

Volume VI 2014

# the professional florist

## 2015 Great Lakes Floral Expo Program

Making a  
Difference

Getting More  
Than a Win  
at Design  
Competitions

Exciting Year  
for WUMFA



2015  
Great Lakes  
Floral Expo  
March 6-8, 2015

Devos Place  
Great Rapids, Michigan  
[www.greatlakesfloralexpo.com](http://www.greatlakesfloralexpo.com)

DIAMOND AWARD  
WINNING PUBLICATION  
MSAE



# QUALITY EDUCATION: A COMMUNITY COMMITMENT

## 2014 • Course Schedule

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

*Jackie Lacey, AIFD, PFCI, CFD*

September 7-9 **Celebrating Life Everyday**

*Jackie Lacey, AIFD, PFCI, CFD*

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

*Jackie Lacey, AIFD, PFCI, CFD*



Jackie Lacey



Donald Yim

## 2015 • Course Schedule

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

*Jackie Lacey, AIFD, PFCI, CFD*

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

*Jackie Lacey, AIFD, PFCI, CFD*

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

*Donald Yim, AIFD*

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

*Jackie Lacey, AIFD, PFCI, CFD*



Scan this code with your smartphone to register today!



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

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

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

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

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

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

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



Volume VI 2014

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## Michigan Floral ASSOCIATION

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LEADERSHIPREPORT

# Make Those Floral Fantasies a Reality!

Plan Now to Attend MFA’s 2015 Great Lakes Floral Expo at DeVos Place, Grand Rapids, Michigan – March 6-8

BY BRIAN BAK, 2015 GLFE CHAIRPERSON



**A**s chairperson of the 2015 Michigan Floral Association’s Great Lakes Floral Expo, I take great pleasure in welcoming you to “Floral Fantasy”. As members of the floral industry, we work creatively with flowers every day and love making floral fantasies for every occasion.

The Expo allows us to come together, learn together, and share our experiences.

“Floral Fantasy” will provide education, camaraderie, and a showcase for unique and exceptional talent.

Flowers can express so much and we are rewarded with that smile we see on our clients’ faces each and every day. We have seen trends come, go, and come back again all with different spins. Our clients keep us educated, pushing new things, and challenging us. That ultimately will make us better designers and business people.

It’s truly inspiring to know that when we meet at the Expo all of us can pass along things we have learned and gain insight from each other. We all want each other to grow and succeed. That is why we do what we do.

So come, seek, explore, and discover at the Great Lakes Floral Expo “Floral Fantasy”, March 6, 7, 8! Look in the following pages to see all the wonderful programs we have planned. There are seven main stage design shows covering everything from everyday design to funerals to weddings and events. The business sessions will show you how to deal with customers, build a successful business and market your product. The expanded trade show features wonderful displays of products and services, and, of course, the opportunity to network with your fellow industry members can’t be beat.

All in one weekend at one place...so save the date, we look forward to seeing you there. Come make all those floral fantasies a reality! ✨

*The Michigan Floral Association would like to thank these fine sponsors for making the 2015 Great Lakes Floral Expo possible.*



## 2015 GLFE Design Presenters



**DOUG BATES, CF, CFD**, was the Michigan Floral Association 2012 Designer of the Year. He has presented design shows to florists in Michigan and Indiana. In 2015 he will be inducted into the American Institute of Floral Designers at the annual convention scheduled for July, 2015, in Denver, Colorado. He and his wife Karen own Designs by Vogts in Sturgis, MI.



**LOANN BURKE, AIFD, CFD, PFCI**, is an award winning floral designer and event specialist at Furst the Florist in Dayton, Ohio, with over 30 years of experience in the floral industry. A highly sought after speaker and designer, she shares her passion for flowers at product demonstrations, hands-on workshops, and seminars throughout the country. She recently presented her critically acclaimed program, *The Language of Flowers*, at the AIFD National Symposium.

She currently serves as design director for OASIS® Floral Products. She is past president of the North Central Chapter of AIFD and serves as chairman of AIFD Certification.



**JEFF CORBIN, AAF, AIFD, CFD, PFCI**, has been active in the floral industry for more than 30 years. Owner and designer at Radford City Florist in Radford, VA, he is known for presentations that entertain as well as educate. His signature style of design emphasizes simplicity and productivity. He has led hands-on workshops, participated on panels and presented commentary on both design and business. He is a past president of the Virginia Professional Florist Association, as well as a past chairman of the Professional Floral Communicators International. His work has been published in *Florists' Review* and *Floral Management* magazines.

His work has been published in *Florists' Review* and *Floral Management* magazines.



**JACKIE LACEY, AIFD, CFD, PFCI**, has over thirty years of experience in the retail floral market and floral education field. He is senior design analyst and education specialist at the Floriology Institute, on the Bloomnet and Napco product development team, and a member of the Fitz design team. He has won numerous awards in design competitions, and designed for several major motion pictures. He has served as a leader in numerous associations including

his current position as AIFD national membership committee chairman. His extensive travels have allowed him to interact with many designers and share his experiences with florists everywhere.



**JODY MCLEOD, AIFD, CFD, NCCPF**, is celebrating his 25th year in the floral industry as a designer and shop owner. His shop, Annie V's is one of the oldest in North Carolina. He is a former North Carolina Designer of the Year and a multiple Jim Treadaway Cup interpretive design champion. He is past president of the North Carolina State Florist Association and has a bachelor's degree in management from East Carolina University with a concentration

in entrepreneurship and small business. In addition he serves as mayor of Clayton, NC, where his shop is located.



**JEROME RASKA, AAF, AIFD, CAFA, CF, PFCI**, is co-owner of two floral and event businesses in Metro Detroit. In 2013 he was the winner of the prestigious Tommy Bright Award for life time achievement in floral presentation and has served as chairman of the Professional Floral Commentators International as well as past president of the Michigan Floral Association. In demand as an innovative speaker, he has shared his ideas and experiences with audiences

across the country and has been instrumental in encouraging others to become successful in the floral industry.



**GERARD TOH, AIFD, CFD, CCF**, is a Teleflora education specialist and has owned and operated three stores over the course of 25 years. He has served as president of Teleflora's Los Angeles Coastal Counties Unit, and is currently on the marketing and PR committee for the Southwest chapter of AIFD. He has had the honor of judging various floral design competitions across the country and also conducted workshops in Taiwan. He also has

decorated the official cars at the Rose Parade. He currently works as creative director and visual merchandiser for various floral companies.



**DEREK WOODRUFF, AIFD, CF, CFD, PFCI**, began designing at 16 and started his business, Derek LLC, in 2008, in Traverse City, Michigan. Woodruff hosts a floral design web series produced by Syndicate Sales and as a member of their retail advisory committee, he has a perspective on industry trends, and how florists can make the best practical and artistic use of materials. He has won numerous awards within the industry and was first runner up at the 2014

Sylvia Cup competition. Woodruff is a captivating speaker who finds particular joy in helping audiences find inventive ways to use new and existing products.



## 2015 GLFE Business Presenters



**JAMIE JAMISON ADAMS** is the search engine marketing manager for Flower Shop Network, where she has managed the SEO efforts of five web properties for eight years. A recognized authority on social media marketing and SEO, she developed FSN’s social media program, and has served on the SAF Website/Directory Taskforce. Jamie regularly appears on business technology panels and speaks on social media.

With a personal understanding of the needs and struggles of independent local businesses along with an astute knowledge of cutting edge social media and SEO, she offers a unique perspective blending technology and the floral industry.



**MARK ANDERSON** has been in the flower business for over twenty years. He is the lead developer of FloristWare, an order-taking and point-of-sales system for retail florists. He is in close contact with florists all over North America. This provides valuable insight into successful practices, that with the client’s permission, he shares to help other florists be more successful. He also contributes to the “Tech Talk” column in *Floral Management* magazine. He was the

first independent tech provider to serve as a member of the SAF technology committee.



**GREG GALE, CMBP**, is a certified Myers-Briggs practitioner. He has presented at various corporations and educational institutions such as Northwestern University, Loyola University Chicago, and West Suburban Medical Center in Oak Park, IL. He uses creative training techniques in developing and facilitating workshops on leadership, communications, and team building. As program coordinator at Loyola’s Strich School of Medicine, he created

an e-learning module, managed volunteer peer tutoring programs, and coordinated program planning for presentations and webcasts.



**TIM HUCKABEE, AIFSE**, started working at a high-end flower shop in 1993. He handled telephone sales, customer service, and walk-in customers. He realized that there was a lack of sales and service education in the industry and started FloralStrategies in 1997. He has taught thousands of florists how to give better service, increase sales, and make better use of their POS system. He writes “CSI: /flower Shop” in *Floral Management* magazine and is a speaker

at state and national floral conventions. In 2011 FloralStrategies launched the first monthly training webinar series in the industry.



**JOY LAI** has been working with Teleflora since 2012 and currently serves as the vice president of Teleflora’s eFlorist program which provides turnkey e-commerce solutions for Teleflora members. She is responsible for customer support and website content management for members, product management for the hosted e-commerce websites, and assisting florists with their marketing and advertising programs. She received her Masters from Stanford

University and her Bachelors in business administration and computer science from UC Berkeley.



**MARK J. MALONEY** is a Consultant-Arrive Alive Specialist with Chrysal Americas and has worked in communications most of his life. He runs Speak To Emotion, a speaking and training business. Over the years he has been a teacher, customer service rep, salesman, communications director, and entrepreneur. He loves speaking with humor and visuals. He has coached people in need of improving their presentations, overcoming stage fright and

creating more effective visuals and power points. Besides speaking in front of many diverse groups, he studied and performed at ComedySportz Richmond and The Westmoreland Players.



**DERRICK P. MYERS, CPA, CFP, PFCI**, has developed financial strategies which are unique to the floral industry and have proven instrumental in increasing profitability. These techniques focus on reducing costs, managing staff, saving taxes, and making profits bloom. He completed FTD’s *Advanced Master Florist Manager Program*, and recently was inducted into Professional Floral Communicators International. Derrick has been working with

the floral industry since 1983. During this time he also perfected his “Floral Analysis Program” which breaks down and analyzes financial statements in such a way that shows exactly where to focus time and energy to reduce costs and increase profits.

### NEW! Tablescape Design Contest Theme: A Night of Fantasy!

This contest is open to any retail florist, wholesaler or student that is a member of the Michigan Floral Association.

All competition designs will be judged, then used as décor for the Recognition Banquet and Industry Awards Ceremony. Come show us your floral fantasies and compete for a chance to win a 2016 GLFE Weekend Blooming Pass.

Contact the Michigan Floral Association office (517-575-0110) for rules and registration forms or go to [www.GreatLakesFloralExpo.com](http://www.GreatLakesFloralExpo.com) to download the Night of Fantasy packet!



**2015 GLFE Sessions FRIDAY, MARCH 6**



**Outstanding ALL-DAY Business Session!**

**How to Create a Successful Business**

*Presented by Derrick Myers, CPA, CFP, PFCI*

*Sponsored by Crockett & Myers*

*Date: Friday, March 6, 2015*

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

*Location: River Overlook AB*

**Lunch included**

**Additional fees apply**



Speaker Derrick Myers is well acquainted with the floral industry. He has developed programs that teach florists financial techniques to make their businesses more profitable. He has conducted seminars all over the country where florists learn to improve their financial strategies. In this exciting all day session, he will cover a variety of topics and provide solutions to issues facing businessmen in today's economy. At the end of the session there will be an open forum where attendees can ask questions.

- Corporations, Partnerships, LLC's, S-Corporations, Sole Proprietorships, etc. Which is best for you and why.
- How to take full advantage of everyday deductions: travel, meals, promotions, and donations.
- Delivery as a Profit Center: Understanding what the cost of delivery includes and how to set your delivery fees to ensure you make a profit in this department.
- Making Money with Wire Services. Learn how to read and understand wire service statements and use them to determine if you are making money and how you can make more.

**Terrific ALL-DAY Hands-On Session!**

**Exploring Weddings... Seeking Profits... Discovering Success**

*Presented by Jeff Corbin, AAF, AIFD, CFD, PFCI*

*Sponsored by FTD*

*Date: Friday, March 6, 2015*

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

*Location: River Overlook EF*

**Lunch included**

**Bring your own tools**

**Additional fees apply**



Has social media created a nightmare for florists by creating brides with unrealistic expectations for their special day? Or, has this new venue paved the way for us to highlight our talents and increase our market expense? Either way, there is a fine line between pleasing the bride and making a profit.

This all-day workshop will focus on successful selling, profitable designs and effective communications to satisfy today's bride. Through a PowerPoint presentation and hands-on exercises, students will gain proficiency in proper mark-ups and labor rates, and then create stunning bouquets, body flowers and reception centerpieces. Be prepared to take home new information and creative ideas to wow brides and ensure a profitable wedding business.

**Register early, as this class is limited to the first twenty participants.**

**▶ HANDS-ON SESSION: FFA Student Certification Test Preparation – Fantasy Body Flowers and Corsages**

*Presented by Derek Woodruff, AIFD, CD, CFD, PFCI*

*Sponsored by DWF*

*Date: Friday, March 6, 2015*

*Time: 7:15 p.m. - 8:30 p.m.*

*Location: River Overlook AB*

**Bring your own tools. Additional fees apply.**



Students will have a fantasy floral experience with award winning designer Derek Woodruff. Bring your imagination and learn how to create corsages and body flowers that will be the talk of every party! Derek will be using unique products and you will be producing fantastic fantasy flower designs.

**★ MAIN STAGE DESIGN SHOW: Parties That Pop!**

*Presented by Jody McLeod, AIFD, CFD, NCCPF*

*Sponsored by Syndicate Sales*

*Date: Friday, March 6, 2015*

*Time: 9:00 p.m. - 10:00 p.m.*

*Location: Steelcase Ballroom AB*



Be a "party crasher" and learn how to produce extraordinary events. Parties That Pop is a program that you do not want to miss. Jody will provide creativity, color and flair in designing unusual and outstanding party work. All crashers are sure to gain in knowledge, confidence and the ability to create spectacular parties. So join party animal Jody McLeod at the exciting main stage program.

**2015 GLFE Sessions SATURDAY, MARCH 7**

**■ BUSINESS SESSION: What Makes People Tick... The Power of Personality in Selling**

*Presented by Greg Gale, CMBP*

*Sponsored by Gypzy Designz*

*Date: Saturday, March 7, 2015*

*Time: 8:30 a.m. - 10:30 a.m.*

*Location: River Overlook A*



In this exciting two hour interactive presentation, you will learn how to use your type preference to improve customer relationships and increase sales. The Myers-Briggs type indicator will reveal how to develop your personality traits, how to understand your strengths, how you are perceived and how to connect with your customers. Don't miss this stimulating business session.

**▶ HANDS-ON SESSION: Going "Out" with Your Designs**

*Presented by Jackie Lacey, AIFD, CFD, PFCI*

*Sponsored by Bloomnet*

*Date: Saturday, March 7, 2015*

*Time: 9:00 a.m. - 11:30 a.m.*

*Location: River Overlook E*

**Bring your own tools.**

**Additional fees apply.**



Take your designs "OUT" in a horizontal way for a fresh look and "UP" to a fresh new height. Form is one of the elements of design, one of the building blocks or ABC's of design that helps what we do as floral artists make sense. Most florists





forget that horizontal designs are an option. We are always concerned with going “UP” instead of “OUT”. Join us as we do both. Horizontal and vertical, a twist that will remind you to freshen up your style.

**▶ HANDS-ON SESSION:  
Sympathy Designing**

*Presented by Gerald Toh, AIFD, CCF, CFD  
Sponsored by Teleflora  
Date: Saturday, March 7, 2015  
Time: 9:00 a.m. - 11:30 a.m.  
Location: River Overlook F*

**Bring your own tools.  
Additional fees apply.**

Sympathy designs can become boring as spray after spray starts looking the same. Understanding style and designing with flair and creativity is key to competing visually and dramatically when many set pieces are placed side by side at a service. Come learn and create well styled and impactful standing sympathy sprays that stand out from the crowd. Also make an additional small matching design for families to take home.



**▶ HANDS-ON SESSION:  
Fast and Fanciful Wedding Bouquets  
That Stay Within the Budget**

*Presented by Derek Woodruff, AIFD, CF, CFD, PFCI  
Sponsored by DWF  
Date: Saturday, March 7, 2015  
Time: 9:00 a.m. - 11:30 p.m.  
Location: River Overlook D*

**Bring your own tools.  
Additional fees apply.**

Today’s brides are looking for a way to have the wedding of their dreams and stick to a budget. In this class you will use the most innovative products to create works of bridal art. You will make two bouquets and learn techniques to help market unique bouquets.



**■ BUSINESS SESSION:  
Big, Easy Sales the Floral Strategies Way!**

*Presented by Tim Huckabee, AIFSE  
Sponsored by FloristWare  
Date: Saturday, March 7, 2015  
Time: 9:00 a.m. - 10:30 a.m.  
Location: River Overlook B*



Is your staff afraid to make BIG sales? Do your employees shy away from offering add-ons because they don’t want to appear ‘pushy’? If you can answer yes to either question then you must attend this workshop with Tim Huckabee, AIFSE. Discover how customers really think and what they truly want from your staff and store. Learn a whole new approach to engaging customers on the phone and the floor. Tim will share elements of the program he has been teaching on-site to successful florists around the world so you and your team will leave enthused, and empowered.

**★ MAIN STAGE DESIGN SHOW:  
Equation for Success**

*Presented by Doug Bates, CF, CFD  
Sponsored by Mayesh  
Date: Saturday, March 7, 2015  
Time: 10:00 a.m. - 11:00 a.m.  
Location: Steelcase Ballroom AB*



This Equation for Success will combine fourteen principles and elements + four Certified Florists + one stage that equals endless possibilities. Discover the benefits of the MFA Certified Florist Program as Doug Bates, CF, CFD pilots your journey through the elements and principles of floral design. Watch as four Certified Florists create and present unique and salable designs, each one focusing on a principle or element.

Learn how achieving CF can help develop your skills as a designer, earning recognition among your peers and generating increased customer confidence in your skills and talent.

**■ BUSINESS SESSION:  
A New Approach to Weddings and Events; More Sales,  
Less Money Left on the Table**

*Presented by Mark Anderson  
Sponsored by FloristWare  
Date: Saturday, March 7, 2015  
Time: 11:00 a.m. - 12 noon  
Location: River Overlook B*



Quoting weddings and events is a tricky business. Price too high and you can lose a sale, even though the sale could have been profitable at a lower price. Price too low and you end up underselling a customer that would have happily paid more and, even worse, undermining your brand and market position as well. This session will focus on a new approach to quoting weddings and events that will help florists avoid losing work when dealing with budget-conscious customers, avoid leaving money on the table by undercharging customers that are less sensitive to price and use wedding/event pricing to better position your shop and strengthen your brand. Attendees will return to their shops with a new approach that will help them book more profitable events with less hand-wringing and second-guessing, and a new tool to reinforce their position as “the” event florist in town.

**■ BUSINESS SESSION:  
Building Your A-Team**

*Presented by Derrick P. Myers, CPA, CFP, PFCI  
Sponsored by Crockett, Myers & Associates  
Date: Saturday, March 7, 2015  
Time: 11:00 a.m. - 12:00 p.m.  
Location: River Overlook A*



In Building Your A-Team you will learn how to align your employees to your vision for the company. Once everyone is headed in the same direction you will learn how to empower and motivate and lead them to reach for and beyond that vision and make it a reality. An efficient and congruent team is a more profitable team.

**★ MAIN STAGE DESIGN SHOW:  
Designer of the Year Run Off**

*Commentated by Jerome Raska, AAF, AIFD, CAFA, CF, PFCI  
Sponsored by FloraCraft, Teleflora,  
California Cut Flower Commission  
Date: Saturday, March 7, 2015  
Time: 12:30 p.m. – 1:15 p.m.  
Location: Steelcase Ballroom AB*



**Come Watch the Exciting Floral Fantasy Design Competition**

The top five floral designers from the Professional Division design contest will compete using identical materials. A distinguished panel of judges will chose one lucky designer who will win the title of MFA Designer of the Year. In addition, he or she will automatically be entered in the Academy Division. All winners of the student, novice and professional division will be announced on stage. Winner of the Designer of the Year will be announced at the Floral Fantasy banquet Saturday night.

**■ BUSINESS SESSION:  
Big, Easy Sales the FloralStrategies Way!**

*Presented by Tim Huckabee, AIFSE  
Sponsored by FloristWare  
Date: Saturday, March 7, 2015  
Time: 1:00 p.m. - 2:30 p.m.  
Location: River Overlook B*



Is your staff afraid to make BIG sales? Do your employees shy away from offering add-ons because they don’t want to appear ‘pushy’? If you can answer yes to either question then you must attend this new workshop with Tim Huckabee, AIFSE. Discover how customers really think and what they truly want from your staff and store. Learn a whole new approach to engaging customers on the phone and the floor. Tim will share elements of the program he has been teaching on-site to successful florists around the world so you and your team will leave enthused, empowered and ready to sell, sell, sell!



**★ MAIN STAGE BUSINESS SESSION:**  
**Hidden Treasure: Finding the Gold in Your Business**

*Presented by Derrick P. Myers, CPA, CFP, PFCI*  
*Sponsored by Crockett, Myers & Associates*  
*Date: Saturday, March 7, 2015*  
*Time: 1:45 p.m. - 3:00 p.m.*  
*Location: Steelcase Ballroom AB*



Hidden in your business are areas of cost that if reduced would greatly increase the profit of your business. A dollar saved in cost is a dollar added to your bottom line profit. It takes about eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. Derrick will deep dive into the six main cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible. The main costs centers that will be covered are: cost of goods sold, labor, delivery, occupancy, marketing, and wire service business.

**■ BUSINESS SESSION:**  
**Increase Your Mobile Sales**

*Presented by Joy Lai*  
*Sponsored by Teleflora*  
*Date: Sunday, March 8, 2015*  
*Time: 2:45 p.m. - 3:30 p.m.*  
*Location: River Overlook B*



Time spent on mobile and tablets has grown exponentially and the trend is expected to continue. What are mobile shoppers looking for? How should you think about mobile enabled sites, mobile apps, and mobile advertising? This session covers the keys to increasing your mobile sales.

**■ BUSINESS SESSION:**  
**Interactive Marketing Review**

*Presented by Jamie Jamison Adams*  
*Sponsored by Flower Shop Network*  
*Date: Saturday, March 7, 2015*  
*Time: 2:45 p.m. - 3:30 p.m.*  
*Location: River Overlook A*



Consumers are bombarded with information from every direction, so how do you create an effective marketing plan that gets noticed? In this session, you will examine

how to tie social media, offline marketing and your website presence into a cohesive marketing and branding strategy that reaches customers with actionable, real world takeaways. Submit your company for a marketing review and put this session to work for you, engage with questions and concerns, or simply sit back and take it all in. You can submit your company for review to [rod@michiganfloral.org](mailto:rod@michiganfloral.org).

**★ MAIN STAGE DESIGN SHOW:**  
**Around the World Wedding Fantasy**

*Presented by Loann Burke, AIFD, CFD, PFCI*  
*Sponsored by Smithers-Oasis*  
*Date: Saturday, March 7, 2015*  
*Time: 3:30 p.m. - 4:45 p.m.*  
*Location: Steelcase Ballroom AB*



Around the World Wedding Fantasy will explore the differences and traditions of weddings. Award-winning floral designer, Loann Burke has an eclectic portfolio of design concepts for any type of wedding ceremony. Despite one's religion, culture or orientation, she will combine tradition with exquisite design, taking conventional floral ideas to a new level. This is an excellent opportunity for designers of all skill levels to take a journey with one of Smithers-Oasis' highly talented design directors, as her exploration of ceremonial differences takes everyone into a world of floral fantasy.

**■ BUSINESS SESSION:**  
**Taking Customer Service to the Next Level:**  
**Upsell Almost Everyone**

*Presented by Mark Maloney*  
*Sponsored by Chrysal Americas*  
*Date: Saturday, March 7, 2015*  
*Time: 4:00 p.m. - 5:00 p.m.*  
*Location: River Overlook B*



Improvement in customer service and upselling are among retail florists' major concerns. During this talk, you will learn how to further differentiate yourself from supermarkets and big box stores, and build customer loyalty. Find out how to quickly and easily recognize the four main types of customers and how to upsell each of them. Keep your team's good habits on track using a easy smart phone app.

**2015 GLFE Sessions SUNDAY, MARCH 8**

**★ MAIN STAGE BUSINESS SESSION:**  
**Creating the Mindset of Success**

*Presented by Mark Maloney*  
*Sponsored by Chrysal Americas*  
*Date: Sunday, March 8, 2015*  
*Time: 8:30 a.m. - 9:15 a.m.*



All of us would like to be more successful in our personal relationships, business and life in general. In this talk, you will learn about old thought patterns that hold us back, recognize and modifying self-perceptions and strategies to create change, and know when to persevere with a feature or product.

**■ BUSINESS SESSION:**  
**What Makes People Tick...**  
**The Power of Personality in Selling**

*Presented by Greg Gale, CMBP*  
*Sponsored by Gypsy Designz*  
*Date: Sunday, March 8, 2015*  
*Time: 8:30 a.m. - 10:30 a.m.*  
*Location: River Overlook A*



In this exciting two-hour interactive presentation, you will learn how to use your type preference to improve customer relationships and increase sales. The Myers-Briggs type indicator will reveal how to develop your personality traits, how to understand your strengths, how you are perceived and how to connect with your customers. Don't miss this stimulating business session.

**▶ HANDS-ON SESSION:**  
**Fantasy Wedding Designs**

*Presented by Loann Burke, AIFD, CFD, PFCI*  
*Sponsored by Smithers-Oasis*  
*Date: Sunday, March 8, 2015*  
*Time: 9:00 a.m. - 11:30 a.m.*  
*Location: River Overlook F*



**Bring your own tools. Additional fees apply.**

Take time to explore and design a fantasy armature for a bridal bouquet, hairpiece, and don't forget the groom's fantasy floral accessories in this amped up hands-on program. You'll work with award-winning designer Loann Burke to create these fantasy arrangements that will inspire you in your everyday designing and beyond!

**▶ HANDS-ON SESSION:**  
**Artistic Elements That Pop Parties**

*Presented by Jody McLeod, AIFD, CFD, NCCPF*  
*Sponsored by Syndicate Sales*  
*Date: Sunday, March 8, 2015*  
*Time: 9:00 a.m. - 11:30 a.m.*  
*Location: Steelcase Ballroom AB*



**Bring your own tools. Additional fees apply.**

Come and learn innovative techniques that will inspire handcrafted artistic elements to enhance your party and everyday designs. Join Jody and elevate your party and events to the next level.



★ **MAIN STAGE DESIGN SHOW:**

**A Life Well Loved**

*Presented by Gerard Toh, AIFD, CCF, CFD*

*Sponsored by Teleflora*

*Date: Sunday, March 8, 2015*

*Time: 10:45 a.m.-11:45 a.m.*

*Location: Steelcase Ballroom AB*

Dealing with a bereaved family can be difficult and heart wrenching both for the florist and the family. Learn to understand the survivors' needs with compassion and creativity. Design with a style that translates a simple floral tribute into a passionate yet warm and comfortable expression of a life well loved. Design and market to the largest remaining market share of our industry and replace the "in lieu of flowers" tag with one that reads "in celebration of life" This program showcases different trends, themes and design styles.

■ **BUSINESS SESSION:**

**A New Approach to Weddings and Events; More Sales, Less Money Left on the Table**

*Presented by Mark Anderson*

*Sponsored by FloristWare*

*Date: Sunday, March, 2015*

*Time: 11:00 a.m. - 12 noon*

*Location: River Overlook B*

Quoting weddings and events is a tricky business. Price too high and you can lose a sale, even though the sale could have been profitable at a lower price. Price too low and you end up underselling a customer that would have happily paid more and, even worse, undermining your brand and market position as well. This session will focus on a new approach to quoting weddings and events that will help florists avoid losing work when dealing with budget-conscious customers, avoid leaving money on the table by undercharging customers that are less sensitive to price and use wedding/event pricing to better position your shop and strengthen your brand. Attendees will return to their shops with a new approach that will help them book more profitable events with less hand-wringing and second-guessing, and a new tool to reinforce their position as "the" event florist in town.

■ **BUSINESS SESSION:**

**Building Your A-Team**

*Presented by Derrick P. Myers, CPA, CFP, PFCI*

*Sponsored by Crockett, Myers & Associates*

*Date: Sunday, March 8, 2015*

*Time: 11:00 a.m. - 12:00 noon*

*Location: River Overlook A*

In Building Your A-Team you will learn how to align your employees to your vision for the company. Once everyone is headed in the same direction you will learn how to empower and motivate and lead them to reach for and beyond that vision and make it a reality. An efficient and congruent team is a more profitable team.

★ **MAIN STAGE DESIGN SHOW:**

**Seasons in the Sun**

*Presented by Jeff Corbin, AAF, AIFD, CFD, PFCI*

*Sponsored by FTD*

*Date: Sunday, March 8, 2015*

*Time: 12:45 p.m. -1:45 p.m.*

*Location: Steelcase Ballroom AB*

Is your daily work stale? Need a little "kick in the pants" to get some new designs in your store? This presentation is just what the doctor ordered. Jeff will demonstrate how seasonal collections can turn your everyday designs into sensational selections with minimal effort. You will learn how this simple approach to product offerings will streamline selling, designing and ordering.



■ **BUSINESS SESSION:**

**Big, Easy Sales the FloralStrategies Way!**

*Presented by Tim Huckabee, AIFSE*

*Sponsored by FloristWare*

*Date: Sunday, March 8, 2015*

*Time: 1:00 p.m. - 2:30 p.m.*

*Location: River Overlook B*



Is your staff afraid to make BIG sales? Do your employees shy away from offering add-ons because they don't want to appear 'pushy'? If you can answer yes to either question then you must attend this new workshop with Tim Huckabee, AIFSE. Discover how customers really think and what they truly want from your staff and store. Learn a whole new approach to engaging customers on the phone and the floor. Tim will share elements of the program he has been teaching on-site to successful florists around the world so you and your team will leave enthused, empowered and ready to sell, sell, sell!

★ **MAIN STAGE DESIGN SHOW:**

**The Brokers of Emotion**

*Presented by Jackie Lacey, AIFD, CFD, PFCI*

*Sponsored by Bloomnet*

*Date: Sunday, March 8, 2015*

*Time: 2:15 p.m. - 3:15 p.m.*

*Location: Steelcase Ballroom AB*



This session will put a new spin on everyday trends, sympathy and special events. We are The Brokers of Emotion. With the changes that continue to appear in today's market we have to constantly educate ourselves and reinvent our design styles to keep up. We have so much information at our finger tips and yet we constantly fall back into our design style comfort zone on a daily basis. It takes more than just going to design shows and classes to learn new trends and stay successful. You have to put it to work and learn how to market your skills. Jackie will wake up some of those techniques from the past with a new twist for today and explore some new techniques and products to make every day a "SPECIAL" event.

■ **BUSINESS SESSION:**

**Increase Your Mobile Sales**

*Presented by Joy Lai*

*Sponsored by Teleflora*

*Date: Sunday, March 8, 2015*

*Time: 2:45 p.m. - 3:30 p.m.*

*Location: River Overlook B*



Time spent on mobile and tablets has grown exponentially and the trend is expected to continue. What are mobile shoppers looking for? How should you think about mobile enabled sites, mobile apps, and mobile advertising? This session covers the keys to increasing your mobile sales.

■ **BUSINESS SESSION:**

**Interactive Marketing Review**

*Presented by Jamie Jamison Adams*

*Sponsored by Flower Shop Network*

*Date: Sunday, March 8, 2015*

*Time: 2:45 p.m. - 3:30 p.m.*

*Location: River Overlook A*



Consumers are bombarded with information from every direction, so how do you create an effective marketing plan that gets noticed? In this session, you will examine how to tie social media, offline marketing and your website presence into a cohesive marketing and branding strategy that reaches customers with actionable, real world takeaways. Submit your company for a marketing review and put this session to work for you, engage with questions and concerns, or simply sit back and take it all in. You can submit your company for review to [rod@michiganfloral.org](mailto:rod@michiganfloral.org).

**Register Early for the Great Lakes Floral Expo 2015, save money, and you could win a Plaza Dream!**

Early registration forms must be in the MFA office by 5:00 pm, January 30, 2015. You will automatically be entered in the contest to win a Plaza Dream one night stay at the beautiful Amway Grand Plaza Hotel. Call the MFA office at (517) 575-0110, visit [www.michiganfloral.org](http://www.michiganfloral.org), or fill out the registration form on page 16 today!



2015 MFA Design Contest Friday, March 6

# Floral Fantasy Design Contest!

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



The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation.

Your skills can earn certificates, cash prizes and recognition in *The Professional Florist* magazine. Enter today and aim higher, achieve more, and reach for excellence.

**MFA Design Contest Division Eligibility:** Any individual is only eligible to enter one division.

## Student Division

**HIGH SCHOOL LEVEL: THEME – FLORAL FANTASY:** Create a centerpiece for a 60" diameter round table at a convention final night dinner. Feature a principle of design and be sure it is a dominant part of the arrangement. Place a 3" x 5" card next to arrangement listing the featured principle of design. All materials permitted except permanent botanicals (silks) and no \*props are allowed. Display space is limited to 30" x 30", with no height restrictions. Maximum wholesale value is \$50.00. Entry must be secure enough to withstand touching and handling by judges.

**COLLEGE/PROFESSIONAL NOVICE: THEME – SEEK, EXPLORE, DISCOVER:** Using a self-standing foam board, title and present a story board to support the overall look of the event. Design a long and low design for an eight foot long by 30" deep rectangular table. On a 4" x 5" card list two elements of design most prominent in the arrangement. All materials permitted except permanent botanicals (silks) and no \*props are allowed. Display space is limited to 48" wide x 30" deep, with no height restrictions. Maximum wholesale value is \$50.00. Entry must be secure enough to withstand touching and handling by judges.

1st – \$100, Ribbon & Certificate  
2nd – \$50, Ribbon & Certificate  
3rd – \$25, Ribbon & Certificate

## Professional Division

MUST be entered in all three professional categories to compete for the prestigious MFA Designer of the Year! The Designer of the Year will win a cash prize of \$300.00 and will have designs featured in "Design Spotlight" sponsored by Nordlie, Inc. in six issues of *The Professional Florist* magazine. He or she will also represent the Michigan Floral Association at the National Alliance of Floral Associations (NAFA) National Designer of the Year contest held October 2015. The airfare, hotel, meals and registration will be covered for this competition.

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

**THEME 1 – SEEK, EXPLORE, DISCOVER:** Using fresh floral product and dried materials design a "Floral Fantasy" arrangement to be placed on the entry table at a manufacturing company headquarters. You must incorporate two design techniques. On a 4" x 5" card list the name of the company and the two most prominent design techniques. All materials permitted except permanent botanicals (silks) and no \*props are allowed outside the arrangement. Display space is limited to 48" wide with no height restrictions. Maximum wholesale value is \$100.00. Entry must be secure enough to withstand touching and handling by judges.

**THEME 2 – WEDDING DAY DREAM:** Create a bridal bouquet and groom's boutonniere to support the theme "Floral Fantasy". List on a 4" x 5" card the two elements of design most prominent in the arrangement. All materials permitted except permanent botanicals (silks) and no \*props are allowed. Display space is limited to 30" x 30", with no height restrictions. You will be supplied with a Syndicate Sales Vase 4099-12-09 (vase is 8" tall and 4" opening) to display your bridal bouquet. This will be the only display vase allowed. No exceptions. Maximum wholesale value is \$50.00. Entry must be secure enough to withstand touching and handling by judges.

**THEME 3 – SURPRISE, SURPRISE:** This is just like doing an order at the shop!!! All contestants will be given identical flowers and hard goods items to create designs on site. All design items will be provided. **You are only allowed to bring your knife, scissors, wire cutters and bunch cutter.** All contestants should meet at the MFA registration desk in the Welsh Foyer promptly at 6:00 p.m., Friday, March 6, 2015.

1st – \$100, Ribbon and Certificate  
2nd – \$50 Ribbon and Certificate  
3rd – \$25, Ribbon and Certificate

## The Academy Division

This division is open to those who are recognized as Academy Designers only. **The Academy winner will receive \$300.00 in cash, a plaque, and his or her name inscribed on a traveling honorary award.** The winner's designs will be featured in "Design Tips" in six issues of *The Professional Florist*.

**THEME – SEEK, EXPLORE, DISCOVER:** Create a table display and arrangement suitable for a centerpiece at a science center grand gala fundraiser. Each contestant must display entry on a 72" round table which will be provided with standard white linens that you may or may not use. Linens and other props are permitted. Please place 8" x 10" frame to indicate the two techniques and the two elements of design most prominent in the centerpiece. Only the centerpiece must fit into a \$100.00 wholesale cost This category will be judged for the entire presentation.

## Cash or Prizes for Every Category!

For More information email Design Contest Chairman Jerome Raska, AAF, AIFD, CAFA, CF, PFCI at [Jerome@blumz.com](mailto:Jerome@blumz.com), or call the MFA office at (517) 575-0110, or visit [www.michiganfloral.org](http://www.michiganfloral.org), to get a Design Contest packet.

**YOU MUST REGISTER BY FEBRUARY 28, 2015!**



# Floral Fantasy Awards Extravaganza!

**Saturday, March 7, 2015,  
Pantlind Ballroom, Amway Grand Plaza Hotel**

*Additional Fees Apply*

**President's Reception • 6:00 p.m. – 6:45 p.m. • East Concourse  
Recognition Banquet and Awards Ceremony • 7:00 p.m. – 9:00 p.m.**

Join your fellow floral professionals and share the excitement as MFA awards are bestowed on those floral industry members who have been voted the best of the best by their peers. New inductees into the prestigious Certified Florist Program also will be recognized. Enjoy delectable food prepared by the chefs at the Amway Grand Plaza Hotel, a five star hotel.

## **\*NEW\* Tablescapes Design Contest • Theme: A Night of Fantasy!**

This contest is open to any retail florist, wholesaler or student that is a member of the Michigan Floral Association. Tablescapes must follow the theme, "A Night of Fantasy" and will be designed for a table of 10 guests. Designs can be completed by an individual designer or teams from the same shop or school. All competition designs will be judged, then used as décor for the Recognition Banquet and Industry Award Ceremony. Come show us your floral fantasies and compete for a chance to win a 2016 GLFE Weekend Blooming Pass.

Contact the Michigan Floral Association office (517-575-0110) for rules and registration forms or go to [www.GreatLakesFloralExpo.com](http://www.GreatLakesFloralExpo.com) to download the Night of Fantasy packet!

## GLFE Special Events Schedule

### Trade Show Marketplace

Visit the marketplace and find out the current industry trends that will put your shop on the cutting edge. Support our vendors.

*Friday, March 6, 2015 • Hours: 7:00 p.m. – 10:00 p.m.*

*Saturday, March 7, 2015 • Hours: 9:00 a.m. – 5:00 p.m.*

*Sunday, March 8, 2015 • Hours: 8:00 a.m. – 3:30 p.m.*

*Location: Steelcase Ballroom AB*

### "Floral Fantasy" Prize Game

What better fantasy than that of Cinderella! Visit with the vendors, fine the clues, win prizes, and purchase fantastic products.

### Flower Fantasy at the 2015 MFA Book Fair

*Saturday, March 7, 2015 • 9:00 a.m. – 5:00 p.m.*

*Sunday, March 8, 2015 • 8:00 a.m. – 3:30 p.m.*

*Location: Welsh Foyer next to MFA Registration Desk*

"Knowledge is power," and the MFA Book Fair will be full of books and ideas to increase your knowledge of all things floral. You'll love the prices and all profits benefit the MFA Education Fund.

### AIFD Showcase



*Location: Amway walkway • open all weekend*

Members of the North Central AIFD chapter will embody the Floral Fantasy spirit of innovation with a dazzling display of full-scale floral designs.

### CF Showcase



*Location: Welsh Foyer • open all weekend*

Certified Florists will be creating a Floral Fantasy with wonderful floral exhibits that will be on display for the entire weekend. It will show just what it means to be a Certified Florist. Check it out and sign up to become a Certified Florist today!

### Floral Fantasy Raffle...New This Year!

*Saturday, March 7, 2015 • 9:00 a.m. – 5:00 p.m.*

*Sunday, March 8, 2015 • 8:00 a.m. – 12:00 noon*

*Location: Steelcase Ballroom AB*

Buy tickets for the raffle for floral products, unusual gifts, gift certificates, and more. All proceeds will go to the MFA Scholarship Fund. The fund provides money for recipients to attend the Great Lakes Floral Expo or they can use their scholarship to become a Certified Florist. In 2014 nine scholarships were awarded. To donate a service or product contact Cindy at (517) 575-0110. Your help is needed and appreciated.

### MFA Early Breakfast Annual Meeting

*Sponsored by: The Michigan Horticultural Industries*

*Self-Insured Workers Compensation Fund*

*Sunday, March 8, 2015 • 8:00 a.m. – 8:30 a.m.*

*Location: Stage Ballroom AB*



Wake up; join your fellow attendees for breakfast. Learn what the MFA has been up to this past year, and offer suggestions or ideas on what the MFA could do to help your business? This is your chance to help association leaders chart the course for the coming year. Meet and greet the MFA board of directors and association staff while enjoying the free Continental breakfast.



**COLOR KEY:**  
 Green: Business Sessions  
 Blue: Hands-On Sessions  
 Hot Pink: Main Stage Shows  
 Purple: MFA President's Banquet and Awards Ceremony  
 \*Not included with weekend pass.

## SCHEDULE AT A GLANCE

### FRIDAY, March 6, 2015

8:00 a.m. - 10:00 p.m.	Registration Desk Open	Welsh Foyer
9:30 a.m. - 4:30 p.m.	*All Day Business Session: How to Create a Successful Business – Derrick Myers (Crockett, Myers & Associates)	River Overlook AB
9:30 a.m. - 4:30 p.m.	*Hands-On Session: Exploring Weddings...Seeking Profits... Discovering Success – Jeff Corbin (FTD)	River Overlook EF
12:00 noon - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
4:00 p.m. - 6:30 p.m.	Design Contest Registration	Welsh Foyer
7:00 p.m. - 10:00 p.m.	Trade Show Open (cash bar)	Steelcase Ballroom AB
7:15 p.m. - 8:30 p.m.	*Hands-On Session: FFA Student Certification Test Preparation, Fantasy Body Flowers and Corsages – Derek Woodruff (DWF)	River Overlook EF
9:00 p.m. - 10:00 p.m.	Main Stage Design Show: Parties That Pop! – Jody McLeod (Syndicate Sales)	Steelcase Ballroom AB

### SATURDAY, March 7, 2015

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Foyer
8:30 a.m. - 10:30 a.m.	Business Session: What Makes People Tick... the Power of Personality in Selling – Greg Gale (Gyzy Deizgnz)	River Overlook A
9:00 a.m. - 10:30 a.m.	Business Session: Big, Easy Sales the FloralStrategies Way! – Tim Huckabee (FloristWare)	River Overlook B
9:00 a.m. - 5:00 p.m.	Trade Show Open	Steelcase Ballroom AB
9:00 a.m. - 5:00 p.m.	Raffle	Steelcase Ballroom AB
9:00 a.m. - 5:00 p.m.	Book Fair	Welsh Foyer
9:00 a.m. - 10:00 a.m.	Special Trade Show Shopping Time	Steelcase Ballroom AB
9:00 a.m. - 11:30 a.m.	Hands-On Sessions: (Choose One) *Sympathy Designing – Gerard Toh (Teleflora)	River Overlook DEF River Overlook F
9:00 a.m. - 11:30 a.m.	*Going "OUT" with Your Designs – Jackie Lacey (Bloomnet)	River Overlook E
9:00 a.m. - 11:30 a.m.	*Fast and Fanciful Wedding Bouquets – Derek Woodruff (DWF)	River Overlook D
10:00 a.m. - 11:00 a.m.	Main Stage Design Show: Equation for Success – Doug Bates (Mayesh)	Steelcase Ballroom AB
10:00 a.m. - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
11:00 a.m. - 12:00 noon	Business Session: A New Approach to Weddings and Events, More Sales, Less Money Left on the Table – Mark Anderson (FloristWare)	River Overlook B
11:00 a.m. - 12:00 noon	Business Session: Building your A-Team – Derrick Myers (Crockett, Myers & Associates)	River Overlook A
11:30 a.m. - 1:30 p.m.	*Lunch Served	Steelcase Ballroom AB
12:30 p.m. - 1:15 p.m.	Main Stage Design Show: Designer of the Year Run Off – commented by Jerome Raska (FloraCraft, Teleflora, California Cut Flower Commission)	Steelcase Ballroom AB
1:00 p.m. - 2:30 p.m.	Business Session: Big, Easy Sales the FloralStrategies Way! – Tim Huckabee (FloristWare)	River Overlook B
1:15 p.m. - 1:45 p.m.	Student/Teacher Recognition	Steelcase Ballroom AB
1:45 p.m. - 3:00 p.m.	Main Stage Business Session: Hidden Treasure – Derrick Myers (Crockett, Myers & Associates)	Steelcase Ballroom AB
2:45 p.m. - 3:30 p.m.	Business Session: Increasing Your Mobile Sales - Joy Lai (Teleflora)	River Overlook B
2:45 p.m. - 3:30 p.m.	Business Session: Interactive Marketing Review – Jamie Jamison Adams (Flower Shop Network)	River Overlook A



3:00 p.m. - 3:30 p.m.	Trade Show Shopping – Product Review	Steelcase Ballroom AB
3:30 p.m. - 4:45 p.m.	Main Stage Design Show: Around the World Wedding Fantasy – Loann Burke (Smithers-Oasis)	Steelcase Ballroom AB
4:00 p.m. - 5:00 p.m.	Business Session: Taking Customer Service to the Next Level: Upsell Almost Everyone – Mark Maloney (Chrysal Americas)	River Overlook B
6:00 p.m. - 6:45 p.m.	* Reception	East Concourse
7:00 p.m. - 9:00 p.m.	*Recognition and Awards Banquet	Pantlind Ballroom

### SUNDAY, March 8, 2015

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Foyer
8:00 a.m. - 8:30 a.m.	MFA Early Breakfast (MHI Fund)	Steelcase Ballroom AB
8:00 a.m. - 3:30 p.m.	Trade Show Open	Steelcase Ballroom AB
8:00 a.m. - 12:00 noon	Raffle	Steelcase Ballroom AB
8:00 a.m. - 3:30 p.m.	Book Fair	Welsh Foyer
8:30 a.m. - 9:15 a.m.	Main Stage Business Session: Creating the Mindset of Success – Mark Maloney (Chrysal Americas)	Steelcase Ballroom AB
8:30 a.m. - 10:30 a.m.	Business Session: What Makes People Tick...the Power of Personality in Selling – Greg Gale (Gypzy Dezigz)	River Overlook A
9:00 a.m. - 11:30 a.m.	Hands-On Sessions: (Choose One) *Fantasy Wedding Designs – Loann Burke, (Smithers Oasis)	River Overlook EF River Overlook F
9:00 a.m. - 11:30 a.m.	*Artistic Elements That Pop Parties – Jody McLeod (Syndicate Sales)	River Overlook E
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9:30 a.m. - 10:45 p.m.	Special Trade Show Shopping Time	Steelcase Ballroom AB
10:45 a.m. - 11:45 a.m.	Main Stage Design Show: A Life Well Loved – Gerard Toh (Teleflora)	Steelcase Ballroom AB
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11:00 a.m. - 12:00 noon	Business Session: Building your A-Team – Derrick Myers (Crockett, Myers & Associates)	River Overlook A
11:45 a.m. - 12:45 p.m.	Special Trade Show Shopping Time	Steelcase Ballroom AB
12:00 noon	Raffle Closed	Steelcase Ballroom AB
12:00 noon - 1:30 p.m.	*Lunch Buffet	Steelcase Ballroom A
12:45 p.m. - 1:45 p.m.	Main Stage Design Show: Seasons in the Sun – by Jeff Corbin (FTD)	Steelcase Ballroom AB
1:00 p.m. - 2:30 p.m.	Business Session: Big, Easy Sales the FloralStrategies Way! – Tim Huckabee (FloristWare)	River Overlook A
2:15 p.m. - 3:15 p.m.	Main Stage Design Show: The Brokers of Emotion – Jackie Lacey (Bloomnet)	Steelcase Ballroom AB
2:45 p.m. - 3:30 p.m.	Business Session: Increasing Your Mobile Sales – Joy Lai (Teleflora)	River Overlook B
2:45 p.m. - 3:30 p.m.	Business Session: Interactive Marketing Review – Jamie Jamison Adams (Flower Shop Network)	River Overlook A
3:15 p.m. - 3:30 p.m.	Thank You! Save the Date....“Together We Bloom”, GLFE, March 4, 5, 6, 2016	Steelcase Ballroom AB
3:30 p.m. - 12:00 midnight	Exhibitor Move Out	Steelcase Ballroom AB



**REGISTER ONLINE at [www.michiganfloral.org](http://www.michiganfloral.org) • Call (517) 575-0110 with any questions.**

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<b>Student Weekend Fantasy Pass*</b>																			
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Entrance to Exhibits, Main Stage.																			
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<b>Fri/Sat/Sun Weekend Fantasy Pass*</b>																			
Entrance to Exhibits, Main Stage, Business Education, Sunday Breakfast, & MFA Design Contest. – for Both Days.																			
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Weekend pass for as many employees as your shop wishes to bring.																			
<b>All-Day Business Session:</b>																			
How to Create a Successful Business																			
<b>All-Day Hands-On Session:</b>																			
Exploring Weddings																			
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<b>Hands-On Session:</b>																			
Sympathy Designing																			
<b>Hands-On Session:</b>																			
Going "Out" with Your Design																			
<b>Hands-On Session:</b>																			
Fast and Fanciful Wedding Designs																			
<b>President's Reception, Banquet and Awards Ceremony</b>																			
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Fantasy Wedding Designs																			
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Artistic Elements That Pop Parties!																			
<b>TOTAL ALL EVENTS</b>																			

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DESIGNERSPOTLIGHT

# The Color Purple

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

**M**y favorite color is purple. I am also a fan of texture and, of course, like any girl, I like a little bling too. These silver ceramic textured cubes caught my eye as soon as I walked by them. They come in three sizes and I had to use them all.

I started with the woody cylinder wraps, placing them inside the cubes and then building the design around them. The cylinder wraps are available in two sizes and make for a great contrast to the silvery cubes filled with rich, magenta mini gerbera daisies, purple anemones and deep purple trachelium. The random placement of scabiosa pods adds to the overall visual interest of the design. Additionally, bright green artificial moss balls surround the cubes.

When you look at this collection, the variety of contrasting textures grabs you, the monochromatic color of the flowers draws you in, and the end result is a fun, simple, yet exciting design. ✿



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## PERSONALPROFILE

# Making a Difference

BY BARBARA GILBERT, EDITOR

*According to Plato...“Necessity is the Mother of Invention.”*

**A**nd invention is the key word in describing the horticultural career path of Wayne Castleberry.

Castleberry grew up in Richmond, Virginia. After serving his country in the U.S. Air Force during the Vietnam conflict, he came back and went to work for Phillip Morris in their brand development and packaging department. Twenty-six years later, he was laid off when they downsized in 1990. “After I lost my job I realized that in life one path leads to another. I wanted to be a person that makes a difference. I wanted my life to be meaningful to others and to contribute to the world.”

His first venture in the horticulture field came after he watched a program on the Discovery Channel about growing lettuce hydroponically. He went to the library to learn more and took a graduate course in horticulture at Virginia State. “I got hooked on horticulture and the head of the university put me on a committee to restructure the horticulture program.” He believes that education comes through experience and reading. “The way to learn is to open a book. Education is the foundation to start success and experience is the formation of success.”

Castleberry confirmed his commitment to problem solving. “I have always been a person who is solution oriented. It came naturally. Do what you need to do. Find an issue, examine it, find out why it is happening and fix it. Over the years I have tried to find solutions to issues facing the industry I have grown to love.”

In 1996 he was at North Carolina State doing a trial with poinsettia and geranium plants. When the university wanted to get rid of leftover plants he took them to a florist friend in Richmond who commented that there was no good way to transport vase arrangements and plants securely. The trials at the university led to a new growing medium and he developed the Transporter 10<sup>®</sup> delivery system from issues his florist friend was having.



*The Transporter 10<sup>®</sup> system.*



*MFA'S Rod Crittenden and Wayne Castleberry at the 2014 Great Lakes Floral Expo.*

The product was launched in 1998 at the Michigan Floral Association's Great Lakes Floral Expo. Transporter 10<sup>®</sup> is a patented delivery system designed to prevent transport damage to flower arrangements. It consists of foam layers which have graduated openings and will accommodate many different sizes of vases and containers. It has a non slide base to prevent movement.

Going back to the beginning, Castleberry reminisced “Our floral industry welcomes everyone for who they are, what they can do and what a difference they can make. My start in this industry began with a call to Rod Crittenden and later I had a conversation with Tom Butler. Thank God, I had the opportunity to meet and talk with him. He demonstrated the great industry attitude and will surely be missed.

## PERSONALPROFILE



*Arrive Alive® hydrating green triangles.*

"I was invited to visit AFS in Oklahoma City to show the Transporter10® and met Tom at his favorite pancake house for breakfast. Tom admired the quality of our product which was then sold exclusively by AFS. The system became very popular and they were followed by other distributors including Michigan's John Henry Company.

Castleberry marketed the blocks at more trade shows, called industry leaders, checked out floral magazines. Kate Penn at *Floral Management* magazine wrote the first article introducing the product to the industry.

"Not being one to stand still, Castleberry expanded the line to include various sizes of blocks. In addition to the original 5 hole block, there is an 8 hole block that features 5 large holes

and 3 small holes, a small vase block that can carry 16 arrangements, a medium 6 graduated hole block, and a tall vase block.

Quality control is most important to the inventor." I insisted on the quality of the materials, and certain characteristics and parameters. The blocks had to be flexible and reliable. The graduated cavity of the blocks allow for stability and cushioning on bumpy roads."

His second product line, launched in 2004, came about after a visit to a snapdragon farm where the grower complained about hydrating flowers in transport. As he drove away, Castleberry thought about hydrating the growing media and had a brainstorm when the words Arrive Alive® popped into his head.

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## PERSONALPROFILE

*“Our floral industry welcomes everyone for who they are, what they can do and what a difference they can make. My start in this industry began with a call to Rod Crittenden and later I had a conversation with Tom Butler. Thank God, I had the opportunity to meet and talk with him. He demonstrated the great industry attitude and will surely be missed.*”

*“I was invited to visit AFS in Oklahoma City to show the Transporter10® and met Tom at his favorite pancake house for breakfast. Tom admired the quality of our product which was then sold exclusively by AFS.”*

As usual, he did much research, got 500 roses, and did tests on how much water they needed. Arrive Alive® acts like a root system for a flower’s vascular system. It is a foam-wrap which hydrates flowers during transport or at point of sale for three days.

“Flowers have to have enough water to drink when stressed but less is more. They do not need to be drowned in water. The product line continues because of consumer awareness that Arrive Alive® ensures cut flower quality. The difference this system makes is to give consumers more confidence in cut flower purchasing.”

understanding what your customer sees in your shop is extremely important. Above all know what your customer sees that is wrong whether it be service, quality, or presentation. There is no business I know of that can afford to lose their customer’s perception of value. This includes not only the person buying your products but also the person receiving them.

“Ask customers to put a survey or comment cards in a suggestion box. Then you can have internal shop discussions on how to make improvements or changes. Again my advice is that you control the direction and success of your business. Quality of products and service will keep your customers coming back.”

As to social media, he thinks it is an essential marketing tool and a way of staying in tune with current events. Among its benefits it offers a way to listen to your customer’s opinions, showcase your products, create a business image, and communicate with customers in a more personal fashion.

Castleberry has a long relationship with the Michigan Floral Association. He has written articles for *The Professional Florist* and is the author of the delivery section of the *Certified Florist Manual*. In 2009, he received the National Service Award for his work in the industry. He has often placed product in the silent auction to raise funds for the MFA scholarship program.

Rod Crittenden, MFA executive vice president, commented, “Wayne is one of the most positive, persistent people I know. He doesn’t take no for an answer and is consistently looking for ways to make things better. If you have a problem that needs a solution, Wayne will give it his all. He has been a friend and a mentor for over 15 years now.”

Castleberry acknowledged his connection to Michigan. “I know lots of Michiganders. In fact, my wife went to Michigan State. The association’s members make me feel like I am part of their organization. I cannot say enough about the friendly attitudes, the warm welcomes and the excitement I see every time I am in Michigan.” ✿

---

*Wayne Castleberry is also the author of Fresh Start, Transition, a book about helping people who are unemployed and struggling with questions of employment vs. self-employment. It is available at bookstores and online.*



*The Arrive Alive® Bouquet Wrapper wraps bouquets at a minimum of 15 to 20 per minute.*

In 2012 Chrystal® approached Castleberry to license both product lines. In May of this year the company purchase all of the products from Castleberry’s MAC Technologies Development Corporation. He now serves as an independent consultant to Chrystal® for new product development, manufacturing, and marketing. He holds three patents, two on Arrive Alive® and one on Transporter 10®.

Having been in the floral industry for many years now, Castleberry has some advice for florists in these difficult economic times. “The best advice I can give to florists is to study your customers. Customers are the livelihood of your business and



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## INDUSTRY INFO

### Funeral Directors/ Florists Relationship Studied

The Floral Marketing Research Fund is conducting a study with the National Funeral Directors Association to provide insight about how to improve the working relationship between florists and funeral directors and promote the many benefits of flowers and plants. Results will be released to the industry as they become available.

This study aims to:

- Provide insight as to how retail florists can better serve funeral directors.
- Determine how funeral directors feel about flowers/plants in the bereavement process.
- Improve or establish a mutually beneficial working relationship between funeral directors and florists.
- Promote the benefits that flowers and plants bring, not only to grieving families but also to the givers who send flowers to memorialize the deceased.

### SAF Members Elect New Board Members

The Society of American Florists has elected three new directors: Doug Cole, D.S. Cole Growers, Loudon, NH; Dave Gaul, Denver Wholesale Florist (DWF), Denver, CO, and Manny Gonzales, Tiger Lily Florist, Charleston, SC.

Doug Cole, president of D.S. Cole Growers, a 27-year-old family business in Loudon, NH, is a 37-year floral industry veteran with expertise in growing and marketing. He is a member of SAF's Growers Council and a board member of America in Bloom and the New Hampshire Horticulture Endowment. Cole writes regularly for *GrowerTalks* magazine. He earned a bachelor's degree in plant science from the University of New Hampshire.

Dave Gaul is vice president of sales and marketing at Denver Wholesale Florist (DWF). He is a 38-year industry veteran with expertise in marketing and operations. He has served on SAF's Wholesalers Council and Consumer Marketing Committee. He is a past board member of the Wholesale

Florist & Florist Supplier Association and was a member of the group's Membership Committee. He earned a bachelor's degree from the University of Nebraska.

Manny Gonzales is the owner of Tiger Lily Florist in Charleston, SC, an 18-year industry veteran with experience in marketing, financial management, performance-based compensation and initiating efforts to drive profits. He has served on SAF's *Floral Management* Advisory and Business and Economic Trends committees and its Member Joint Council. Tiger Lily has been voted Charleston's "Best Florist" 15 years running; the business was also named "Small Business of the Year."

### Sun Valley Floral Farms is Marketer of the Year

A national campaign for Women's Day, as a way to fill the sales gap between Valentine's Day and Mother's Day, earned Sun Valley Floral Farms, Arcata CA, the title of SAF's *Floral Management* 2014 Marketer of the Year.

The company received a \$5,000 check from Design Master color tool, Inc., which has been a partner on the award since it began in 1994. Sun Valley president Lane DeVries, AAF, donated the money to the SAF PR Fund with an earmark for Women's Day promotions.

In detailing Sun Valley's Women's Day campaign, *Floral Management* Editor-in-Chief Kate Penn said the judges were impressed "not only with the success of the campaign for Sun Valley, but the fact that, if it continues to grow, it stands to benefit the entire industry."

Citing data from the United States Department of Agriculture, DeVries said that the industry's share of the country's gross domestic product has decreased by 45 percent in the past 24 years. Even countries with significantly smaller populations, such as Greece, Italy and Slovenia, all dwarf the U.S. in terms of flower consumption.

That conviction led DeVries to lead Sun Valley in its effort to build awareness and demand for Women's Day, a holiday that actually began in 1909 in New York to celebrate women and their resilience in the face of adversity, but never really took

off in the U.S.

What began in 2010 with grassroots efforts, DeVries and about 30 other flower friends handing out bouquets to women in the Georgetown neighborhood of Washington, DC, during Congressional Action Days, led to a formal campaign, with the help of California State Polytechnic University marketing students; a partnership with 1-800-Flowers.com, and, ultimately, a 39 percent increase in revenue for Sun Valley during week no. 9 (Women's Day falls on March 8) from 2012 to 2014.

DeVries encouraged SAF attendees to jump on the Women's Day train. "Every one can participate because it doesn't require any particular flower or even color."

### Jim Morley Retires From Teleflora

Jim Morley, AAF, AIFD, PFCI, Teleflora's vice president emeritus of education, is retiring after a long and distinguished career as a floral educator. A former retail florist in St. Louis for more than 21 years and a wire service executive for more than 33 years, he was instrumental in the development of many education programs at Teleflora and previously at American Floral Services. He was also editor-in-chief of *The Professional Floral Designer Magazine* for nearly a decade.

He is a past president of the American Institute of Floral Designers and also fellow of the Institute; a member of the American Academy of Floriculture and the Professional Floral Communicators International. He has received a variety of industry honors including the Tommy Bright Award for lifetime achievement in floral presentation and also the Frances Jones Poetker Award from the American Horticultural Association.

### 'Blushing Parasol' Wins 'Best in Show'

'Blushing Parasol', a creamy pinkish-peach spray rose from Eufloria Flowers, won "Best in Show" during the Society of American Florists Outstanding Varieties Competition.

Judge Celine Bray, Jet Fresh Flowers,

Miami, FL, praised 'Blushing Parasol' for its versatility. "This fits in the color palettes of about 90 percent of brides," she said. "And all the laterals make it very user friendly for florists, whether it's for event or everyday work."

Judge Joshua Glass, AAF, Peoples Flower Shops, Albuquerque, NM, listed its attributes: strong stems, long laterals, gorgeous foliage, marketable colors, consistently open blooms.

The SAF 2014 Outstanding Varieties Competition drew 254 entries from 36 companies. A panel of retailers, wholesalers and growers scored each entry based on color and commercial appeal, stem and foliage, bloom form and size, and overall presentation. The highest scoring entry overall won "Best in Show," while high scores in various flower groups won best in class in their respective categories. Blue and red ribbon winners were awarded.


**Go to [Flickr.com/societyofamericanflorists](http://Flickr.com/societyofamericanflorists) to view photos of the competition.**

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## SAF Care and Handling Manual is Available

The Society of American Florists' Flower & Plant Care Manual is the industry's "must-have" resource on care and handling of fresh products. There are complete guidelines for cut flowers, potted plants, bedding plants and foliage plants, information on processing flowers, temperature management and ethylene. The manual is available in print, on cds and in Spanish.


**For more information go to [safnow.org/products](http://safnow.org/products) or call SAF at 800-336-4743, ext. 204.**



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INMEMORIAM

Joan Elaine Kraft

Joan Elaine Kraft, 76, long time former owner of Kennedy's Flowers & Gifts in Grand Rapids, Michigan died suddenly in October. She is survived by her adopted family, Lori, Jack, Holly and Nick Haveman. A memorial service in celebration of her life and memorial service was planned. ✨

## WUMFA LEADERSHIP REPORT

# An Exciting Year

BY DIANE SCHULTE, CF, WMFM, WUMFA PRESIDENT



**A**s we go into this holiday season, I'd like to say thank you to all the members who belong to our great association for their

involvement and support. WUMFA has had a very good year financially with profitable attendance at educational classes and convention. I'm happy to report our bottom line is in the black again and our 2015 budget reflects a healthy and profitable upcoming year as well.

A huge thank you goes out to the board of directors for their input, dedication, and support as we transitioned to the new executive director who has assisted us in leading our association onward and upward. Rod and Cindy have done an outstanding job learning about our organization, talking with members and helping us this past year.

Mark your calendars for the spring convention, "Fields of Green", March 20-22, in Green Bay at the Radisson Hotel and Casino. We again chose the Radisson because of their low cost, service, convention facilities and economical room cost for members. Mark your calendars now to attend as we

have many more events in store for you. We have reworked the schedule to offer more business programs each day as well as educational hands-on classes and main stage programs. Ask how you can be more involved by being part of the convention crew. We'd love to have you or your shop personnel assist in all parts of the convention back stage and around the center.

WUMFA participated at the State Fair hosting the Great Floral Challenge to promote the floral industry to fairgoers. Susan Wilke and her team involved attendees in making their own hand tied bouquets before the design competition. Flowers were seen all over the fairgrounds as attendees carried their handmade bouquets with them. Two competitions were held, one with local weathermen and the Fairest of the Fair followed by the state competition of local florists. Those involved were Doug Jaeger, Judith Mohr and Dawn McCarthy with Doug taking home the grand prize. Congratulations Doug and everyone who participated.

Coming up next year we will be holding spring classes around the state with the first being "Salute to Spring", getting your shop ready for the spring holidays focusing on new designs and techniques. You won't want to miss this one. See the WUMFA website at [www.wumfa.org](http://www.wumfa.org) for all upcoming education programs, instructors and dates.

Please join me in the excitement going on in the association and the new year ahead to make it the best year yet! ✿



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### WUMFA Staff

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

## WUMFA'S Schulte Wins Award



**D**iane Schulte, CF, WMFM, representing the Wisconsin & Upper Michigan Florists Association, was the second runner up in the National Alliance of Floral Associations Designer of the Year contest.

Jun Salinas, AIFD, from the Tennessee State Florist Association was chosen 2014 Designer of the Year with Minnesota State Florists Association representative Jackie Bockwitz taking first runner up.

The contest was sponsored by Syndicate Sales and Teleflora. Winners received \$1000 for first place, \$300 for second place, and \$100 for third place. ✿

Second Runner Up Diane Schulte CF, WMFM, right, with Teleflora's Janice Curran.

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WUMFA

# Donor Support for WFF Education Efforts

**T**he Wisconsin Florist Foundation has announced its 2013–2014 donors. While independent of the Wisconsin & Upper Michigan Florists Association it is an important partner in education. It provides a tax deductible way to contribute to the future of the floral industry. The board consists of current and retired industry members and annually awards grants and scholarships based on the funds collected and earned through its trust.

WUMFA and its members directly benefit by enjoying lower fees for classes based on WFF support. WFF also awards scholarships to individuals and contributes to educational programs at the annual convention.

To contribute to WFF call the WUMFA office at (517) 253-7730 or toll free at (844) 400-9554. Specify if you wish to make the contribution in memory of someone, in honor of an event, create a scholarship in someone's name or set up a trust or donation on behalf of yourself or someone else. Contributions are tax exempt. ✿

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11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box  None

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12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:  
 Has Not Changed During Preceding 12 Months  
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

13. Publication Title: **The Professional Florist**

14. Issue Date for Circulation Data Below: **September/October 2014**

15. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		1500	1500
b. Paid Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	1135	1135
	(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	N/A	N/A
	(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	N/A	N/A
	(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	N/A	N/A
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		1135	1135
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies Included on PS Form 3541	N/A	N/A
	(2) Free or Nominal Rate In-County Copies Included on PS Form 3541	N/A	N/A
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)	N/A	N/A
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e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		365	365
f. Total Distribution (Sum of 15c and 15e)		1500	1500
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		0	0
h. Total (Sum of 15f and g)		1500	1500
i. Percent Paid (15c divided by 15f times 100)		75.66%	75.66%
16. Electronic Copy Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
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c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)			
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<input checked="" type="checkbox"/> I certify that 50% of all my distributed copies (electronic and print) are paid above a nominal price.			

17. Publication of Statement of Ownership  
 If the publication is a general publication, publication of this statement is required. Will be printed in the **Nov/Dec 2014** issue of this publication.  Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner: **Rodney P. Crittenden**, Executive Vice President, Date: **10-22-14**

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

# DESIGN TIP:

## Getting More Than a Win at Design Competitions

BY DEREK WOODRUFF, AIFD, CF, CFD, PFCI  
DEREK LLC, TRAVERSE CITY, MI  
MFA DESIGNER OF THE YEAR



One of Derek's winning designs at the 2014 GLFE Designer of the Year competition.

Most people think of floral design competitions as events that pit designers against their peers for a small chance at a glorious win. But there is so much more to be gained from competing that some may even call these competitions growing experiences (pun intended)!

Even though I am at the younger end of professionals in the floral industry, I consider myself a seasoned competitor. I first competed as a student, and have continued competing in professional divisions for a number of years. Many of these events were live floral design competitions (Iron Chef style) and also included a nationally televised reality competition show. After years of practice, I have discovered one important fact about competitions: I have grown as a designer exponentially after each and every one.

If you have never competed in a design competition because you are afraid you might not win, you may want to change your perspective. I'm here to tell you that everyone is a winner!

### Here Are a Few Tips For Competing:

- 1. Know the rules!** I have been disqualified for pushing boundaries too far. Be creative, but color within the lines.
- 2. Educate yourself on the principles and elements of floral design.** These are a major part of the scoring at most competitions and it is important to showcase that you know them and can execute them.
- 3. Mechanics. Mechanics. Mechanics.** Make sure that every dabble of glue or tape is covered, no foam showing, etc. Poor mechanics will drop your score dramatically.
- 4. Ask for feedback.** I started to grow the most as a floral designer when I asked evaluators to go over my pieces in front of me after the competition was completed. You wouldn't believe how much they see that you don't.
- 5. Get your score sheets.** Most competitions offer these to competitors after the competition is over. Take advantage of this! The numbers tell you where your design may have been weak or strong, and then you will know what to work on.
- 6. Lastly, be fearless.** If you've never competed before, step out of your comfort zone and challenge yourself. Your brain is your biggest competitor. You have nothing to lose, and everything to gain! 🌸

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## MFA PROFESSIONAL EDUCATION CENTER

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

### Steps to Certification

Member \$149 • Non-Member \$199

WEDNESDAY, JANUARY 7, 2015

Time: 10:00 a.m. – 4:30 p.m.

Instructor: Cindy S. Ching, AIFD, CF

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 a.m. to 4:30 p.m. with a half hour break for lunch, which is included in the registration fee. Register at [www.michiganfloral.org](http://www.michiganfloral.org) or call the MFA office at (517) 575-0110 for more information! **Bring your own tools – scissors, wire cutter, needle-nose pliers florist knife and bunch cutter.**

### Introduction to Design

Member \$900 • Non-Member \$1000

12 WEEKS OF CLASS

Wednesday, January 14, 2015 - April 8, 2015

Time: 6:00 p.m. - 9:00 p.m.

Instructor: Tim Latimer, CF

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.

No class Valentine's Day week. The class will meet for 12 weeks beginning January 14. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. Limited course enrollment of 12 will ensure that each student receives personal attention. Register at [www.michiganfloral.org](http://www.michiganfloral.org) or call the MFA office at (517) 575-0110 for more information!

### Intermediate Floral Design

Member \$900 • Non-Member \$1000

12 WEEKS OF CLASS

Thursday, January 15, 2015 - April 9, 2015

Time: 6:00 p.m. - 9:00 p.m.

Instructor: Tim Latimer, CF

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](http://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 for 12 weeks beginning January 15. There will be no class Valentine's Day week. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no graded exams. Limited enrollment of 12 will ensure that each student receives personal attention. Register at [www.michiganfloral.org](http://www.michiganfloral.org) or call the MFA office at (517) 575-0110 for more information!

Register at [www.michiganfloral.org](http://www.michiganfloral.org) or call the MFA office at (517) 575-0110 for more information and to register!

## CLASSIFIED ADS

### HELP WANTED

**Full-Time Floral Sales Position Available in Saginaw Township:** Horizons Conference Center, the premier banquet/conference center serving the Great Lakes Bay Region, has an opening for a full-time floral sales person. Applicants must have experience in both sales and floral design. Applicants may apply via e-mail to Michael East, Human Resources Manager, at: [michaele@horizonscenter.com](mailto:michaele@horizonscenter.com), or by mail to: Horizons Conference Center, 6200 State Street, Saginaw, MI 48603. Attention: Human Resources.

**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](mailto: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](mailto: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. Chris McGahey, 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](http://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)**

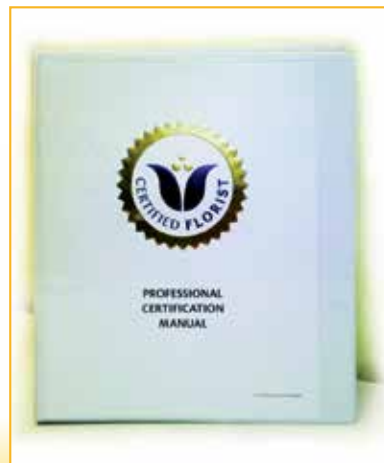
**\*Cost for manual only is \$399.99 (includes tax & S/H)**

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

**Visit [www.michiganfloral.org](http://www.michiganfloral.org) or call 517-575-0110 and register today!**

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