any sort of lily, I fondly think of my father.

It is an honor to be the person who makes a floral design that will celebrate a person's life or at least it should be. Whether a person is hatched, matched or dispatched, we, as florists, get to celebrate with the families with our floral artwork, and that's pretty cool.

The most important thing to remember is that these are people, so try not to be too generic with your offerings whenever possible. The relationships forged will be very important and profitable ones, should you create both the right look and show an interest in the person they are honoring.

I ask a lot of questions when consulting about a funeral, and more than the obvious ones like what sort of service, etc. I want to get a sense of the person the flowers are for, whether they traveled, perhaps were into gardening, had a favorite color or even something personal we can incorporate in the design.

I've done a lot of different pieces over the years from a spray with a guitar on top, altar pieces using golf clubs, and even a tool box filled with flowers and plants. The worst for me was when someone said their dad was an entomologist and could they have something from his office made into an arrangement. "Of course!" I said, so when I remembered what an entomologist actually was and saw that huge wasp nest roll in my store, I nearly fell over. I do not have a big love affair with these insects. Anyway, in it went, and all was good in the world.

Personalization is so important. I had a dear lady years ago who called me in a stew. She had a tabletop

Christmas tree that she filled with feather bird ornaments every year, and that year she forgot to shut her cat in the other room before going out. She came home to a room filled with feathers. I sent her over some more and everyone was happy.

When she passed away a few years later, I sent a piece from me with no card attached to the service. I made it with branches and a low cluster of assorted blooms. I filled the "tree" with all sorts of feather birds of course.

Well, the next day a lady who I recognized as her daughter, came in and just stood and laughed and cried. She explained to me that everyone who came in and saw this piece stopped and said how this was "June" all over. She thanked me for that kindness, and said many took a bird home to remember her Mum.

Who says a funeral has to be a certain way? I know that there are cultural and religious specifications for many, which is fine, and we have to be aware of these and respectful of them. Some need to have certain numbers, colors and types of flowers or you'll be up the creek for sure.

Do a little research if you can, contact and develop relationships with your funeral homes, and get to know the different places of worship in your area, so you can better become and remain the go to expert in the floral funeral world.

Can we all start calling our floral work "Celebrations of Life" rather than funeral pieces, maybe? Everyone at a funeral is not only mourning the passing, but celebrating that person's life, so by calling our pieces just that we help instill confidence as well.

Know when the funeral is, and don't rely on the customer to tell you unless you are absolutely sure. Oh, and advise your co-workers and drivers about time restraints. I say this from experience, too...I had to make a piece in the back of a van ON THE WAY TO THE SERVICE because someone didn't get the time confirmed...she is dead (to me anyway).

Look, we as floral designers make a difference and help console, celebrate and calm with our abilities, so from the womb to the tomb we are always celebrating life, right? Oh, and when I go, I want you all to send flowers to someone you love who is still kicking, none of this "in lieu of" crap...and send lots! ✿




---

*Neville MacKay, CAFA, PFCI, WFC, lives in Halifax, Nova Scotia, Canada. He is on the Smithers Oasis (North America) design and education team, speaks and designs internationally, appears regularly on TV and radio, and hosts tours to the UK. Neville has designed for many heads of state and celebrities. He opened his floral shop, My Mother's Bloomers, in 1992, info@mymothersbloomers.com.*

## BUSINESS CARD & CLASSIFIED ADS

### RETAILERS



**DOUG BATES**  
AIFD, CFD, CF

269.651.1000  
101 E Chicago Rd  
Downtown Sturgis  
www.designsbyvogts.com

**Ridgeway Floral & Gifts**

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



### HELP WANTED

**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 stores: Tom Figueroa AIFD, CF, Warren; 586-755-4200; Leslie Walton/Deb Durrant, Grandville; 616-534-6883.

**McNamara Florist:** Serving Central Indiana since 1954. Great Opportunity with Growing Industry Leader in Indianapolis, IN. Floral Design, Cut Flower Buyer and Management Positions Available. Must have 3-5 yrs of commercial design or floral management experience. Send resumes to: [toomie.farris@mcnamaraflorist.com](mailto:toomie.farris@mcnamaraflorist.com).

**Floral Designer Wanted:** Join the team at Ludemas Floral and Garden in Grand Rapids! We are family owned and have been proudly serving West Michigan for 5 generations! We are looking for an experienced floral designer who looks forward to creating beautiful arrangements for all occasions on a daily basis. Position is flexible and can be part-time to nearly full-time. Our designers interact with our customers on a daily basis by taking orders, assisting walk-in customers and by filling day-to-day orders as well as some event and wedding work. Please send resume to Allison Ludema: [aludema@ludemas.com](mailto:aludema@ludemas.com).

### FOR SALE

**Business:** Hickey Floral & Gift Inc., Antigo, WI., Over 80 years in business. Can be seen at [www.IntegrityRealtorsLLC.com](http://www.IntegrityRealtorsLLC.com) or call 1-715-623-2643.

### SEEKING DONATIONS

**MFA Scholarship Committee Seeks Donations for the 2018 Raffle:** 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](http://www.michiganfloral.org/mfa_scholarship.html) and download a Silent Auction donation form (PDF file).



**SAMANTHA BELONGA**  
Weddings & Events • Open Year-Round

Phone: 906-643-9480  
259 Bertrand Street, St. Ignace, MI 49781  
[weddings@stagnaceinbloom.com](mailto:weddings@stagnaceinbloom.com)  
[stagnaceinbloom.com](http://stagnaceinbloom.com)

### VENDORS

**RELIANT RIBBONS**  
BOWS & TRIMS

Mike J. Hornyak  
Director of Sales Systems    [MikeHornyak@ReliantRibbons.com](mailto:MikeHornyak@ReliantRibbons.com)  
cell (612) 804-5872  
tel (952) 496-9014 / (800) 888-BOWS  
fax (952) 516-5169

Main Office / Factory 838 21st Avenue Paterson, NJ 07513 USA  
tel (800) 856-2897 fax (856) 221-4886 [www.ReliantRibbons.com](http://www.ReliantRibbons.com)

### VENDORS

FRESH CUT • HORTICULTURE • BOUTIQUE & ARRANGEMENTS • PLANTS • EDUCATION

**Koehler & Dramm**  
wholesale florist

2407 East Hennepin Avenue  
Minneapolis, Minnesota 55413

612-331-4141 • 877-KOEHLER • [www.koehlerdramm.com](http://www.koehlerdramm.com)

*Serving floral & event professionals since 1955*

**DWF**  
Where our Customers, Partners and Employees Flourish

Locations:  
Albuquerque • Boise • Cincinnati  
Dallas • Denver • Flint • Kansas City  
Milwaukee • Omaha • Phoenix • St. Louis  
Salt Lake City • SeaTac • Toledo

DWF Milwaukee,  
425 W. Walnut St.  
Milwaukee, WI 53212  
Phone 414-263-0400  
Fax 414-263-0407  
[theendoftheflorist.com](mailto:theendoftheflorist.com)  
[www.dwfwholesale.com](http://www.dwfwholesale.com)

*Krueger Wholesale Florist, Inc.*

10706 Tesch Lane Rothschild, WI 54474  
Phone: 715-359-7202 LD: 800-275-6132  
[www.kruegerwholesale.com](http://www.kruegerwholesale.com)

**ROJAHN & Malaney Co**

1005 N. Edison St. Phone: 414-276-7316  
Milwaukee, WI 53202 Toll Free: 800-657-0753  
Fax: 414-276-7848  
[www.rojahnmalaney.com](http://www.rojahnmalaney.com) sales@rojahnmalaney.com

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

Plants • Cut Flowers • Floral Supplies

A family owned and operated business for over 50 years growing plants, fresh flowers and customer relationships. Let us grow your business by providing unique and trend setting products that are custom selected for you.

W147 N11100 Fond du Lac Ave. Germantown, WI 53022  
(262)255-7815 (800)338-8620 [www.karthouser.net](http://www.karthouser.net)

**The NUTMAN CO.**  
USA, INC.

(262) 628-4771  
[www.Nutman.com](http://www.Nutman.com)  
[info@nutman.com](mailto:info@nutman.com)  
Hubertus, WI 53033

Packages of Nuts, Chocolate,  
Fruit & Nut Mix, Corn Nuts and Candy  
4oz / 6oz / 8oz bags • Low Minimum  
Your Logo can be put on bags!  
Use for Retail, Balloons, Gift Baskets & Boxes

### CONSULTANTS



**alice waterous floral consultant llc**

Floral design consultant specializing in Christmas decor planning and installation - for businesses as large as Ford Field to private home decor.

[awaterous@gmail.com](mailto:awaterous@gmail.com) • 616.446.5099  
[facebook.com/AliceDesignsLLC](https://www.facebook.com/AliceDesignsLLC)

**A Beautiful Advertising Opportunity**

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

## 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 the 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.

CELEBRATE A LOVED ONE  
*with an unforgettable tribute.*



#80 & #81 DESIGNER URNS  
Original Syndicate designs that have become  
industry standards. Proudly made in the USA.

Syndicate   
syndicatesales.com |    

# We've made all the arrangements so your business can blossom.

- Our best-in-class technologies, including our award-winning POS and web-hosting solutions, are built to run your business efficiently – connecting you with consumers and the largest network of florists.
- We invest heavily in robust national consumer advertising campaigns and develop unique and effective marketing programs and products – all to help you acquire and retain new customers.
- We have industry-leading experience and knowledge, and are always available with the support you need – allowing you to stay focused on your business.
- With over 80 years of partnership with florists, we are 100% committed to ensuring that every single order in our network goes to a local florist.

teleflora.

myteleflora.com | 1.800.421.2815

