



Volume I 2015

the professional florist



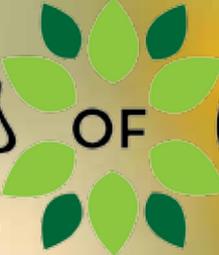
MFA's
2015
Great Lakes
Floral Expo
March 6-8, 2015

Devos Place
Great Rapids, Michigan
See Page 5



Two Great Weekends
of Education and Networking –
Offering State of the Art Design Shows,
Hands-On Classes and Businesses Sessions!



Fields  OF Green
inspire • create • bloom

2015
WUMFA Annual
Convention

March 20-22, 2015

Green Bay Radisson Hotel
& Conference Center
Green Bay, Wisconsin
See Page 18

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

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



Jackie Lacey



Donald Yim



Scan this code with your smartphone to register today!



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

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

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

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

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

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

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



the professional florist

Volume I 2015

Leadership Report

4 Happy New Year and Welcome to The Professional Florist Magazine!

By Rod Crittenden, MFA Executive Vice President

MFA's 2015 Great Lakes Floral Expo

5 GLFE All-Day Sessions

6 Main Stage, Hands-On and Business Session Details

6 Floral Fantasy Design Contest

10 Floral Awards Extravaganza!

10 GLFE Sponsors

11 GLFE Registration Form

MFA Benefits

12 What the Michigan Floral Association Does for YOU

14 MFA Membership Application

Designer Spotlight

16 Here Comes the Bride

By Libbie Deering, CF
2014 MFA Academy Winner

2015 WUMFA Annual Convention

18 2015 Welcome from the Convention Chair!

By Diane Schulte, CF, WMFM, WUMFA President

18 Convention Design Presenters

19 Convention Business Presenters

19 Convention Session Details

21 WUMFA Design Contest

22 Convention Schedule at a Glance

23 Convention Registration Form

Design Tip

27 Wedding Cocktail Reception Centerpieces

By Derek Woodruff, AIFD, CF, PFCI, MFA Designer of the Year

In Memoriam

28 John Anthony; Ken Benjamin; Debra Joan Gaunt; Henry Mast, Sr.; James P. "Jim" Milne

Industry News

24 Kathy Petz Honored

24 Present Certified Florist Scholarships

27 MFA Awards Six Scholarships

29 ASL Marketing Aims to Expand Retail Florists' Customer Base

30 Florists and Wedding Consultants – The Perfect Match for a Perfect Wedding!

By Ann Benjamin, AIFD, PFCI, Designs by Vogts, Sturgis, MI

28 Business Card Ads

30 Classified Ads



Michigan Floral ASSOCIATION

1152 Haslett Road, P.O. Box 67, Haslett, MI 48840

(517) 575-0110 • (517) 575-0115

rod@michiganfloral.org

www.michiganfloral.org

MFA Staff

Executive Vice President: Rodney P. Crittenden

Executive Assistant: Cindy S. Ching, AIFD, CF

MFA Board of Directors 2014

President: Bob Patterson

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

Vice President: Tim Timinski

Floracraft Corp., Ludington, MI

Treasurer: Kevin Adamo

Country Lane Flowers, Howell, MI

Immediate Past President: Alice Waterous, AIFD, CF,CFD,PFCI

Floral Consultant, Grand Haven, MI

Executive Vice President/CEO/Secretary: Rodney P. Crittenden

Michigan Floral Association, Haslett, MI

Directors-At-Large

Bob Patterson

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

Chris McGahey

Nordlie, Inc., Flint, MI

Janice Curran

Teleflora, Grand Rapids, MI

Regional Directors

R1: Debbie Custer

Wedding Celebrations and Creations, Canton, MI

R2: Debbie Royal, AIFD, CF, CFD

Royal Expressions, Blissfield, MI

R3: Teresa Cytlak

Ridgeway Floral, Three Rivers, MI

R4: Alice Waterous, AIFD, CF, CFD, PFCI

Floral Consultant, Grand Haven, MI

R5: Jeanette Gaudreau-Ballien

Gaudreau the Florist, Ltd., Saginaw, MI

R6: Tim Timinski

FloraCraft Corp., Ludington, MI

Publications Committee

Bob Patterson

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

Teresa Cytlak

Ridgeway Floral, Three Rivers, MI

Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI

Blumz...by JRDesigns, Detroit/Ferndale, MI

Jeanette Gaudreau-Ballien

Gaudreau the Florist, Ltd., Saginaw, MI

Alice Waterous, AIFD, CF, CFD, PFCI

Floral Consultant, Grand Haven, MI

Janice Curran

Teleflora, Grand Rapids, MI

Colleen Siembor

Cardwell Florist, Livonia, MI

Publisher: Rodney P. Crittenden

Advertising Director & Sales: Rodney P. Crittenden

Editor: Barbara Gilbert

Graphic Design: Joe McGurn

Photographer: Al Cooley -www.alcooley.com

Printing: Village Press Publications

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

LEADERSHIPREPORT

Happy New Year and Welcome to *The Professional Florist Magazine!*

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



We are excited you're reading *The Professional Florist* magazine and we hope you are enjoying it. It's the

official publication of the Michigan Floral Association (MFA) and the Wisconsin & Upper Michigan Florists Association (WUMFA). The magazine is published six times per year and mailed to all current members of both associations as part of their member benefits package.

I encourage and invite you to become involved with your state trade association as you look to grow your business in 2015. When you network with other industry professionals you are bound to find new ideas and inspiration. The interaction with others will help you gain these new ideas and reassure you're on the right track.

A great place to interact in one place is at the associations' annual conferences. You can read all about the MFA Great Lakes Floral Expo and the WUMFA Annual Convention in this issue. As you will see both conference committees have done an outstanding job putting together two great weekends of education and networking. Both events are designed to offer you state of the art design shows, hands-on classes and businesses sessions

at very affordable prices thanks to our corporate sponsors.

Through professional partnerships and educational opportunities your state floral trade associations are committed to helping you stay at the forefront of the floral industry. If you're not a current member of the MFA or WUMFA, I would encourage you to seriously consider joining either group. Simply call the MFA headquarters at (517) 575-0110. For those in Wisconsin or the UP, the WUMFA number is (517) 253-7730. Ask for myself or Cindy and we'll be happy to sign you up over the phone. You can also find much more information about MFA at www.michiganfloral.org and WUMFA at www.wumfa.org.

I would like to wish you continued success in 2015! ✿

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



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



2015 Great Lakes Floral Expo

March 6-8, 2015,

Amway Grand Plaza Hotel/Devos Place Grand Rapids, MI

For more information go to www.michiganfloral.org

Make your plans now to attend the 2015 Great Lakes Floral Expo for three exciting days of design spectaculars, award winning business tips, and the opportunity to network with your fellow Michigan Floral Association members and industry professionals.

Register early, and not only will you save money but you could win a Plaza Dream one night stay at the beautiful Amway Plaza Hotel. Early registration forms must be in the MFA office by 5:00 p.m., January 30, 2015. You will automatically be enter in the Plaza Dream contest.

Call MFA at (517) 575-0110 or visit www.greatlakesfloralexpo.com or fill out the registration form on page 11.



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 & Associates

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 expanse? 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.



2015 GLFE Sessions FRIDAY, MARCH 6

▶ 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 EF

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 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.

Cash or Prizes for Every Category!

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

YOU MUST REGISTER BY FEBRUARY 28, 2015!

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 Deizgnz

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. - 12:00 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 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:
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 choose 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: Saturday, March 7, 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.

★ 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 Chrystal 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 Chrystal 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. - 12:00 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.

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, or fill out the registration form on page 16 today!



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* 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. 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 to download the Night of Fantasy packet!

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





REGISTER ONLINE at www.michiganfloral.org • Call (517) 575-0110 with any questions.

Company Name: _____ Company Contact: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Web Site Address: _____
 E-mail Address: _____ Tax ID#: _____

*Does not include any optional events!

Best Buy

Great Lakes Floral Expo

DEVOS PLACE & THE AMWAY GRAND PLAZA HOTEL
 Devos Place • 303 Monroe Ave NW • Grand Rapids, MI 49503
 Amway Grand Plaza • 187 Monroe Ave NW • Grand Rapids, MI 49503

MARCH 6-8, 2015

Limited seating is available for Design Workshops, and Saturday Evening Banquet. You will be contacted ONLY if the class or event is filled to capacity. NO Confirmations will be sent. To participate in the Design Workshops and other activities you MUST purchase a Fantasy Pass (four types available).

Save by registering your entire staff with the **WEEKEND SHOP**

	Member before 1/30/15	Member after 1/30/15	Non-Member before 1/30/15	Non-Member after 1/30/15															
	\$30	\$40	\$45	\$60	\$60	\$79	\$139	\$600	\$99.95	\$149	\$25	\$85	\$85	\$85	\$60	\$85	\$85	\$85	\$85
Student Weekend Fantasy Pass*																			
Friday Only*																			
Entrance to Exhibits, Main Stage.																			
Saturday Only*																			
Entrance to Exhibits, Main Stage, Business Education.																			
Sunday Only*																			
Entrance to Exhibits, Main Stage, Business Education, and Sunday Breakfast.																			
Fri/Sat/Sun Weekend Fantasy Pass*																			
Entrance to Exhibits, Main Stage, Business Education, Sunday Breakfast, & MFA Design Contest. – for Both Days.																			
Fri/Sat/Sun Weekend Value Fantasy Pass*																			
Entrance to Exhibits, Main Stage, Business Education, Sunday Breakfast, MFA Design Contest & Saturday Night Banquet.																			
Fri/Sat/Sun Weekend Shop Fantasy Pass*																			
Weekend pass for as many employees as your shop wishes to bring.																			
All-Day Business Session:																			
How to Create a Successful Business																			
All-Day Hands-On Session:																			
Exploring Weddings																			
FFA Student Certification Test Preparation																			
Hands-On Session:																			
Sympathy Designing																			
Hands-On Session:																			
Going "Out" with Your Design																			
Hands-On Session:																			
Fast and Fanciful Wedding Designs																			
President's Reception, Banquet and Awards Ceremony																			
Hands-On Session:																			
Fantasy Wedding Designs																			
Hands-On Session:																			
Artistic Elements That Pop Parties!																			
TOTAL ALL EVENTS																			

Attach an extra sheet if more room is needed

Use Your Credit Card (circle one)



Credit Card #:

Name on Card:

Signature:

Business Card and Tax ID required for registration.

After Monday, March 2, 2015, bring registration and payment to the Expo for onsite registration.

ALL FEES ARE STRICTLY NON-REFUNDABLE.

REGISTRATION TOTAL Check Credit Card

REGISTER BY 1/30/15

for a chance to win a Plaza Dream one night stay at the Amway Grand Plaza Hotel!

Stay the Weekend!

HOTEL RESERVATIONS: Please call the Amway Grand Plaza Hotel direct at 616-774-2000, (800) 253-3590. We have a special guaranteed rate of \$134.00 per night, single/double. Mention that you are with the MFA (code 1016xn). Reservations must be made prior to 2/06/15 to be insured this rate.

Mail Completed Registration Form with Payment to: Michigan Floral Association, P.O. Box 67, Haslett, MI 48840 or Fax (517) 575-0115 with credit card information

MFABENEFITS

What the Michigan Floral Association Does for YOU

The Many Reasons for MFA Membership

The Michigan Floral Association offers a wide range of Professional Partnerships and Business Services. In addition there are added member benefits in the fields of education, marketing, and government advocacy.

The 2015 membership invoices are currently being mailed. When you receive yours, we hope you will return it with payment right away. Even if you don't take part in any of the listed benefits your money is put to good use making the industry better.

Professionally Staffed Office

The MFA is proud to maintain a staffed office focused 100 percent on the floral industry. It provides professional answers for consumers and the industry. When you have a question about the floral industry, answers are simply a phone call or e-mail away. If our staff can't help you immediately they are committed to finding the answer and getting back to you within 24 hours.

Consumer Awareness

The MFA provided answers to questions such as, "Why should I buy flowers from a professional florist, and how do I maximize my dollars spent?" Prior to major holidays the office sends consumer alerts and press releases to all major media outlets across the state speaking directly to these questions.

"Find A Florist" Website Links

Members' websites are linked to the www.michiganfloral.org "Find A Florist" tab which receives over 2,000 consumer hits per month. We are driving orders directly to members' businesses 24 hours per day, 7

days per week, 365 days a year. We also provide direct links to all grower members as well as Certified Florist members.

Advocacy

The MFA is your daily voice in Lansing, MI, and Washington DC. MFA has constant contact with both State and Federal Government officials. Rod Crittenden, MFA EVP, is a member of the Capitol Club, an elite group limited to the top 50 state trade association executives. The Capitol Club members monitor the actions of the State and Federal branches of government and the decisions they make which affect small business. They meet bi-weekly in Lansing, and have direct access to state officials. MFA is the only industry specific organization with this kind of direct influence. Issues are only one phone call away. Unified voices have POWER! Grassroots networking is the most effective tool.

Great Lakes Floral Expo (GLFE)

The Great Lakes Floral Expo is one of the nation's premier floral events. It's held annually the first weekend in March at DeVos Place in Grand Rapids, MI. It is a must attend number one networking event in the floral industry. The GLFE is unique in the industry because it is held in conjunction with the West Michigan Home and Garden Show, which provides many opportunities to interact with the general public. MFA brings together the best of the

best floral industry experts to showcase today's top trends and provide the up-to-date information all florists need to know.

Business Owners Protection: Michigan Horticulture Industries Self-Insured Workers' Compensation Fund (MHI Fund)

The Michigan Horticulture Industries Self-Insured Workers' Compensation Fund (MHI Fund) has offered floral employers a way to control their workers' compensation costs for the last 20 years. Owned by its members, the MHI Fund offers the same protections as an insurance company but returns underwriting profits and investment income back to its participants. With a track record of returning an average of 45 percent of premium, the MHI Fund continues to outperform the competition, saving members money year after year on their workers' compensation. The Fund has returned a total of \$22.8 million since its inception in 1995. Most members would agree that the MHI Fund has proven to be the best option for their workers' compensation insurance coverage by offering continuous premium returns. Right now, more than 70 percent of the members are receiving returns equal to 56 percent of their premium.

Insurance: Business and Personal Lines Automobile, Blue Cross/Blue Shield Group Plans

Insurance, both business and personal, is a necessity. When working with your agent, make sure you request them to quote your policy with Auto Owners and use the Michigan Floral Association as your preferred group. You can also use your MFA membership for access to the MHI Work Comp Fund and many Blue Cross/Blue Shield programs. Steve Grinnell is our preferred agent at the David Chapman Agency. Steve would be honored to have the chance to quote your business and personal insurance needs. He has been able to save our members serious money over the past several years. You can reach Steve via email at: Sgrinnell@DavidChapmanAgency.com.

Unbeatable Credit Card Processing Rates

The Michigan Floral Association has a long history of providing its membership with some of the lowest processing rates in



the industry. Through Vanco Payment Solutions, members receive personalized customer service. Every member call to the Vanco office is handled by a live, friendly person regardless of the time of day or the day of the week. With the MFA processing program, there is a reduced annual cost for PCI compliance support. There really isn't a better program available.

Fueling and Vehicle Maintenance Program!

SuperFleet and MFA have a no-charge fuel discount program that offers you all the same features and benefits that are usually reserved only for companies with large fleets. You see, as a group, your association purchases enough fuel to qualify as a large fleet and therefore qualifies for volume cost savings. MFA members are currently saving more than \$400 every month collectively on their fuel, while reaping the benefit of security and tracking to ensure legitimate fuel consumption by employees. Save 10 cents per gallon as a new SuperFleet account at Speedway and five cents per gallon at Marathon for your first 90 days! Contact Thomas Farnham at (989) 615-2736 for more information.

Collection Services

Since 1938, I.C. System has been helping clients achieve their collection-related goals. Their experienced personnel, proven processes and leading-edge technology combine for high recovery rates without alienating your customers. They have collected billions of dollars for clients, and the number of times these practices caused a client to pay a legal judgment is zero. I.C. System is a full-service agency with 30,000 clients representing nearly every industry. Expect unparalleled service and recoveries to greatly improve your bottom line.

Professional Education Center

MFA offers top-of-the-line education benefits with its Professional Education Center at the headquarters in Haslett, MI. Among the classes offered on a regular basis are Floral Design School: Introduction to Design, Intermediate Floral Design, Certified Florist Preparation, and Steps to Certification. For more information go to www.michiganfloral.org, or call the MFA office at (517) 575-0110.

Information Sources: New Web Site, The Magazine, E-News, and Facebook

Our new web site has a clean design and is mobile device friendly. The "Find A Florist" feature is built on and integrated with Google Maps, which will help boost all members' SEO with Google. You can also learn about classes, how to become a Certified Florist, the MFA Scholarship Program, MFA Awards, contact information and more, all at the click of a mouse! *The Professional Florist* magazine, a Diamond Award-winning publication, is mailed six times per year and keeps MFA members current on trends and floral industry news. It is the premier magazine to voice your opinions, show off an amazing wedding or event your shop created, and learn what's going on locally, around the nation and in the world. The magazine is packed with important information on the Great Lakes Floral Expo.

In addition to the magazine, MFA sends out an e-news bulletin straight to your e-mail with the latest floral news and happenings. News From MFA is an easy and informative way for MFA members to stay on top of current events. Members also have access to the Michigan Floral Association Facebook group page, which provides members with instant information.

Arrive Alive® Cut Flower Bouquet Hydration Wraps

Arrive Alive® is hydrophilic foam designed to provide water and nutrients to cut flowers for transporting, storing and displaying purposes. The foam is biodegradable, completely sterile, has a neutral PH and exhibits uniform hydrology. The highly porous foam maintains a 60/40 air to water ratio, directs more than 90 percent of all water and nutrients to the cut flowers and retains hydration. The basic concept of this product is that cut flowers are wrapped in the Arrive Alive® pad, sleeved with a polyethylene bag, and secured with a rubber band. The foam pad directs over 90 percent of the water and nutrients to the cut flowers, and allows cut flower growers to ship flowers in vertical or horizontal packaging. The foam also ensures that flowers or plants wrapped in the product will continue to be hydrated for up to 48 hours. 100ct triangle wraps sell for \$65.00 per case including shipping and are available through the MFA directly by calling the office.

TRANSPORTER 10® Delivery Systems

The All-In-One Delivery System TRANSPORTER 10® ensures that your beautifully created arrangements arrive in the same condition as when they left your shop. No more broken stems, cracked containers or spilled water! Engineered with graduated openings, TRANSPORTER 10® floral vase blocks hold everything from bud vases to full size vases with a 10 inch diameter. With a variety of styles to choose from, there is a size to fit every need. TRANSPORTER 10® assures peace of mind knowing that your deliveries will reach their destinations looking as good as they did on your design table. Features include: Graduated openings to hold an assortment of vases. Fits all types of vehicles. Resists mold and mildew. Non-skid bottom. Handles embedded in base for easy carrying. Absorbs road shock. Special MFA pricing is available on all Transporter 10® shapes and sizes.

Value

All this and more for only 71 cents to \$1.67 per day depending on your annual gross sales.

For more information on joining the MFA or to renew your membership by phone please call Cindy at (517) 575-0110. ✨

MEMBERSHIP APPLICATION



Michigan Floral ASSOCIATION

Contact Name: _____

Company: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Federal Employer or State Sales Tax ID # _____ (Required for Active Membership)

Please determine whether you qualify to join as an **Active** or an **Associate** member.

Active Member Requirements: An **Active Member** must be a registered, established business operating in the floral industry. Active members are eligible to vote for elected MFA representatives, use all MFA services, receive member pricing on all Association functions, receive the informative Professional Florist magazine and all other mailings.

Associate Membership Requirements: An **Associate Membership** may be held by students or teachers of floriculture and ornamental horticulture, or by any individual working for an Active MFA member. Associate members receive member pricing on all Association functions, the informative Professional Florist magazine, and all other mailings, but are NOT eligible to vote or hold elective office in the association.

Active Membership Annual Dues: Dues are based on the annual gross sales of your business. (Check One)

- \$0 to \$499,000 \$260.00
- \$500,000 to \$999,999..... \$410.00
- \$1 million to \$299,999,999 \$510.00
- \$3 million & over..... \$610.00

Active "Out of State" Retail Florist Membership Annual Dues: \$160.00

Active Membership Classification: Please indicate which of the following applies to your business.

- | | | |
|---|--|---|
| <input type="checkbox"/> Retailer | <input type="checkbox"/> Grower | <input type="checkbox"/> Service Provider |
| <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Supplier | <input type="checkbox"/> Floral School |
| <input type="checkbox"/> Sales/Manufactures Rep | <input type="checkbox"/> Supermarket | <input type="checkbox"/> Garden Center |
| <input type="checkbox"/> Importer/Shipper | <input type="checkbox"/> Mass Marketer | <input type="checkbox"/> Other |

Associate Membership Classification and Annual Dues: (Check One)

- Individual Employee, Teacher \$160.00
- Student \$60.00

Students must include a photocopy of current valid student ID card or confirmation letter from instructor.

Total Due: \$ _____

Method of Payment:

- Check Visa MasterCard American Express Discover Card

Card Number: _____ Exp. Date: _____ Security Code: _____

Signature: _____

Please Mail or Fax Application to:
Michigan Floral Association, PO Box 67, Haslett, MI 48840 • Phone (517) 575-0110 • Fax (517) 575-0115



It's our business to
help your business.

15 years in business
6,000+ florists strong
Florists' websites
Florist-to-florist sending
Branded email campaigns
Automated reminders
Robust marketing tools
Mobile ready
POS integration



Proven Success.

flowershopnetwork.com/success
or call 1-800-858-9925

DESIGNERSPOTLIGHT

Here Comes the Bride

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

How many times has a bride asked you, "How can I preserve my bridal bouquet?" Well, here's your answer, a bouquet that will last a lifetime.

This bouquet started with multiple pieces of the Oasis™ MEGA wire in silver and gold, cut about 2 1/2 feet long, gathered, folded in half and then twisted together about halfway up. The remaining wire is twisted in various circles to create an armature.

A silver sequined poinsettia bloom (not visible here) is inserted in the

center and then the entire form is wrapped with Oasis beaded wire and MEGA beaded wire in white and ivory. Strands of crystals on wire are woven throughout with a few crystal sprays tucked in for balance.

The design is finished with a simple silver ribbon at the base to cover any mechanics and give it that finished look. If your bride desires a few blooms in her bouquet, it is easy to glue a few

flowers in with Oasis floral adhesive.

A matching boutonniere can be created to complement the bouquet using the same twisting method with the MEGA wire, wrapping both sizes of the beaded wire around it and gluing a few crystals in the desired location. A magnet backing is best for this type of boutonniere. ✿



Sponsored by

Nordlie

A Kennicott Brothers Company

Employee owned...
it makes a difference!

Limited production space at your retail shop?

The success of your wedding business shouldn't hinge on whether your shop can accommodate your production needs. Rely on the Kennicott Brothers family of businesses to give you security and easy logistics by providing the finest floral resources throughout the Midwest:

- Create your designs at our facility, and lean on our courteous staff for timely help and professional service
- Hundreds of varieties of high-quality, fresh-cut flowers (*pre-order or buy on-site*)
- Hot design elements, from Oasis® Floral Products to Accent Décor & many more
- Cold-storage for your event flowers right up until your scheduled production appointment



Create your floral wedding designs at our place!



Our locations:

- ★ Kennicott
- ★ Nordlie
- ★ Vans

We've got 18 reasons for you to take advantage of our **Event Services**

Use our facilities & experienced staff as your most trusted floral resource



Grand Rapids, MI (616) 785-9500
Grandville, MI (616) 534-6833
Flint, MI (810) 767-8883
Detroit, MI (586) 755-4200
Traverse City, MI (231) 943-3466

Cleveland, OH (216) 662-4200
Dayton, OH (937) 222-2201
Twin Cities, MN (952) 831-8008
Indianapolis, IN (317) 291-8267
South Bend, IN (574) 282-2884

Chicago, IL (312) 492-8200
Elk Grove, IL (847) 734-8650
Alsip, IL (708) 371-8000
Aurora, IL (630) 896-1091
Waukegan, IL (847) 244-3110

Milwaukee, WI (414) 443-1100
Atlanta, GA (770) 449-0100
Tampa, FL (813) 239-0599

www.kennicott.com



WUMFA CONVENTION

2015 Welcome from the Convention Chair!

BY DIANE SCHULTE, CF, WMFM, WUMFA PRESIDENT



Welcome to the Radisson Green Bay and WUMFA's annual convention, "Fields of Green". My hope is that you will use this

opportunity to build your success at home where your "fields of green" flourish.

Being a member of an organization like ours means being part of something greater than ourselves for the enrichment of all. Through education, mentoring and the

bonds of friendship, we move closer to a destiny with no limits.

Many thanks goes out to the committees and chairpersons who make this event possible: Denise Barnett-convention co-chair; Anthony Rojahn-trade fair; Phil Meyer-contests; Mark Cole-procurement; Judith Mohr-auction; Kate Grogan-raffle; Carol Larsen-staging; Melissa Maas-decorations; Bob Larson-Hall of Fame and dinner, and Rod and Cindy for all their support, time and talents.

I hope you will find this weekend as inspiring as promised. May you have time to learn a new design, talk with dear friends, find something new to purchase, take home helpful tips, and enjoy the beauty that we are blessed with every day. ✿

Welcome New WUMFA Members!

Always in Bloom – Theresa McCarthy

627 South Main St., De Forest, WI 53532 • Phone: (608)846-3515 • www.defloristflorist.com

Momentum Floral and Décor LLC – Tiffany Esser

1821 Parmenter St., Middleton, WI 53597 • Phone: (608) 438-5660 • www.momentumfloralanddecor.com

Rachel's Roses – Heather Latz

N56W6393 Center St., Cedarburg, WI 53012 • Phone: (262) 478-0296 • www.rachelsroses.com



1152 Haslett Road, P.O. Box 67, Haslett, MI 48840
(517) 253-7730 • Toll-Free (844) 400-9554 •
Fax: (517) 575-0115

WUMFA Board of Directors 2014

President: Diane Schulte, CF, WMFM
Metcalfe's Floral Studio, Madison, WI

President Elect: Patty Malloy, AIFD, CFD
Florisin LLC, Eau Claire, WI

Treasurer: Anthony Rojahn
Rojahn & Malaney Co., Milwaukee, WI

Secretary: Katie Grogan
Alfa Flower Shop, Wauwatosa, WI

Past President: Bob Larson, AIFD, CFD
Bo-Jo's Creations, Ellsworth, WI

Directors

Denise Barnett
Snapdragon Floral, Elm Grove, WI

Melissa Maas
Bank of Memories & Flowers, Menomonee Falls, WI

Regional Directors

Region 1 (262)
Judith Moehr
Fox Brothers Floral, Hartland, WI

Region 2 (414)
Doug Jaeger
Everlasting Flowers & Gifts, Wauwatosa, WI

Region 3 (608)
Carol Larson
English Garden Floral, Verona, WI

Region 4 (715/906)
Kae Nilsson
Floral Consultants, Manitowish Waters, WI

Region 5 (920)
Lisa Belisle
Freelance, Muskego, WI

WUMFA Staff

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



March 20-22, 2015 • Green Bay Radisson Hotel & Conference Center

2015 WUMFA CONVENTION DESIGN PRESENTERS



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. LoAnn is past president of the North Central Chapter of AIFD and serves as chairman of AIFD Certification.



KEVIN YLVISAKER, AIFD, CAFA, CFD, PFCI, is a Teleflora Education Specialist who has presented design programs and classes around the United States, Europe, and Asia. He is an Oasis® Design Director and also works as a freelance designer with his own company, KLY Floral International in Mukwonago, Wisconsin. In addition to being in the floral industry for thirty years, Kevin has a background in sculpture, weaving, and most recently has begun making glass bowls, plates and other decorative objects. He has served as a past president of AIFD, and WUMFA and designed at the inaugurations of President George H.W. Bush and President Bill Clinton.



RANDY WOOTEN, AIFD, GMF, PFCI, is an FTD Education Consultant with nearly a decade of experience in the floral industry. He is the fourth-generation owner and lead designer at Delorice's Florist in Douglas, GA. He currently serves as president of the Georgia State Florist Association and is a member of the board of directors for the Southern Chapter of AIFD. In 2012, the Georgia State Florist Association presented Randy with the 2012 Retailer of the Year award. His passion for the floral industry is deeply rooted in education, which he believes is the key to the survival of the industry.



JIM KOLB, is a fourth generation florist. He bought his shop, House of Flowers, Oshkosh, Wisconsin, in 1993 at the age of 22. It has, he says, evolved into a lifestyle store where you're not only buying flowers, you're coming in to have a memorable shopping experience. In addition to being an innovative designer, he has a passion for marketing, social media, and constantly keeping his brand fresh and appealing. This is crucial to maintain his current customers but is also a key in attracting a new generation of clients that are very internet and instant gratification minded.



2015 WUMFA Convention Sessions

FRIDAY, March 20

All Day Hands-On Workshop Wedding Work that Stands Out from the Crowd!

Presented by Loann Burke, AIFD, CFD, PFCI
Sponsored by Bloomnet, Smithers-Oasis,
Wisconsin Florist Foundation
Date: Friday, March 20, 2015
Time: 9:00 a.m. - 4:30 p.m.
Location: Huron



Well known designer Loann Burke will show you how to construct outstanding wedding bouquets, boutonnieres, body flowers and centerpieces. You will learn how to make designs and arrangements using a variety of materials, the latest techniques, and helpful tricks of the trade. Plus, ideas for add on sales and marketing tips are on the agenda. This educational session will let you put your own special stamp on wedding work. Loann will introduce you to the Language of Flowers at this exciting session you do not want to miss!
Limited to 20 people. Bring your own tools. Additional fees apply.

SATURDAY, March 21

Hands-on Workshop: Design in Designs

Presented by Randy Wooten, AIFD, GMF, PFCI
Sponsored by FTD
Date: Saturday, March 21, 2015
Time: 8:45 a.m. - 10:45 a.m.
Location: Huron



In the floral industry today, it is important to sell customer service and talent. This is what sets you apart from the rest of the "flower peddlers" in your market. In this program, Randy Wooten, FTD Education Consultant, focuses on bringing "design and talent" back into your everyday designs. By adding small but interesting techniques, you can put the design back in your designs to make them stand out from the crowd!

Limited to 20 people. Bring your own tools. Additional fees apply.

Business Session: Building Your A-Team

Presented by Derrick P. Myers, CPA, CFP, PFCI
Sponsored by Crockett, Myers & Associates
Date: Saturday, March 21, 2015
Time: 9:30 a.m. - 10:45 a.m.
Location: Wolf



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: Greenology, Part 1

Presented by Jim Kolb
Sponsored by Karthaus & Sons, Inc.
Date: Saturday, March 21, 2015
Time: 11:00 a.m. to 11:30 a.m.
Location: Wolf



Don't get caught with your plants down! Jim will amaze you with new thoughts and trends. Learn about promoting plants for funeral work and designing outdoor spring planters. Come and see what your fellow florists are successfully doing with green and blooming plants and learn how to implement the ideas in your shop.

Main Stage Design Show: Greenology, Part 2

Presented by Randy Berhasselt
Sponsored by Wisconsin's Tropical Gardens
Date: Saturday, March 21, 2015
Time: 11:45 a.m. to 12:15 a.m.
Location: Wolf



Come explore the Fields of Green plants with Randy. He will teach you to reuse and repurpose to create a wow statement with plants. Learn to design out of the box with green plants. Let today's trend of "going green" work for your bank account and use more plants to increase your bottom line.

2015 WUMFA CONVENTION BUSINESS PRESENTERS



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.



MARK ANDERSON, has been in the flower business for over twenty years. He is the lead developer of FloristWare, an ordering 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.



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.



MIKE HOMYAK, Jr., is a third generation ribbon sales representative, who has 21 years of experience marketing to the retail florist industry. Mike began his sales career in 1994 working for Designer Dispatch Ribbon, and received numerous awards for top sales in his field. In 2008, he went to work for Reliant Ribbons, Bows & Trims and later that year took over the Wisconsin/Upper Michigan territory from his dad, Mike Homyak Sr. In 2013 Mike Jr. was promoted to Reliant's director of sales systems. He currently covers seven states including Wisconsin, Upper Michigan, Minnesota, North and South Dakota, Nebraska and Iowa.



Business Session: Build the PERFECT Sales Script

Presented by Tim Huckabee, AIFSE,
Sponsored by FloristWare
Date: Saturday, March 21, 2015
Time: 1:30 p.m. - 2:40 p.m.
Location: Wolf



Join Tim Huckabee, president of FloralStrategies, in a brand-new program on developing the ideal sales approach for your staff to use on the phone and in the store. He will explain the five key elements to a dynamic sales presentation that both your employees and customers will love! This is a must-see for anyone in the retail floral business!

Business Session: A New Approach to Pricing Weddings and Events: More Sales, Less Money Left on the Table

Presented by Mark Anderson
Sponsored by FloristWare
Date: Saturday, March 21, 2015
Time: 2:50 p.m. - 3:40 p.m.
Location: Wolf



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.

Main Stage Design Show: Let's Go to the Prom...

Presented by Loann Burke, AIFD, CFD, PFCI
Sponsored by Bloomnet, Smithers-Oasis,
Wisconsin Florist Foundation
Date: Saturday, March 21, 2015
Time: 4:00 p.m. - 5:00 p.m.
Location: Wolf



Prom season can mean profits. Loann Burke will present great prom ideas at this main stage show. In addition to new styles and techniques, she will discuss regional trends, quick tips, and exciting designs in this body flower extravaganza. This is an opportunity to learn from one of the industry's outstanding educators. Find out what's new in the market and how to make your prom work cutting edge. Productivity and creativity will be on display at this program. Be sure to attend and discover how to give your prom work that special look.

SUNDAY, March 22

Hands-On Workshop: Today's Weddings

Presented by Jerad Karcz
Sponsored by the Wisconsin Florist Foundation
Date: Sunday March 22, 2015
Time: 8:30 a.m. - 10:30 a.m.
Location: Huron



To be successful in today's wedding market it is important to stay on top of the trends. Join Jerad from the trendy Buds and Blooms Design Studio for this two-hour hands-on workshop. He will update you on what's in vogue and the newest techniques that he is using in his business. You'll create two bridal bouquets in this class all the while getting inspired and learning ways to take your everyday weddings to new levels. Don't miss this rare opportunity to broaden your "Bridal" comfort zone.

Limited to 20 people. Bring your own tools. Additional fees apply.

Business Session: Growing more \$Green\$

Presented by Mike Homyak, Jr.
Sponsored by Reliant Ribbon
Date: Sunday, March 22, 2015
Time: 8:30 a.m. - 9:15 a.m.
Location: Wolf



This session will tell you all you need to know about using ribbon to enhance your bottom line. Utilizing a power point presentation, Mike Homyak will talk about product trends, and value added ideas using ribbon. Included in the discussion will be ribbons and trims for all areas of floral design, pricing, selling ribbon in the retail floral shops and much more.

Business Session: Hidden Treasure: Finding the Gold in Your Business

Presented by Derrick P. Myers, CPA, CFP, PFCI
Sponsored by Crockett, Myers & Associates
Date: Sunday, March 22, 2015
Time: 9:30 a.m. - 10:15 a.m.
Location: Wolf



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. In this session 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.

Business Session: Build the PERFECT Sales Script

Presented by Tim Huckabee, AIFSE,
Sponsored by FloristWare
Date: Sunday, March 22, 2015
Time: 10:20 a.m. - 11:15 a.m.
Location: Wolf



Join Tim Huckabee, president of FloralStrategies, in a brand-new program on developing the ideal sales approach for your staff to use on the phone and in the store. In under an hour he will explain the five key elements to a dynamic sales presentation that both your employees and customers will love! This is a must-see for anyone in the retail floral business!

Main Stage Design Show: The 2015 Wedding Palette

Presented by Kevin Ylvisaker, AIFD, CAFA, CFD, PFCI
Sponsored by Teleflora
Date: Sunday, March 22, 2015
Time: 11:30a.m. - 12:30 p.m.
Location: Wolf



Noted designer Kevin Ylvisaker will focus on four color palettes perfect for the upcoming wedding season. He will cover everything from the reception to trend setting bridal bouquets to decorations for the ceremony. This fast paced program will also cover consultation and pricing making this the complete wedding program.

Main Stage Design Show: Passion for Sympathy

Presented by Randy Wooten, AIFD, GMF, PFCI
Sponsored by FTD
Date: Sunday, March 22, 2015
Time: 2:15 p.m. - 3:15 p.m.
Location: Wolf



Just like other segments of our industry, sympathy is rapidly changing with the rise in cremations. For many florists, it feels like night has set in on their sympathy sales. In this program, FTD Education Consultant Randy Wooten will help you open the windows of your mind to embrace the change and learn to better understand your sympathy market, reigniting your passion for sympathy designs.



2015 WUMFA Design Contest

The WUMFA Design Contest is one of the longest running design competitions in the country. This contest serves as an opportunity to learn, rate your talents and exchange ideas while competing. Competitors will receive professional recognition for their work, certificates, cash awards, acknowledgement at the Saturday night banquet and in *The Professional*

Florist magazine. This is an excellent opportunity to gain publicity for you and your shop.

WUMFA encourages all members and students to strive for educational excellence and design skills to enrich the art of floral design. Best wishes to all who enter and congratulations for your efforts to achieve design excellence!

PROFESSIONAL DIVISION

Open to any floral professional with three or more years experience in the floral industry and a WUMFA member in good standing. Contestants may enter one, two, or all three professional categories.

THEME 1: *The "Green" Wedding Reception Piece*

Create a wedding centerpiece for a bride and groom who are very eco-conscious. The centerpiece must be made of assorted foliage and branches, and must include at least one rental item, such as candelabras, vases, or votives. All materials are permitted except fresh flowers and permanent botanicals. Display space is limited to 24" x 24" with a height restriction of five feet. Any materials that flow over the space restriction will be disqualified. Wholesale value should not exceed \$50 and must be accounted for on the cost form provided in the packet. The rental item charges should be included in the wholesale cost. Entry must be secure enough to withstand touching and handling by judges.

THEME 2: *Spruce It Up*

Find that old container or vase that has been hiding on the back shelf and bring it back to life by creating a beautiful arrangement for your best friend's birthday. The vase/container should have embellishments added to make it new again. All materials are permitted except permanent botanicals. Size should not exceed 24" x 24" with no height restriction. Wholesale value should not exceed \$30 and must be accounted for on the cost form provided in the packet. The old vase/container is not to be included in the wholesale cost. Entry must be secure enough to withstand touching and handling by judges.

THEME 3: *Back to Nature*

Create an armature bouquet that even the most sophisticated will want to carry. Must be made of all natural materials, such as branches, curly willow, grasses, and fresh flowers. No decorative wire allowed, except for bark-covered wire. No permanent botanicals allowed. Wholesale value should not exceed \$50 and must be accounted for on the cost form provided in the packet. Display space is limited to 24" by 24" with no height restrictions. No props allowed. Entry must be secure enough to withstand touching and handling by judges.

DESIGNER OF THE YEAR

This contest is open to AIFD, CF, or Academy members of WUMFA in good standing.

PHASE ONE: *Picture This*

This design must be made at your shop and brought to the convention. It is a permanent botanical arrangement that includes an old picture frame, handed down to you by a family member. Create a wall hanging with permanent botanicals, silk and dried flowers as a remembrance of that family member. A five foot FloraCraft easel will be provided on site. No size limitations other than proportion to the easel and a wholesale value not to exceed \$100. Material costs need to be listed on the cost form provided in the packet. The easel or picture frame is not to be included in the wholesale cost. Entry must be secure enough to withstand touching and handling by judges.

PHASE TWO

Live on stage design competition with a surprise package of materials, Saturday, March 21, from 12:30 p.m. -1:00 p.m.

TABLETOP SHOP COMPETITION

In this exciting "Shop" category the entire shop personnel may compete together, whether two or ten. You may set up your competition tabletop display either on Friday evening or Saturday morning. All designs may be completed on site or you may bring them in all completed and just set up the tablescape.

THEME: *The Country Estate Benefit Ball*

Create a tabletop setting for a notable local heiress who is hosting a benefit ball for a local charity. Her only request is to incorporate her favorite color yellow. The hotel will provide a white standard table linen (no chairs). The table size is a 72" round. Make this tablescape with fresh flowers, greens and dried materials. All materials are permitted except permanent botanicals. Design must be contained in and not exceed the 72" tabletop, height of five feet above the table. Exhibit must be secure with solid construction/mechanics, able to withstand seating and movement of guests, touching and handling of judges, etc. Participating shops will be responsible for teardown of their table on Sunday at end of the convention. WUMFA bears no responsibility for damaged or stolen items.

WINNERS WILL BE ANNOUNCED DURING THE SATURDAY EVENING BANQUET

PRIZES FOR ALL DIVISIONS: First Place: \$100 and a certificate • Second Place: \$50 and a certificate • Third Place: \$35 and a certificate
Designer of the Year: \$150, plus a plaque

TABLETOP SHOP COMPETITION: First Place: \$250 in merchandise • Second Place: \$100 in merchandise • Third Place: \$50 in merchandise

DESIGN CONTEST REGISTRATION

If you are interested in entering any of the design contests go to www.wumfa.org, click on the upcoming events tab and download the Design Contest registration package which will have the divisions, themes and rules.

Also be sure to check the box on the registration form and send in your entrance fee. Register by 3/17/15.

If you have any questions please contact the Design Contest Chairperson: Phil Meyer, AIFD, at flowerattitude@hotmail.com.



2015 WUMFA ANNUAL CONVENTION SCHEDULE AT A GLANCE

FRIDAY, MARCH 20, 2015

9:00 a.m. - 8:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
9:30 a.m. - 4:30 p.m.	All Day Hands-On Workshop "Wedding Work that Stands Out from the Crowd" Presented by Loann Burke, AIFD, CFD, PFCI Sponsored by BloomNet, Smithers-Oasis, Wisconsin Florist Foundation	Huron
6:00 p.m. - 8:00 p.m.	Design Contest Registration	Tuscarora

SATURDAY, MARCH 21, 2015

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
9:00 a.m. - 5:00 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m. - 11:00 a.m.	Design Contest Registration	Tuscarora
9:00 a.m. - 5:00 p.m.	Raffle Open on Trade Show Floor	Wolf
9:00 a.m. - 5:00 p.m.	Book Fair Open, Registration Desk	Entrance Three Clans Ballroom
8:45 a.m. - 10:45 a.m.	Hands-On Workshop "Design in Designs" Presented by Randy Wooten, AIFD, GMF, PFCI Sponsored by FTD	Huron
9:00 a.m. - 9:30 a.m.	Trade Show Shopping Time	Turtle/Bear
9:30 a.m. - 10:45 a.m.	Business Session "Building your A-Team" Presented by Derrick Myers, CPA, CFP, PFCI Sponsored by Crockett, Myers & Associates	Wolf
11:00 a.m. - 11:30 a.m.	Main Stage Design Show "Greenology" Presented by Jim Kolb Sponsored by Karthaus & Sons, Inc.	Wolf
11:45 a.m. - 12:15 p.m.	Main Stage Design Show "Greenology, Part 2" Presented by Randy Berhasselt Sponsored by Wisconsin Tropical Gardens	Wolf
11:00 a.m. - 2:00 p.m.	Design Contest Closed for Judging	Entrance Three Clans Ballroom
12:30 p.m. - 1:00 p.m.	Designer of the Year Run Off	Wolf
1:00 p.m. - 1:30 p.m.	Trade Show Shopping Time	Turtle/Bear
1:30 p.m. - 2:40 p.m.	Business Session "Build the PERFECT Sales Script" Presented by Tim Huckabee, AIFSE Sponsored by FloristWare	Wolf
2:50 p.m. - 3:40 p.m.	Business Session "A New Approach to Pricing Weddings and Events: More Sales, Less Money Left On The Table" Presented by Mark Anderson Sponsored by FloristWare	Wolf

SATURDAY, MARCH 21, 2015 (continued)

4:00 p.m. - 5:00 p.m.	Main Stage Design Show "Let's Go to the Prom..." Presented by Loann Burke, AIFD, CFD, PFCI Sponsored by BloomNet, Smithers-Oasis, Wisconsin Florist Foundation	Wolf
2:00 p.m. - 9:00 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
6:00 p.m. - 7:00 p.m.	Hall of Fame Reception	Wolf
7:00 p.m. - 9:00 p.m.	Recognition and Awards Banquet	Wolf

SUNDAY, MARCH 22, 2015

8:00 a.m. - 4:00 p.m.	Registration Desk / Book Fair Open	Entrance Three, Clans Ballroom
8:30 a.m. - 10:30 a.m.	Hands-On Workshop "Today's Weddings" Presented by Jerad Karcz Sponsored by the Wisconsin Florist Foundation	Huron
8:30 a.m. - 9:15 a.m.	Business Session "Growing more \$ Green \$ with Reliant Ribbon" Presented by Mike Homyak, Jr. Sponsored by Reliant Ribbon	Wolf
8:30 a.m. - 3:30 p.m.	Trade Show Open	Turtle/Bear
8:30 a.m. - 3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
8:30 a.m. - Noon	Raffle Open Trade Show Floor	Turtle/Bear
9:30 a.m. - 10:15 a.m.	Business Session "Hidden Treasure" Presented by Derrick Myers, CPA, CFP, PFCI Sponsored by: Crockett & Myers	Wolf
10:20 a.m. - 11:15 a.m.	Business Session "Build the PERFECT Sales Script" Presented by Tim Huckabee, AIFSE Sponsored by FloristWare	Wolf
11:30 a.m. - 12:30 p.m.	Main Stage Show "The 2015 Wedding Palette" Presented by Kevin Ylvisaker, AIFD, CAFA, CFD, PFCI Sponsored by Teleflora	Wolf
12:30 p.m. - 1:30 p.m.	Annual Meeting, Lunch Served	Wolf
1:30 p.m. - 2:15 p.m.	Trade Show Shopping Time	Turtle/Bear
2:15 p.m.	Raffle Winner List Available, Raffle Tables	Wolf
2:15 p.m. - 3:15 p.m.	Main Stage Show "Passion for Sympathy" Presented by Randy Wooten, AIFD, GMF, PFCI Sponsored by FTD	Wolf
3:30 p.m. - 4:00 p.m.	Auction	Wolf

Field of Greens Hall of Fame Dinner!

Be sure to join your fellow WUMFA members at the Annual Awards and Recognition Banquet
Saturday, March 21, 2015 • 6:00 p.m. – 9:00 p.m. • Wolf, Radisson Hotel

Additional Fees Apply

WUMFA is proud and excited to offer you the opportunity to recognize outstanding industry leaders at the Annual Awards and Recognition Banquet. Don your fancy duds and head to the Wolf where we will celebrate Hall of Fame Winners, Scholarship Winners, and Design Contest Winners. Join your friends and colleagues and enjoy good food, laughter and memories of the past year, while having the chance to congratulate our esteemed guests of honor.



WUMFA 2015 Annual Convention Registration Form

March 20 - 22, 2015 • Radisson Hotel and Conference Center Green Bay • 2040 Airport Dr. • Green Bay, WI 54313

Shop Name _____ Phone _____
 Submitted By _____ Fax _____
 Address _____ E-mail _____
 Alternate Contact Number _____

City/State/Zip _____

Please write names legibly, and exactly as they should appear on badges.

All employees from the same shop may register on the same form. Please print clearly, and list e-mail addresses for attendees when possible. These will be used to confirm attendance and inform attendees of important on-site information. Please duplicate this form as necessary.

Volunteering: If you are interested in volunteering your time on-site, please call (517) 253-7730.

Discounts: After the first five registrants, a \$85 weekend pass reduced rate applies for weekend passes.

Students: Special rates apply for students enrolled in accredited floral/horticultural programs. Proof of qualified enrollment is required.

Cancellation Policy: Requests for refunds must be received by March 1, 2015 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 1, 2015 will not be refunded.

	Member	Non-Member (To become a member, visit WUMFA.org)	Optional Events							TOTAL ALL EVENTS					
			Friday	Saturday	Sunday	Table Top Competition Members Only Event, \$60 at the Door	WUMFA Design Contest Circle Themes to Enter 1 2 3 \$5 Preregister Each Theme or \$10 Each at Door								
1.	\$50	\$70	Saturday Only Includes Entrance to Exhibits, Main Stage, and Business Sessions	Saturday Only – Student Includes Entrance to Exhibits, Main Stage, and Business Sessions	Sunday Only Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sunday Only – Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	All-Day Wedding Workshop	Workshop: Design in Designs	Hall of Fame Dinner Event \$50 at the Door, Table for Eight \$300	Workshop: Today's Weddings	Table Top Competition Members Only Event, \$60 at the Door	WUMFA Design Contest Circle Themes to Enter 1 2 3 \$5 Preregister Each Theme or \$10 Each at Door	
email:															
2.															
email:															
3.															
email:															
4.															
email:															
5.															
email:															
6.															
email:															

If you would like to volunteer please contact the WUMFA office at (517) 253-7730.

REGISTRATION TOTAL Check Credit Card

HOTEL INFORMATION

Room Rate: \$95.00 plus tax. Complimentary breakfast buffet in the Pine Tree Grill for all overnight guests. Call (800) 333-3333 or direct (920) 494-7300 to make a reservation. Make sure to mention the Wisconsin-Upper Michigan Florists Association room block to insure the rate of \$95.00. Reservation must be made by February 17, 2015 to insure the group rate.

PAYMENT

I will send in a check I will be paying by credit card: Visa MasterCard Discover Card American Express

Cardholder Name (please print) _____

Card Number _____

Billing Address _____

Cardholder Signature _____

City/State/Zip _____

Exp. Date _____

CSC _____

Fax Completed Form To: (517) 575-0115 or Mail To: WUMFA, PO Box 67, Haslett, MI 48840 • Phone: (517) 253-7730 • Fax: (517) 575-0115 • email: info@wumfa.org



Kathy Petz Honored

The Michigan Floral Foundation's 2014 Hall of Fame honoree Kathy Petz, AAF, CF, PFCI, poses with Alice Waterous, AIFD, CF, CFD, PFCI, at the awards dinner held at Michigan State University. ✻

Present Certified Florist Scholarships



Through the generous sponsorship of the FloraCraft Corporation in Ludington, Michigan, the Michigan Floral Association scholarship committee has awarded three full Certified Florist scholarships. Winner are Erin Wojciak, Cindy Mathis, and Connie Robertson.

The association created the Certified Florist program to establish a recognizable nationwide standard of quality in the retail floral industry. Those wishing to be certified must study basic design, care and handling, product identification, customer relations and sales, delivery, marketing, accounting, gluing and lighting/display. Passing a written and hands-on exam with 80 percent or better earns participants the right

to be called a Certified Florist.

"We are fortunate and blessed to have the support of the FloraCraft Corporation," said Rodney P. Crittenden, MFA executive vice president. "Through their generous contributions to our scholarship program we are able to provide our industry with educated shop owners and employees."

For more information visit www.michiganfloral.org. ✻



Cindy Mathis



Connie Robertson



Erin Wojciak



Prom

Make Prom a Night to Remember

Call and let us help you expand your floral business in 2015 by reaching high school students attending prom.

Steven Stolls | 516.345.0032 | www.aslmarketing.com



A Beautiful Advertising Opportunity



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

Love in Full Bloom



3152-06-09
6" Pebble Stone Vase

VALENTINE'S DAY 2015

Syndicate  & S

syndicatesales.com |    

SAFETY | OWNERSHIP | GREAT RATES | SAVINGS
PREMIUM RETURNS | LOSS CONTROL | INDUSTRY-SPECIFIC



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

\$22 Million since 1993

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



MICHIGAN
HORTICULTURE
INDUSTRIES | SELF-INSURED
WORKERS'
COMPENSATION
FUND

a member owned program

Endorsed By



Call today to request a quote & learn more!

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

mhifund.org

Administered By



DESIGN TIP:

Wedding Cocktail Reception Centerpieces

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

Most weddings in this day and age offer some kind of cocktail reception for their guests. It is usually a designated hour between the ceremony and reception for guests to unwind while the bridal party attends a photo session. Often on-site or sometimes in a location all its own, the cocktail reception traditionally boasts simple décor.

Because it is usually a small part of the wedding event, I find I usually have the most fun being creative and playful with designs that might otherwise be overlooked.

Since most weddings have some sort of budget, many of which

do not include much for the cocktail reception, simple designs are better. Try using a five inch, clear Rosie Posie vase and float a Fuji chrysanthemum inside. Then, place a floating candle on top of the vase, which creates a quick, fresh floral, candle centerpiece!



Another fun cocktail centerpiece idea is to combine some smaller elements into an eclectic composition. For this wedding, I used white and green café bottles and added a mix of white and green flowers with foliage. These make a great centerpiece in the middle of a cocktail table especially with the addition of votive candles.



It's all about the details: This is a more elaborate cocktail centerpiece in a small champagne cylinder. Just because a cocktail centerpiece is small in size doesn't mean it can't be lavish. This beautiful collection of high-end flowers designed asymmetrically gives an elegant, sophisticated look that will fit within most budgets!

Remember, cocktail centerpieces are often an upsell, which means more profits for YOU! What kind of creative ideas can you come up with for awesome cocktail centerpieces? ✨

MFA Awards Six Scholarships

The Michigan Floral Association scholarship program has awarded more than \$40,000 in scholarships since 2002. This year six deserving winners, pictured here, will be able to further their education in the floral industry.

Awards can be used at the Great Lakes Floral Expo, March 6-8, in Grand Rapids, MI, or to purchase materials to become a Certified Florist. The winners will have 18 months to use the scholarships. Funds that are not used will be rolled back into the program.

The main source of funding for the scholarships is the silent auction held every year at the Great Lakes Floral Expo. MFA members should consider supporting this program by donating to the auction or by purchasing some of the items. This fund exists because MFA and its members are committed to education in the floral industry.

Eligibility Requirements:

Applicants must be employed and working in the floriculture industry or show proof of en-

rollment in a course of study directly related to the retail floriculture industry. Applicants must have clearly defined career goals that relate to the industry.

How to Apply: Download a complete scholarship application at www.michiganfloral.org, click on "MFA Scholarship" in the menu bar, or call the MFA office at (517) 575-0110. The completed application is due by June 30, 2015.

Announcement of Award: Letters will be mailed to the winners on September 1, 2015 and their names will be published in *The Professional Florist* magazine. The scholarship grant goes directly to the MFA office in the applicant's name. ✨

Scholarship Winners



Pamela Clemo



Timothy O'Rear



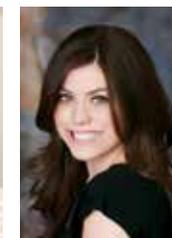
Zachary Raska



Michelle Taylor



Cindy Van Dera



Angele Venditti

INMEMORIAM

John Anthony, 92, of Holt, MI, has died. He was the owner of Jon Anthony Florist in Lansing, and worked in the shop every day up until last year. Along with his wife, Harriet, he received the Lifetime Achievement award from the Michigan Floral Association in 2005.

He is survived by his wife of 73 years, Harriet; daughters, Patricia (Douglas) Holliday, Sandra (Brian) Lundy; son, Rick (Carole) Anthony; daughter, Pamela (Gary) Sage, and many grandchildren and great grandchildren.

Ken Benjamin, well-known floral industry publisher, has died at the age of age 91. A graduate of Northwestern University, his career in the floral industry began in 1954 with Amling Company in Chicago. He also served as a trustee of the American Floral Endowment for many years.

He is survived by sons Peter and Thomas; grandchildren Ana, Callie, Kurtis, Kenneth G., and William. He was preceded in death by wife Patricia, son Eric and brother, Howard.

The American Floral Endowment has announced a new memorial tribute in his memory, a \$1,000 fund established by the Kennicott and Van Namen families.

"Ken had an ardent passion for the flower industry and a deep-seated love for the people in it," noted Red Kennicott. "His strong inimitable presence will always be remembered by those who knew him."

"Ken has always been a good friend of our family and of the industry for many years," said Jack Van Namen. "Ken never forgot a name or date. He was an icon and a unique individual whom all of us will remember."

Debra Joan Gaunt has died at the age of 57.

She received a bachelor of science degree in horticulture from Michigan State University and a master's degree in the art of teaching from Marygrove College and then taught floral design and agriscience at the Oakland Technical Center Southwest.

Mrs. Gaunt was an avid gardener, a passion she shared with her husband Ric who she met when he delivered flowers to her school.

Professionally, she was a past member of American Institute of Floral Designers, a Certified Florist and a national FFA organization chapter adviser.

She is survived by Ric, her husband of 28 years; three children, Nicole, Michelle, and David; her mother, Joan Hofsess; and

her four siblings: Richard (Jo Lynn) Hofsess; Nicholas Hofsess; Diane Hofsess (Joseph Giacomini), Hills; and Edward (Cathleen) Hofsess.

Henry Mast, Sr., Grand Rapids, MI, has died at the age of 96. He and his wife Johanna (deceased) immigrated to America in 1948, with their three young sons. Mr. Mast began working in Grand Rapids at Keeler Brass and later purchased Wishing Well Floral in 1954. This family business evolved over the years into Henry Mast Greenhouses and Masterpiece Flower Company. He is survived by his seven children, Cornelius (Nancy) Mast, Jacob (Deborah) Mast, Henry Jr. (Connie) Mast, Margaret (Bill) King, William (Mary) Mast, Joan Low, Joyce (Gerrit) Tromp; ten grandchildren, six step-grandchildren, 15 great-grandchildren, many nephews and nieces and four brothers.

James P. "Jim" Milne, 70, longtime owner of Jim's Florist in Warren, MI, has died. He was a life long member of the Michigan Floral Association.

Survivors include siblings Barbara Lloyd, Terry (Sandy), Patricia (Don) Secen, Sharon (Todd) Hay, Randy (Lanette), and many aunts, nieces, nephews, cousins and friends. 

BUSINESSCARDADS

RETAILER



Bing Goei
President/CEO

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



**Ridgeway
Floral & Gifts**

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

VENDOR



custom
doesn't have
to mean
more expensive

SRC REFRIGERATION

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



Alice E. Waterous, AIFD, CF, CFD, PFCI

**Alice Waterous
Floral Consultant LLC**

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



**Bakman
FLORAL DESIGN** (248) 437-4168

Brian Bak
Owner

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



LION LION RIBBON CO.

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



**MFA PROFESSIONAL
EDUCATION CENTER**

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



JENNIFER HUNDT
Fresh & Hardgoods
Sales Representative

DIRECT 612-362-3150
FAX 612-331-5066
jhundt@koehlerdramm.com
www.koehlerdramm.com

Koehler & Dramm
Wholesale Florist

KoehlerDrammWholesaleFlorist
2407 East Hennepin Avenue,
Minneapolis, MN 55413

ASL Marketing Aims to Expand Retail Florists' Customer Base

Florists are always trying to expand their customer base and generate more revenue. ASL Marketing is a direct mail company with a program designed to boost high school prom business for the florist with a simple direct mail piece. In this digital age, online ads can get lost in the shuffle, but a personally addressed postcard will get their attention, according to the company.

According to statistics, the average household spent \$978 on prom expenses in 2014. ASL Marketing has over four million active high school students in their database which can be filtered by zip code, age, gender, graduation year and can pinpoint high school prom goers in your area. Since parents cover more than half of prom costs, they can be targeted with the parent database consisting of over 70 million records. The database is updated daily and cleansed monthly, ensuring that names are reliable, accurate and responsive.

ASL Marketing is a leading source for direct marketing youth data, with particular focus on the highly desirable 15-34 year-old market. It provides clients with extensive expertise in data content, aggregation and analytics on and into the youth, young adult and student demographics. With an active database of over 175 million high school, college and young adult consumers and their parents, ASL Marketing creates custom solutions devised to meet precise client targets and goals. ASL Marketing's clients range across all industries, including financial services, technology, retail, educational services, recruitment, and more.

For more information go to www.aslmarketing.com or call Steven Stolls at (516) 345-0052. ✿



Flint
Premium Flowers for
All your Holiday Needs
Excellent Customer Service
Abundant Wintertime Variety

5100 exchange drive
810.733.5100 or 800.669.4393
dwfwholesale.com/locations/flint/



Where our customers, partners
and employees flourish

Welcome New MFA Members!

St. Ignace Greenhouse & Florist
Samantha Belanga

259 Bertrand St., St. Ignace, MI 49781 • Phone: (906)643-9480
Website: www.stignacegreenhouseandflorist.com

Van Til's Greenhouse LLC
James Van Til

1881 Lakeshore Dr., Fennville, MI 49408 • Phone: (269)543-4395
Website: www.vantilsgreenhouse.com

Florists and Wedding Consultants The Perfect Match for a Perfect Wedding!

BY ANN BENJAMIN, AIFD, PFCI, DESIGNS BY VOGTS, STURGIS, MI

Once upon a time...on a perfect afternoon, friends and family dressed in their finest attire filled a fieldstone church. The fragrance of dew-kissed blossoms wafted through the air as a string quartet played. A radiant bride walked down the aisle at the arm of her father to meet the handsome groom waiting at the altar.

Do fairy tales like this actually come true? Now more than ever, wedding consultants are making them happen. Over the last fifteen years, the need for professional wedding consultants has grown exponentially. Today, brides-to-be are often too busy juggling the demands of their professional and personal lives to oversee the details necessary to create the wedding of their dreams.

Although it's difficult to put an exact number on how many wedding consultant businesses there are nationwide, the best guess is approximately 12,000, according to Gerard Monaghan, president of the Association of Bridal Consultants.

Monaghan says that although no one formally tracks these figures, his estimate is based on the number of people who pay for memberships to the various professional associations as well as the number of people on mailing lists available from list brokers.

According to Monaghan, one out of every eight retail dollars is spent on wedding-related products and services. That makes the wedding industry a \$44 billion business, although some estimates put that figure as high as \$70 billion. Part of the reason for the big bucks spent on a dream wedding is that there are often six wage earners funding the event: the bridal couple, the bride's parents and the groom's parents. This has driven the cost of the average wedding up over the years.

So what does it take to be a successful wedding consultant? What florists should be asking is "What can I do to gain the trust of a wedding consultant?" Great rapport with a successful wedding consultant can bring big business to a florist's door. Why not work at building a great professional relationship and cash in on the business?

Because a consultant is depending on the professionalism and reliability of a dozen or more people to create a bride's dream wedding, there's always the possibility that something will go askew or bomb out completely. Don't let that bomb be you! Instead, demonstrate that you and your business have the ability to think on your feet. If one of the banquet staff inadvertently bumps into the cake and ruins what was a perfect frosting job, come to the rescue by camouflaging the "mistake" with fresh flowers.

There are several skills a florist should possess to work with a professional consultant:

Communication is Key

A florist must work hand in hand with a bridal consultant and be able to express concepts and ideas. Not being able to communicate with the bride means there is no way a wedding can be designed to meet her desires. The florist needs to be able to talk to a bride who may be emotional, fussy or indecisive – or all three.

Organizational Skills are a Must

A bridal consultant is basically organizing every last detail of a wedding, from securing the wedding chapel to making sure the table linens are wrinkle free. If you, as a florist, shows up for a meeting less than prepared, a consultant may doubt your ability to perform on the big day and therefore less likely to recommend you to the next bride.

Business is Still Business

A great bridal consultant will also have good business skills. You in turn, need to show that you and your staff are able to manage your piece of the pie and budget is an important detail. Currently, there is no licensing or education requirement for a person to become a bridal consultant, just as there are no prerequisites for being a florist.

Demonstrating good business sense will ultimately help a bridal consultant to trust in you and your shop to perform well for clients.

Unbelievably, there are approximately 2.4 million marriages per year, according to *American Demographics* magazine. Network and build a trusting relationship with professional wedding consultants and capture your profitable share of this growing market. ✿

CLASSIFIED ADS

HELP WANTED

Wholesale Job Opportunities:

Nordlie, Inc., Michigan's largest wholesaler, has excellent opportunities for high energy staff in numerous capacities. Inside sales, route sales, designing, or merchandising – stop by our Warren, Flint, or Grandville stores. Full benefit program. Contact any one of our 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 and download a Silent Auction donation form (PDF file).

the professional florist

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

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

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

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

MISSION STATEMENT

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

Visit our online catalog at: www.NSENET.com

Norman
Smith
Ent. Inc.

800-343-6855
Fax: 856-423-9422
orders@nsenet.com



*Providing quality Floral supplies for over 35 years.
Call 800-343-6855 for old fashioned customer service !*

it's love at first site!



Get everything you need online in no time.

▶ CONTAINERS

▶ FLOWERS

▶ SUPPLIES

themarket
by teleflora.

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

Shop themarket.myteleflora.com