

Volume II 2014

**WUMFA
Convention
Program**

**A Fairytale
Wedding**

**Rose Parade
Coverage**

**Special
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Industry Info

the professional florist



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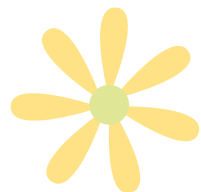
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Volume II 2014

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LEADERSHIPREPORT

A Big Welcome to Our Friends Across the Lake!

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



I am very pleased to announce that on January 1 the Michigan Floral Association office took over the responsibility of managing the

Wisconsin Upper Michigan Florists Association (WUMFA).

I had the pleasure of traveling to Madison in January to attend my first WUMFA board meeting. I can honestly say that this is a wonderful association of floral professionals, with a core group of dedicated volunteers. It is very much like the Michigan Floral Association.

The WUMFA annual convention will be held March 29-30 in Green Bay, WI. (See more on page 15) I would personally like to invite all WUMFA members to attend. Cindy and I will be on site and look forward to meeting and getting to know you better.

I am also looking forward to streamlining WUMFA operations and making both of our organizations and our industry stronger by banding together. It truly is the POWER of ASSOCIATION at work!

Back on this side of the pond the Michigan Floral Association recently held its board of directors' elections. I would like to say a big thank you to Kim Herbers of Saginaw Valley Flower Exchange who is stepping down after serving a three-year term as a director

at large. I would also like to thank Jim Schmidt of Hyacinth House who is stepping down after 15 years of service on the board as the MFA treasurer. Jim has put in countless hours of service to MFA helping to keep our books straight and our budgets in line. Thanks to both for all you do for our Association!

At the recent annual meeting the board nominated and voted in Bob Patterson of Patterson's Flowers in Big Rapids, Reed City and Cadillac to serve a one-year term as president of the MFA. They also nominated and voted in Tim Timinski of FloraCraft in Ludington to serve a one-year term as vice president. After the vote Kevin Adamo of Country Lane Flowers in Howell was appointed to serve as treasurer. A complete list of the board of directors is on page 3. ✿

MFA Election Results

Members of the Michigan Floral Association have elected five members to the board of directors. Candidates in Regions 1, 2, 5, and 6 ran unopposed. Chris McGahey won the director at large post. The Association thanks his opponent Tom Swientek for running a good campaign and appreciates all he does for our organization. All directors will serve a three year term ending in December of 2016.



Chris McGahey
Director-At-Large



Debbie Custer
Region One



Debbie Royal, AIFD, CF
Region Two



Jeannette Gaudreau-Ballen
Region Five



Tim Timinski
Region Six

INDUSTRY INFO

Endowment Scholarship Winner Tours Europe

Earlier this year, Brooke Gasteyer, a University of Wisconsin–River Falls senior, was awarded the 2013 Markham–Colegrave International Scholarship, funded by the American Floral Endowment and the David Colegrave Foundation.

This award allowed her to spend five months in Europe as a horticulture intern at Gärtnererei Umbach, a wholesale nursery in Germany. She worked with primulas and violas and later planted new plants and took goji cuttings.

She visited other greenhouses and nurseries in Germany and had the opportunity to visit botanical gardens all over Europe including Kew Gardens in England and the Keukenhof Gardens in the Netherlands. In addition she learned a great deal about plant breeding at Floranova, a flower seed breeding company in England.

In her report she noted, “My goals for this internship were to learn as much as possible about horticulture in Europe...and learn about the technology that is used so that I could bring back ideas to the United State for use in my future career.”

Applications for over 20 plus American Floral Endowment scholarships are due by May 1 each year. For more information visit www.endowment.org.

Announce AIFD Evaluation Deadline

Floral designers who wish to earn the Certified Floral Designer designation or have the ultimate goal of becoming an accredited member of the American Institute of Floral Designers can submit an application for the 2014 Professional Floral Design Evaluation by the April 15 deadline.

To be eligible to participate in the PFDE a designer must first successfully complete one of five education pathways. Once completed, he or she may then enroll into the

two-part PFDE system by registering as a candidate and completing their application to participate in the PFDE in Chicago.

The candidate will receive a copy of “The AIFD Guide to Floral Design: Terms, Techniques and Traditions” and will be instructed to take the online test based on educational objectives and knowledge from this reference tool. They must successfully complete the online test with 80 percent or better by May 1, 2014.

The candidate is then eligible to participate in the PFDE live design session, July 1, 2014, in Chicago two days prior to the opening of AIFD’s National Symposium “Transition Transformation.” Advance registration for the PFDE is required and must be received by April 15.

During the live evaluation, candidates will have four hours to create five specified designs which will then be evaluated by seven AIFD members. AIFD provides the candidates all flowers and hard goods necessary to complete the designs.

To enroll to earn a CFD or to learn more about this recognition program please visit <http://aifd.org/membership/become-cfd-and-aifd/>.

Teleflora Celebrates 30 Years of Education

This year Teleflora celebrates 30 years of providing educational classes for florists. The company has announced the 2014 schedule taught by its team of floral and technology experts at the Education Center in Oklahoma City, OK. The Education Center is a certified AIFD pathway provider and education partner of AIFD.

“30 years of providing first class hands-on education is a track record not many schools can claim” said Marie Ackerman, AAF, AIFD, PFCI, vice president, education.

Classes kick-off in March and will continue through October. Eight classes will cover a variety of subjects focusing on wedding, funeral, and European designs. Classes on business are also offered for shop owners and managers who want to run a more efficient and professional business.

New to this year’s curriculum is “The Art of the Party – Creating and Selling Profitable Events” a seminar that will teach florists how to create and sell parties profitably. It will also explore the types of things event professionals need to have in their portfolio of services. This class will be taught by the center’s newest instructor, Tom Simmons, who owns and operates a successful event and design company. Simmons, an active member of the floral industry for more than 35 years, is a past national president of AIFD and currently serves as treasurer on AIFD’s board.

Other instructors include Marie Ackerman; Susan Ayala, AIFD, PFCI; Tom Bowling, AIFD, PFCI; Paul Goodman, CPA; Els Hazenberg, AAF, AIFD; John Hosek, AIFD, PFCI; Vonda LaFever, AIFD, PFCI; Joyce Mason–Monheim, AIFD, PFCI; Kevin Ylvisaker, AIFD, PFCI;

For more information on Teleflora’s Education Center or to register for classes, call (800) 456-7890 ext. 6234. A description of each class can be found online at www.myteleflora.com.

Welcome New MFA Members!

Give them a call and welcome them to the MFA group!

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WEDDINGFEATURE

A Fairy Tale Wedding

BY COLLEEN CARR, AIFD, CF AND CINDY CHING, AIFD, CF

As if part of a fairy tale novel, a dream wedding took place on a sunny November morning in Madison, Wisconsin. Laughter and love, luxurious ice sculptures and beautiful flowers could all be found at Monona Terrace, a Frank Lloyd Wright designed building on Lake Monona. After months of planning and preparation, sparing no expense, the joyous event also provided John Hosek, AIFD, CAFA, CF, PFCI, of Surroundings Events and Floral, Verona, Wisconsin, and his team the perfect platform to produce an opulent display that pushed this fairy tale over the top.

The wedding's theme was based around white birch branches, pine cones, and crystals. The bride's colors were plum and white accented with hot pink. Nine bridesmaids and groomsmen accompanied the bride who carried an all white bouquet of gardenias, roses, peonies and stephanotis (pictured on the cover). The bridesmaids carried a mixture of lavender and hot pink roses, purple stock, purple lisianthus, and sweet William with dusty miller as a collar.

At the large church where the ceremony was held, forty bouquets decorated every second pew. The front of the church was decorated with fifteen foot birch branches attached to a metal pole with a grouping of flowers draped down the display leading to a graceful dusting of petals at each base.

The reception on the terrace had a wall of birch trees, made with birch branches all hooked together. The wall was constructed on steel tubes attached to special steel plates. In the trees were big balls of white carnations with glistening snow on them, hanging crystal garlands, and dendrobium orchid leis. As you walked through the opening in this glistening wall, you saw a beautiful ice sculpture complemented with a very large glitzy silver and plum arrangement.

The reception tables had three different styles of floral displays. The first featured a display of tall bundled birch branches on steel poles. On the branches were votive lights hanging on metallic silver wire at different heights, crystal garlands and short dendrobium orchid leis. At the bottom of the tree were five bubble bowls filled with different flowers: lavender roses; hot pink roses and Vanda orchids; hot pink alstroemeria and Vanda orchids, and two with white hydrangeas.

The second display featured a tall crystal vase filled with water pearls and Vanda orchids, with a base light under it. There was a large grouping with the same flowers and birch branches coming out the top.

The third arrangement was a large compote silver container with two large birch branches, pink ranunculus, lavender roses, Vanda orchids, James Story orchids, hydrangeas, pink roses, and sweet William.

Every table had a flower arrangement and every table had a spotlight on the flower arrangement. Lighting is very important in making an event say what you want.

John Hosek landed this event from a referral and he expressed how important networking is in the floral and event planning industry. He noted, "By doing my



Pew bouquets consisted of roses, dendrobium orchids, and hydrangeas along with filler.



Wedding guests were welcomed in their rooms with a chic gift basket and a small hand tied vase arrangement.



Mothers of the bride and groom had a unique hand tied bouquet with a lanyard style strap which allowed it to hang. These bouquets incorporated plum James Story orchids, white gardenias, and roses.

best on each and every event, I'm able to build a rapport with vendors. Winning a large event isn't easy but there are small steps you can take to work towards that goal.

"When a bride comes in I talk to her about what she visualizes on her dream day; I get her excited about her bouquet. This bride told me 'I love white birch trees, and pine cones. I also love crystals and glistening. I want it to be magical and fabulous!'"

The bride's mom loved the fact that John could take care of almost everything... it was one stop shopping. He has connections with lighting, limousine service, linens, catering, and cake which made for one stop shopping for the bride and her mother.

At the next appointment John made story boards with sketches of birch trees with crystals and flowers and centerpiece concepts so that the client could visualize the event. The bride loved it! When doing sketches and concepts use the props and containers that you already have, then borrow or buy the rest. Make sure in your pricing you cover the cost of the product you must buy so the next time you use, it will make you money. This is a risky part of the event work because you have to forecast what you can resell again.

Planning a wedding is a lot of work and you need a great support person who is able to do it all for you, because the larger the event the more things to coordinate and get right. John's right hand support person is Rick, He was there to help with



The head table decorated with birch branches, hanging crystal garlands, and a flower arrangement at the base.

Two large wreaths, containing hydrangea, lavender and white roses, and purple and lavender carnations, accented the church entrance.



all the planning throughout the event. John and Rick made a planning agenda, for the whole year; day to day close to event.

All the floral work was divided in sections, with a time schedule for each section such as bridal and body flowers, church flowers, reception centerpieces and reception décor. Each item had a recipe to follow. Along with figuring all the time and supplies you must figure space configurations, refrigeration needed, storage areas and delivery to the church and event. Some event designing can be done on site but with a large event and large trees designing needs to be done before hand. Always have a back up plan if plan A does not work.

According to John "It's a must to have a written signed contract for any size wedding or event. If you don't, they can take your ideas and go elsewhere plus you need it to protect yourself. I always have a contract for fundraiser events, too. I get 1/3 deposit down for any size wedding or event to hold the date and event. I do charge \$50 for the first appointment and this can be applied to the wedding or event. Whatever your goal, be it a \$3,000 wedding or a \$15,000 wedding, you must always make a profit.



If you do it successfully you will get referrals and these referrals will help you reach the next level.

"Yes, you always want to do add-on sales, they are the cherry on top. We added gift baskets and flowers in the guest rooms at the hotel. We offer favors for the bridal party and have a person who hand paints a picture of the bridal bouquet on canvas. We frame it and it makes a memorable add-on sale for the bride.

"In the bride's bouquet I always use tissue paper and cello, wrap it and then have the bride close her eyes, open it and see the bouquet. The cello always should have a sticker with your company name. You need

to market and advertise your company name all the time. We put corsages and boutonnieres on a silver tray, which looks elegant and makes a nice presentation. Always have your business cards on you. On small wedding I will give a free throw away bouquet. For a large wedding, I will give a gift. This strengthens the connection and many times leads to work for future floral occasions." *

Photos courtesy of Michael Mowbray, Beautiful Portraits by Michael, De Forest, WI, www.beautifulportraits.com and Colleen Carr, AIFD, PFCI, Bella I-venti Beautiful Events, Brighton, MI.

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Tips for Winning Over Your Brides

BY DEBORAH DE LA FLOR,
AIFD, PFCI,
DE LA FLOR GARDENS,
FT. LAUDERDALE, FL

- ▶ Make sure your shop looks its best. People like doing business with professionals, so put your best foot forward.
- ▶ Have a designated area in your shop just for the wedding consultation, free from distractions.
- ▶ Consider purchasing a large digital picture frame, so you can have photos of your work for the bride to see. It's nicer than your old photo albums.
- ▶ Always offer refreshments, a cup of coffee, bottled water, something. Or you can blow them away by offering a glass of champagne!
- ▶ If you happen to have a wedding in progress, be sure to take her back to show her what you are working on.
- ▶ Give her a small bunch of flowers to take home after the consultation, preferably some of the flowers or colors you have discussed for her wedding.
- ▶ Make your bride feel like she is important to you. This is the most important day of her life; make her understand that it's just as important to you.
- ▶ Brides love it when you create a sample right in front of them. Even if you just bring out a bunch of loose flowers in the colors that she wants, she can see how they look together. The extra effort on your part will be appreciated, and remembered.
- ▶ Be as flexible as you can, she is liable to change her mind a couple of times. Let her know that you can always make changes or adjustments. Weddings are stressful enough already, don't add to it. She'll appreciate it, and better yet, she'll tell her friends!

BUSINESSADVICE

Ensuring You Have the Best Insurance Coverage

BY STEVE GRINNELL

The winter in Michigan this year has brought us an unusual number of weather events which have resulted in an array of incidents that have affected all of us both personally and in our businesses. High winds, ice storms and snow storms with higher than normal accumulations have created havoc for retail florist and greenhouse operations.

This has resulted in many insurance claims, and, unfortunately, for some of our non-customers who have made inquiries, the bad news is their insurance policy(s) did not provide coverage for their particular incidents.

Now is probably a good time to review your policies to make sure you have the proper coverage. Besides the standard coverage we immediately think of, such as your building and contents, here are some other items you need to discuss with your agent:

Business Interruption/

Extra Expense – The ice storm and subsequent power outage literally put some operations out of business for a number of days or weeks just before the Christmas holiday. This resulted in not only lost sales during the outage but slower than normal sales after re-opening. This coverage provides you money to make up for some of the loss. To me this is as important as any other coverage. More businesses go out of business after a catastrophic loss because they did not have this coverage than due to the actual loss itself. Also you may incur “extra expense” such as relocating temporarily, additional wages, renting a generator, etc. that you would normally not have to pay for had the claim not occurred. These items would be covered.

Equipment Breakdown/

Electronic Equipment – This coverage is important any time of the year when your equipment suffers damage or destruction due to power surging, both internal and external. In the floral industry we think of our coolers, but don't forget computer systems, Point of sales systems, phone systems, fax machines and HVAC systems. These can also be affected by water damage and can ruin the entire system.

Spoilage – When the power goes out, it does not take long for your fresh cut flowers to go bad. Make sure you have this coverage. Put a pencil to what it would cost to replace all of your stock at once, it adds up quickly.

Building and Contents – While you are reviewing your policy, make sure your building and contents coverage is up to date. As years pass and we concentrate on our business, it is easy to forget to notify your agent of additions to your building, increased stock and inventory or as mentioned earlier the purchase of a new phone system or other electronic system that helps you run your business.

Also make sure your contents coverage provides for automatic seasonal adjustments when inventory is high. The typical policy will provide an automatic 25 percent increase in contents coverage during peak seasons.

If you own your building and particularly if it is an older building, you need to make sure you are properly covered. Not just in the event of a total loss, but you may have to deal with local ordinances or laws that have changed over the years and have an effect on how you can or must re-build. Also if you do not have enough coverage on your building, you could be subject to penalties inside the insurance policy for underinsurance.

Building Glass – If you have a storefront with lots of glass, make sure your policy has specific coverage for this. Even if you rent or lease your building, it is likely you are responsible for covering the glass even though you do not own the building. Check your lease.

There are other items that are important so the best thing is for you to schedule a review with your agent. It does not cost you anything and you may uncover some gaps in coverage that are important to your business. You can also sell them an arrangement on the way out! ✻

Steve Grinnell is the Michigan Floral Association's endorsed agent at the David Chapman Agency in Lansing, MI. You can contact him at (517)319-8229, cell phone (517) 256-3692 or email sgrinnell@davidchapmanagency.com.

ROSEPARADE

Diary of a Rose Float Judge!

BY RENÉ VAN REMS, AIFD

Happy New Year...
from Pasadena, California!



For many, New Year's Day in the United States symbolizes hope and bright new beginnings.

When Los Angeles and Pasadena were mere villages, there was a Tournament of Roses Parade. One hundred and twenty-five years ago it all started with flower decorated carriages. A tradition began!

Just two years ago, I got a call from the chair of the judging committee. Would I like to consider being a judge for the 42 entries of the "Rose Parade"? I paused, as if I had to think about it. It was quite a rush. Having worked with float builders and knowing many float designers first hand I knew this was a big deal. Yes, I said, followed by many questions!

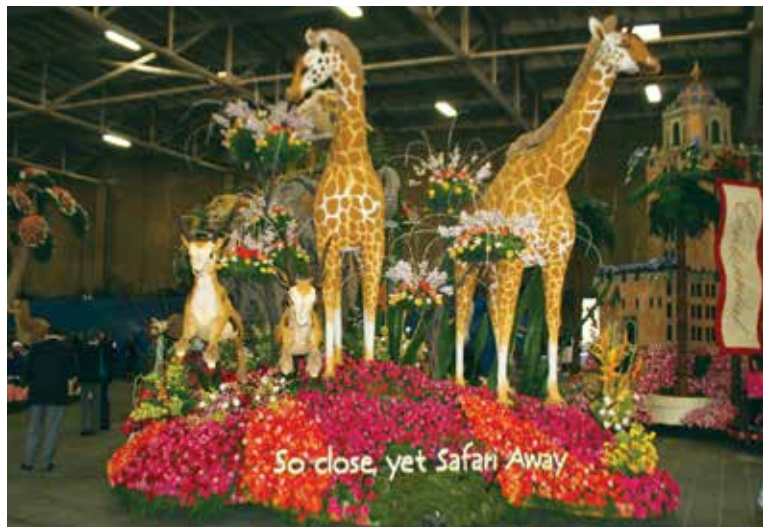
One and a half years later I got a call to discuss the committee's needs and time schedules. Impressive and lots of work! The other two judges, Cheryl Cecchetto, president of Sequoia Productions in Orange County and James Folsom, director of the Huntington Botanical Gardens, were also in place. Awesome people!

Being one of three judges for this world famous parade starts off with a VIP party to meet with all the execs who will be involved in every step of this gigantic event. Then, days start at 6.00 a.m. Lots of protocol. Oh, and don't forget to smile.

Day 1: The judges' limos, committee and I.T. team travel to all 42 floats on the first day, ranging from municipalities like Torrance and South Pasadena, who build their own floats, to the main float building companies such as Phoenix and Fiesta.

It is an education to see each float from "scratch", and to meet the many dedicated volunteers who help for months. Keep in mind that Pasadena had 75 degree temperatures preceding parade time. Fresh flowers arrive but one has to wait, wait, wait and then rush all through the night to complete the float before the judges arrive on day two.

Day 2: Float builders get one minute to explain the float, and judges get four minutes to score the float according to a rather



"So close, yet Safari away" won the Past Presidents' Award for the most creative design and use of both floral and non-floral materials. The float was sponsored by Western Asset Management Co. and built by Phoenix Decorating.



Dole Package Foods presented the winner of the Sweepstakes Award for the most beautiful entry with outstanding floral presentation and design. "Sunrise at the Oasis" was built by Fiesta Parade Floats.



The Founders' Award for the most beautiful float built and decorated by volunteers from a community or organization went to the Downey Rose Float Association's "The Glass Slipper" which was self built.



"Adventures in Space" from Public Storage took the Grand Marshal's Award for excellence in creative concept and design. It was build by Paradiso Parade Floats.

secretive judging score sheet that includes topics like: best use of roses, best animation, best execution of theme, best use of color, and many more.

Then, after the tense exciting five minutes are up, a time keeper rings the bell. "Step away from the float"! A roaring applause follows and a visually tired design crew and volunteers hug and congratulate each other. I cannot explain the emotions. Many cry!

On parade day one has to report at the tournament headquarters, the large Wrigley mansion as seen on television, at 6.00 a.m. to announce the award winners. Many of the sleepless designers are again present. Twenty-four awards are divided between 42 judged floats. Not an easy task when deeply personal emotions are involved.



SeaWorld Parks' "Sea of Surprise" received the President's Award for most effective floral use and presentation. Fiesta Parade Floats was the builder.

That same day, the judges sit together in the VIP bleachers, watching it all go by. One can only ask; Did we do the right thing? Thankfully, the team spirit in the judgemobile started from the minute we met and we all felt strongly that all was done correctly.

For me, the opportunity to witness the 125th Tournament of Roses Parade from "the inside out" complete with the mind blowing logistics was a once-in-a-life-time event which will stay with me forever. ✨

René van Rems, AIFD, is president of René van Rems International, www.renevanrem.com.

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ROSEPARADE

Flowers on Parade



The mayor of Pasadena and his family arrived in a bright red vintage fire truck decorated with white roses, white and green protea and white/green kale.

BY BARBARA GILBERT, EDITOR

This year's Tournament of Roses Parade featured 45 floats, 16 equestrian groups 21 bands and a bevy of brightly decorated vehicles, sponsored by FTD, which showed off the skills of a team of talented designers and volunteers.

Ten vehicles were decorated for the 2014 parade. The vehicles are chosen in October after which the design process begins. The designs are decided upon after looking at photos of each vehicle and the personalities who will be riding in them.

VIP Entry Vehicles were decorated for the President of the Tournament of Roses in the Budweiser wagon pulled by the

Budweiser Clydesdales; the Grand Marshal in a 1950 Oldsmobile 98 convertible; the Rose Bowl Hall of Fame Inductees in a 1950 Oldsmobile 88 convertible, and the Mayor of Pasadena in a PFD 1954 fire truck. Other 2014 vehicles included the Pasadena Fire Department 1889 steamer and 1902 pumper, two vintage Glacier National Park tour buses for the Grand Marshal's family and the sound and pace cars provided by Honda.

For eight years FTD Education Consultant, J. Keith White, AIFD, CFD, has headed up the designs for the VIP Entries. The team of designers this year included Patricia Gomez, AIFD, CFD; Debbie Chenault; Trish Duggan, FTD Flower Exchange and Jean Emery, AIFD, CFD. FTD Flower Exchange supplied all the floral materials and Smithers Oasis provided the floral foam products for all the vehicles.

Prep work begins on December 26 each year and the job has to be completed by noon on December 31. The vehicles are seen in person for the first time on December 27 at the Tournament of Roses House welcome reception. Right after the reception all the vehicles are driven to the Decorators Place Tent across from the Rose Bowl Stadium where the design work begins.

The process of securely attaching the floral foam to each vehicle is completed before any floral insertion is done. All of the floral materials



Taking a break from their decorating tasks are Angelina Nilssen and Keith White.

are processed and placed near each vehicle. It takes approximately one day per vehicle to complete the designs. Each vehicle contains approximately 2,500 to 3,000 insertions. The tent is open for tours each day and several thousand people can see the decorating process. Then millions on parade day see the final designs. ✿

The information for this article was provided by J. Keith White, AIFD, CFD, who has worked on the FTD VIP Entries Car Designs for many years. He is a partner and design director of AANDK Productions and a member of the FTD Education Team.



This year's Grand Marshal was Los Angeles Dodgers broadcaster Vin Scully. The car was highlighted in white and blue with shades of green. Roses, hydrangeas, tulips, hypericum, dendrobiums, mini callas, kale and banksia protea were used to resemble the "microphone".



Riding in the Rose Bowl Hall of Fame car were USC receiver Lynn Swann, Ohio State's Orlando Pace and University of Michigan coach Lloyd Carr. Decorations included several varieties of roses, orchids, callas, tulips. The color scheme featured orange, yellow, green, and brown.



Wisconsin and Upper Michigan Florists Association

2014 Annual Convention

March 29-30

Radisson Hotel, Casino and Convention Center
Green Bay, WI

Sailing the Seven "C's"

Creativity-Cash Flow-Customer Service-Custom Designs-Competition-Communication-Collaborative Crew

SCHEDULE AT A GLANCE

SATURDAY, MARCH 29, 2014

7:30 a.m. - 6:00 p.m.	Registration Desk Open	Entrance Three, Clans Ballroom
8:00 a.m. - 12:00 noon	Design Contest Check-In All Divisions including "Ship Shape Shop Table Top" Sponsored by: WUMFA and WFF	Tuscarora
9:00 a.m. - 2:00 p.m.	Extended CFE Seminar "Sympathy Design Past, Present, Future" Presented by: Sally Rossmiller, AIFD Sponsored by: BloomNet	Huron
12:30 p.m. - 2:00 p.m.	Business Session "Success with Social Media" Presented by: Joshua Steger, Buds 'n Bloom Design Studio, LLC Sponsored by: Wisconsin Floral Foundation	Wolf
2:30 p.m. - 4:00 p.m.	Business Session "Smarter Selling the Floral Strategies Way!" Presented by: Tim Huckabee Sponsored by: FloristWare	Wolf
4:00 p.m. - 5:00 p.m.	Trade Show Opens	Turtle/Bear
4:00 p.m. - 6:00 p.m.	"Starboard Social, Minute to Win It Corsage Bar" Corsage Bar sponsored by Karthaus & Sons, Inc.	Wolf/Turtle/Bear
4:30 p.m. - 5:00 p.m.	"Designer of the Year Run-Off"	Wolf
6:30 p.m. - 9:00 p.m.	"America's Cup" Hall of Fame Dinner Event	Wolf

SUNDAY, MARCH 30, 2014

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Entrance Three, Clans Ballroom
8:00 a.m. - 3:30 p.m.	Trade Show Open	Turtle/Bear
8:45 a.m.	Opening Remarks	Wolf
9:00 a.m. - 10:15 a.m.	Main Stage Design Show - Everyday "Sailing High on the Building Blocks of Design" Presented by: Kristi Kratt, AIFD, PFCI Sponsored by: FTD	Wolf
10:15 a.m. - 11:00 a.m.	Trade Show Shopping	Turtle/Bear
11:00 a.m. - 12:15 p.m.	Main Stage Design Show - Wedding "Celebrate the Couple" Presented by: Bert Ford, AIFD Sponsored by: Teleflora	Wolf
12:15 p.m.	Raffle Concludes	Wolf
12:15 p.m. - 1:30 p.m.	Luncheon and Business Meeting Keynote: "Be a Better Manager!" Presented by: Tim Huckabee Sponsor: FloristWare	Wolf
1:30 p.m. - 2:00 p.m.	Trade Show Shopping	Turtle/Bear
2:00 p.m. - 3:15 p.m.	Main Stage Design Show - Sympathy "The Sweetest Soul in This House Is Gone" Presented by: Sally Rossmiller AIFD Sponsored by: BloomNet	Wolf
3:30 p.m.	Auction and Raffle Away!	Wolf

2014 WUMFA Presenters



JOSH STEGER is a designer of floral arrangements, home interiors, custom weddings, and fiber arts. He is the co-founder of Buds 'n Bloom Design Studio in De Pere, WI, with his partner Jerad Karcz. His career has included leading banquet staff, banking, insurance, adult education, floral design, interior design, and many musical performances. The studio, founded in 2007, specializes in creating original

designs for any occasion and every season. Steger's floral designs have been featured in many local venues including Fox 11, *The Wedding Magazine - Green Bay*, and The Breath of Christmas Home Tour.



BERT FORD, AIFD, PFCI, is the owner of Ford Flower Company in Salem, New Hampshire. He is a graduate of the University of New Hampshire with a degree in plant science. He specializes in creating different and unique designs, incorporating nature, art, and current trends and has extensive experience in flower shop operation, management, and buying and selling techniques. His work has been featured

in numerous publications including *Flowers&* magazine. Additionally he has served as president of Teleflora's New Hampshire-Vermont Unit and is a member of Teleflora's team of Education Specialists.



KRISTINE KRATT, AIFD, PFCI, co-owner of Schaffer Designs, Philadelphia, PA, specializes in permanent botanicals, merchandising and showroom installations. She started working in overseas product development in 2004. Since then, she has done special event design, design shows, workshops, and televised interviews using her expertise in color, marketing, trends, and principles

and elements of design. Her presentations at national conventions, state floral association conventions and national garden clubs focus on modern, trend-driven designs marketing. She is co-creator of multiple award-winning exhibits at the Philadelphia Flower Show and is currently working as a freelance designer and serves as an FTD Education Consultant.



SALLY ROSSMILLER, AIFD, CFD, credits her 28 years of experience in the floral industry for perspective, curiosity and a sense of humor. She has worked as a floral educator, stage presenter, retail designer and manager, freelancer, wholesale salesperson, and WUMFA officer. Her sympathy, holiday, and wedding work have won awards including WUMFA's Best of Show trophy. She is a

go-to person for regional professional florists and a frequently sought lecturer and presenter for association and wholesale shows, college horticulture programs, local civic and garden clubs, and school programs. Currently, she works for Metcalfe's Market in Madison, Wisconsin, as floral manager and director.



TIM HUCKABEE, AIFSE, started working at a high-end flower shop in 1993. He handled telephone sales, customer service issues and dealt with walk-in customers. He realized that there was a dire lack of sales and service education in the industry and started his company FloralStrategies in 1997. He has visited thousands of florists to teach them how to give better service, increase their sales and make

better use of their POS system. He writes a column, CSI: Flower Shop, in *Floral Management* magazine and is a frequent speaker at state and national floral conventions. In 2011 FloralStrategies launched the first and only monthly training webinar series in the floral industry.



2014 WUMFA Convention Sessions, SATURDAY, March 29

Extended CFE Seminar: Sympathy Design Past, Present and Future

Presented by Sally Rossmiller, AIFD

Sponsored by BloomNet

Date: Saturday, March 29, 2014

Time: 9:00 a.m. – 2:00 p.m.

Location: Huron



Improve your design skills in this hands-on class for beginners and intermediate level designers, focusing exclusively on sympathy work. Learn basic construction methods for casket sprays and standing easels. Expand your repertoire of design styles to acknowledge today's trend towards cremations and life celebrations. Experiment with custom symbolic design.

Students should bring one of the following: a small plush animal, a framed photograph (not a portrait), deer antler, feathers or dance shoes. Students must also bring design tools: knife, bunch cutter, scissors, and wire cutter.

Business Session: Success with Social Media

Presented by Joshua Steger

Sponsored by the

Wisconsin Florist Foundation

Date: Saturday, March 29, 2014

Time: 1:00 p.m. – 2:30 p.m.

Location: Wolf



This program will focus on how to use Facebook, Twitter, Pinterest, Instagram, LinkedIn, Google+, your own website, and blogs to create an online following. Learn how to successfully use social media to promote your work and gain new business.

Business Session: Smarter Selling the FloralStrategies Way!

Presented by Tim Huckabee, AIFSE

Sponsored by FloristWare

Date: Saturday, March 29, 2014

Time: 3:00 p.m. – 4:30 p.m.

Location: Wolf



Join Tim Huckabee, AIFSE, president of FloralStrategies in this fun, idea-packed workshop. He will introduce his company's program which is used in successful flower shops around the world. Expect to learn new skills and techniques that will provide an immediate, dramatic and permanent boost to your average sales!

Sailing the Seven "C's"

Creativity-Cash Flow-Customer Service-Custom Designs-Competition-Communication-Collaborative Crew

2014 WUMFA Convention Sessions SUNDAY, March 30

Main Stage Design Show: Everyday Sailing High on the Building Blocks of Design

Presented by Kristine Kratt, AIFD, PFCI

Sponsored by FTD

Date: Sunday, March 30, 2014

Time: 9:00 a.m. – 10:15 a.m.

Location: Wolf



Do you know your principles and elements of design? They are the building blocks used to create any work of art, from painting to architecture, and, of course, floral design. In this program, you will learn how to apply basic rules to enhance your everyday designs, and then see how far you can bend and stretch them into creative, organic, sellable works of art.

Main Stage Design Show: Wedding Celebrate the Couple

Presented by Bert Ford, AIFD

Sponsored by Teleflora

Date: Sunday, March 30, 2014

Time: 11:00 a.m. – 12:15 p.m.

Location: Wolf

teleflora.

This program will feature clean, classic, and cohesive designs for both the ceremony and the celebration! In addition, building consumer confidence, consultation tips, and cost cutting ideas will also be covered. Be sure to attend this informative session that will help you improve your wedding business.

Business Meeting and Luncheon: Keynote: Be a Better Manager

Presented by Tim Huckabee, AIFSE

Sponsored by FloristWare

Date: Sunday, March 30, 2014

Time: 12:15 p.m. – 1:30 p.m.

Location: Wolf



Tim Huckabee, AIFSE, president of FloralStrategies, has taught in over 3,500 retail flower shops around the world and seen it all. He will share a set of the best practices used by these successful flower shops to keep their staff motivated, engaged, productive and efficient. Get ready to take notes, ask questions and get involved!

Main Stage Design Show: Sympathy The Sweetest Soul in This House Is Gone

Presented by Sally Rossmiller, AIFD

Sponsored by BloomNet

Date: Sunday, March 30, 2014

Time: 2:00 p.m. – 3:15 p.m.

Location: Wolf



How do you evolve and thrive in an era of modern grief rituals where condolences are sent on-line, services last a mere two hours, and "in lieu of flowers" finds its way into every obituary? How do you convince clients, funeral directors, clergy and yourself that flowers still are relevant in the grieving process? Join Sally Rossmiller, AIFD, in imagining a "Celebration of Life" for one of the sweetest fictional souls in modern television. Learn how to move beyond the customary to creative custom work that tells the story of a life. See how you can help your clients reimagine sympathy flowers to reflect modern sensibilities and express feelings. Find the compassion and the courage to ask your clients, "What's the memory you want to share?"



Sailing the Seven "C's"

Creativity-Cash Flow-Customer Service-Custom Designs-Competition-Communication-Collaborative Crew



2014 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. Designer competitors will receive professional recognition for their work, certificates, cash awards, recognition at the annual business meeting/luncheon and in the newsletter.

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 for the enrichment of the art of floral design. Best wishes to all who enter and congratulations for your efforts to achieve design excellence.

Design Contest Categories

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 categories.

THEME 1

Ships Ahoy Birthday Party Design for a Child

This child is having a pool party and needs a fun birthday centerpiece with a rubber ducky or toy boat as the focal point. All materials are permitted except permanent botanicals. Display space is limited to 24" x 24" square with no height restrictions. Any materials that flow over the space restriction will be disqualified. Wholesale value not to exceed \$30 and must be accounted for on the cost form provided in the packet. The toy or duck is not included in the wholesale cost. Entry must be secure enough to withstand touching and handling by judges.

THEME 2

Anchors Away My Friend – Sympathy Design for a Sailboat Captain

Construct a fitting sympathy tribute for a ship's captain using a rope and some sort of anchor replica within the design. The design would rest on a column pedestal at the funeral home. Size should not exceed 36" x 24" with no height restriction. Wholesale value should not exceed \$75 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by judges.

THEME 3

Destination Island Wedding Bouquet

This bride needs a unique and beach themed bridal bouquet incorporating two of the following items: seashells, coconuts, driftwood, palm leaves, or a fish net. Colors should be vibrant and colorful for this tropical island seaside wedding. The bride desires a bright, colorful, and unique hand held bouquet to match her adventurous nature. Wholesale value not to exceed \$50 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by judges.

PROFESSIONAL DESIGNER OF THE YEAR DIVISION

PHASE ONE

Shipwreck design you make at your shop and bring to the convention.

You've been shipwrecked on a tropical island. Create a design that incorporates tropical flowers. Vessel can be made of wood, glass, or ceramic. No size limitations and a wholesale value not to exceed \$100. Material costs need to be listed on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by judges.

PHASE TWO

You will compete live on stage at the convention for this part of the contest. A surprise package of materials will be provided for each contestant.

This category is open to accredited AIFD, WUMFA certified florists and Academy professional designers. (Academy qualified designers are those who have accumulated the minimum 50 points from past WUMFA sponsored design contests.) This is to recognize individuals who have consistently achieved high ratings and placements in the design contests. The Designer of the Year will have his or her name engraved on a traveling trophy which they can display in their shop and use in a press release notice. Contestants must be WUMFA members in good standing.

NEW!

TABLETOP SHOP DESIGN COMPETITION DIVISION

This year WUMFA will be adding a new and exciting "shop" category to the design contest. Instead of an individual from a shop entering the contest in a particular category, the entire shop personnel may compete together, whether two or ten. The competition will take place on Saturday afternoon at the annual convention. All designs will be completed on site making for a fun and interactive event.

Create a tabletop setting that carries out the theme of our convention "Sailing the Seven C's". This table top creation will be used for the recognition dinner on Saturday evening so remember to include space for table settings. China, goblets and silverware are provided by the hotel. The table size is a 60" round with white standard table linens. Use only clear glass containers no taller than 24", fresh flowers, at least two Oasis® creative accessories and a minimum of props with a total height of restriction of 5' above the table. There are no price restrictions so you can create the most magnificent table setup. The exhibit must be secure with solid construction/mechanics to withstand seating and movement of guests, touching and handling by judges, etc. Keep in mind you will have one hour to set up the table. Participating shops will be responsible for tear-down of their table following the dinner. WUMFA bears no responsibility for damaged or stolen items.

DESIGN CONTEST REGISTRATION

If you are interested in entering any of the design contests go to WUMFA.org, click on the Upcoming Events tab and download the Design Contest Registration Package. Also, be sure to check the box on the registration form and send in your entrance fee. If you have any questions, please contact the Design Contest Chairperson Kae Nilsson at fcmercer@centurytel.net.

DESIGN CONTEST RULES

1. The contests are open to all WUMFA members and their employees in good standing. (Dues paid in full by March 1.)
2. Contestants may enter as many classes as they wish, but only one entry per class per person.
3. Each contestant must fill out an identification slip for each entry. Entry envelopes and identification slips will be provided at design contest check-in.
4. The contest will be held at the Radisson Hotel and Conference Center in Green Bay, WI, on Saturday, March 29, 2014. Designs must be entered on Saturday, March 29, 2014, from 8:00 a.m. – 12:00 noon. Contest entries will be placed in the contest room by committee members only, unless the entry requires a minimal amount of prop set up per instructions of the category. Entrants will not be allowed into the judging area until judging is complete.
5. Props and accessories, if allowed, must not dominate the floral design. All designs must contain at least 70 percent fresh product.
6. When a price limit is required, everything used in the arrangement must be itemized on a cost card attached to the entry. Your container, hard goods and fresh items not listed on the provided price list must be itemized at wholesale market price. The pricing of fresh flowers will be provided. For any item not listed on the wholesale price list use the actual wholesale price in your area. DO NOT write your name on the cost card. Entrants not providing this information will be disqualified.

7. Prizes will be awarded for designs that best fulfill the class requirements.
8. All score sheets will remain with the contest entries to help educate and encourage the contestants. Constructive comments will be made at each judge's discretion.
9. The designer deemed Best of Show will be selected from the first place winners in the Professional Division. The winner will receive a certificate and a traveling trophy. The decision of the judges is final.
10. Points are awarded in each placing as follows: 1st place: 10 points; 2nd place: 7 points; 3rd place: 5 points. Fifty points are needed to gain admission into the Designer of the Year competition with at least 20 points earned from 1st place awards. New Designer of the Year members will receive a plaque commemorating their achievement and be invited to compete in next year's Designer of the Year Competition!
11. The contest winners will be announced Sunday afternoon. Entries may not be removed until after the winners have been announced.
12. Judging will take place with a minimum of three judges following the rules of order.
13. The judges have the right to disqualify any entry or entrant that does not, in their judgment comply with contest rules. Decision of the judges is final.
14. WUMFA assumes no liability for lost or stolen goods. Items of great personal value should not be used.

DESIGNER OF THE YEAR CONTEST RULES

This is a live on stage design contest.

1. The contest is only open to WUMFA members in good standing. (Dues paid in full by March 1) Contestants are asked to report to the contest chairperson 15 minutes before the time of the contest for briefing.
2. Contestants must bring their own work tools. The use of any tool or material not listed under "permitted items" or provided on-site will result in disqualification.
3. Contestants will receive the same assortment of flowers, foliage, containers and props at the beginning of the competition.
4. Size requirements for the design will be announced on site. Any design that does not meet the criteria will be disqualified.
5. Contestants must clean up their work area and exit the competition site before the judging begins.
6. Judging will take place with a minimum of three judges following the rules of order.
7. The highest combined score of the design portion determines the winner. See "sample evaluation form".
8. Contestants are forbidden to speak during the competition. Convention attendees are invited to watch. Spectators may take pictures during the competition but are forbidden from speaking with the designers until after the competition is complete.
9. The winner is invited to compete at the Society of American Florists Sylvia Cup Design Competition and the National Alliance of Floral Association National Designer of the Year Competition. Locations and time to be announced.

See complete rules for all divisions in the Design Contest Registration Package.

Winners will be announced during the Sunday luncheon.

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

TABLETOP SHOP COMPETITION: First Place: \$250, plus merchandise, plus traveling trophy
Second Place: \$100 worth of product • Third Place: \$50 worth of product

WUMFA First Annual Awards and Recognition Banquet "America's Cup" Hall of Fame Dinner Event

Saturday, March 29, 2014 • 6:30 p.m. – 9:00 p.m. • Wolf Deck, Radisson Hotel

Additional Fees Apply

You asked for it and you got it! WUMFA is proud and excited to offer you the opportunity to recognize your fellow industry leaders at our First Annual Awards and Recognition Banquet. Don your fancy duds and head to the Wolf Deck where we will celebrate our 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.

2014 Convention Special Events

Ship Shape Shop Tabletop Competition

Saturday, March 29, 2014 • 4:00 p.m. – 5:00 p.m.

Sponsored by DWF Milwaukee

Location: Wolf



All shops ahoy! Is tablescaping your event design passion? Bring your props and designs to compete in this live competition after the Saturday business sessions. In one hour create and execute a complete tabletop setting that carries out the theme of our convention "Sailing the Seven C's". For further details see the design competition schedule.

Starboard Social and Corsage Bar

Saturday, March 29, 2014 • 4:00 p.m. – 6:00 p.m.

Sponsor: Corsage Bar, Karthauser & Sons, Inc.

Location: Wolf/Turtle/Bear

Mingle with friends, enjoy games, and vote for your favorite tablescape and our NEW Peoples Choice Award. You can also stop by the corsage bar and create a corsage for the evening's events.



Annual Luncheon

Sunday, March 30, 2014 • 12:15 p.m. – 1:30 p.m.

Location: Wolf

After a productive morning of learning, plan to meet for a wonderful sit down luncheon and network with friends old and new. We'll revue the Association's budget and minutes from the last year and introduce you to the WUMFA Board of Directors and new management team.



WUMFA 2014 Annual Convention Registration Form

March 29 - 30, 2014 • Radisson Hotel and Conference Center Green Bay • 2040 Airport Dr. • Green Bay, WI 54313

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

Shop Name _____ Phone _____
 Submitted By _____ Fax _____
 Address _____ E-mail _____
 City/State/Zip _____ Alternate Contact Number _____

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 mark the box.

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

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 8, 2014 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 8, 2014 will not be refunded.

Member	Non-Member (To become a member, visit WUMFA.org)	Saturday Only		Saturday Only – Student		Sunday Only		Sunday Only – Student		Sat/Sun Weekend Pass		Sat/Sun Weekend Pass Student		Optional Events		Table Top Competition Members Only Event, \$60 at the Door	WUMFA Design Contest Members Only Event, \$10 at the Door	Would Like to Volunteer	Total All Events	
		\$50	\$70	\$20	\$30	\$75	\$95	\$30	\$40	\$95	\$115	\$50	\$65	Saturday Extended CFE Seminar: Sympathy Design Past, Present and Future	Saturday "America's Cup" Hall of Fame Dinner Event \$50 at the Door Table for 8 \$300					
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REGISTRATION TOTAL																				

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 March 14, 2014 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 _____ Exp. Date _____ CSC _____

Billing Address _____ City/State/Zip _____

Cardholder Signature _____

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

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EVENTPLANNING

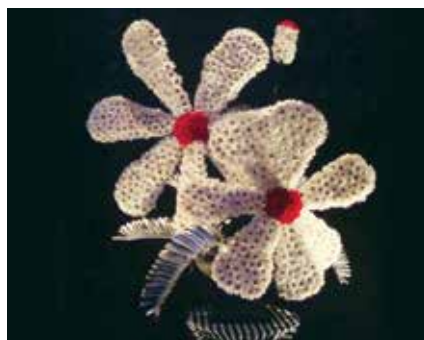
Events... How to Get and Do Them Successfully

BY JOHN KLINGEL, AAF, AIFD, PFCI



A variety of event centerpieces.

This party decoration was created with white daisy pompons, red carnations, and silver robellini palm.



In today's competitive floral market, florists are looking under every rock and between each crevasse for more business. A new year presents a time to take action and seek opportunities to increase sales.

One of the developing trends I've seen as an educator is the ever increasing student interest, particularly in the younger generation, in becoming an event planner who offers flowers and floral services. Diversification is the key to success. Long gone are the days of waiting in our flower shops for business to walk in the door.

I'm a big believer in connecting with groups of like-minded people. Isolation and fragmentation of an industry drives a business slowly into extinction. Fresh

ideas and new goals are what make life worth while. Who doesn't want to be successful, right? Yet, are we doing all that we can do in that effort?

Here, I've presented a plan that I share with the students on how to get more

business, particularly events, and how to successfully execute them without the hassles. First, let's have a clear understanding of what an event is. The dictionary defines an event as something that happens or is regarded as happening; an occurrence, especially one of some importance. Events are not only weddings; they include funerals, as well as, other life celebrations.

- 1. Educate yourself on how to successfully organize and carry out an event.** I suggest researching the National Association of Event Planners (NAEP). As part of your diversification process, take a course at the National Event Planner Institute and become a Certified Event Planner.
- 2. Participate in bridal shows and connect face-to-face with potential customers.** While it can be costly to purchase a booth, print handouts, place product and staff, this is a workable way to reach out to brides in your market. An important

White lilies set on a mirror surrounded by candles.



DESIGN TIP:

Prepping Containers

BY ALICE WATEROUS, AIFD, CF, CFD, PFCI,
ALICE WATEROUS FLORAL CONSULTANT,
GRAND HAVEN, MI



We know it saves time when using production line methods for design, so save time by prepping containers in multiples as well.

Select an assortment of basic containers and prepare a number of each style. During busy times have plenty ready to go for a variety of price points.



STEP 1

Simple plastic bowls and dishes can be filled with dry foam that has a thin coating of pan glue, eliminating the need for tape. Later, these can be floated in a large sink or tub to soak as needed. A critical word here is “float”, never force or crowd since this creates dry spots inside the foam. The even coating of pan glue holds up well in all temperatures and by doing multiples you only need heat the glue at that time. Estimate the percentage of orders done in foam; then keep enough basics prepped to get through a week or more. Storing dry until needed keeps cooler space available for designed work.



STEP 2

Beveling the edges of a foam block makes post design watering easier since the water flows around the edges and into the container instead of splashing out as it does with a sharp cornered edge. Also less foliage is used since this shape covers easier.

STEP 3

Baskets: Use a block of foam somewhat smaller than the liner, leaving some space all the way around. Then add smaller pieces of foam around the edges, kept low near the bottom of the liner to wedge center block in place; tape may not be needed. Covered wire may be used to secure when there is a question of things staying in place. Make sure liner fits close to the sides of the basket so when design is rewatered, the water stays in the container. If the liner is a bit smaller than the basket, first line the basket with poly foil before the hard liner goes in. No florist wants to find out one of their designs leaked and ruined a recipient’s table.



STEP 4 AND 5

Larger utility style containers utilize dry foam scraps in the bottom. When ready to use, add water mixed with proper amount of preservatives to the container in order to soak dry scraps in the bottom. A large soaked block is added on top and wedged in to stabilize. To secure foam in mache type containers, punch holes near the edge and run covered wire across the top. To keep wire from cutting into foam, use a small piece of sheet moss or a small flat leaf at the contact points. Finally, make sure there is an adequate reservoir of water. Keep in mind, unless the block rests in water, it cannot continue to draw water and provide fresh materials enough to drink.

Another “do ahead”: Make it routine to staple consumer packets of nutrients to each care card provided with designs and packaged cut products so recipients have the opportunity to help their flowers last. In survey after survey, consumers put freshness and long life at the top of the list when asked what they most want from their floral purchase.

If your shop has walk-in trade, be sure to keep small “grab and go” designs in the cooler. By keeping a supply of small baskets in stock and prepped, those short stems can be made into saleable items throughout the day rather than ending up in the trash. ✨

DESIGNERSPOTLIGHT

A Modern Bridal Bouquet

BY JERRY BAKER, CF, WESLEY BERRY FLOWERS, DETROIT, MI
2013 MFA DESIGNER OF THE YEAR

This bouquet is perfect for all the plum colored weddings which will be popular this year. First, I started by creating an armature of silver painted birch branches and used silver wire to bind them securely to form a loosely shaped rectangle.

Weaving the lily grass lengthwise finished the base. Then I added three stems of mini cymbidium orchids, followed by beaded wire and purple dendrobium orchids. Some bling finished off the design. These bold and beautiful colors make an exquisite wedding bouquet! *



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COMPANYPROFILE

Linens and Other Things

BY BARBARA GILBERT, EDITOR

Accessory: an article or set of articles that adds completeness, convenience, attractiveness, etc.

Florists make use of accessories everyday. Parties, weddings, corporate events and other celebratory occasions are essential to the success of a floral business. Supporting the success of these ventures are companies like Connie Duglin Linens.

Over 30 years old, the company located in Worthington, OH, is owned by the Duglin family. Jeff Duglin serves as director of sales and brother Lawrence manages the warehouse. The business began in Tampa and now has 18 locations including Orlando, Atlanta, Indianapolis, Pittsburgh, Charlotte, and Columbus. It was one of the first companies to ship nationwide.

Randy Laipply, regional sales manager, opened the Columbus location in 2006. "The company wanted to expand out of Florida and picked Columbus for its central location. It puts us close to Midwest states like Michigan."

The company does not have a motto as such but Laipply pointed out that quality, customer service, and variety are their main concerns and what they strive to provide for their customers.

After meeting MFA Executive Vice President Rod Crittenden, in Ohio, Laipply became an exhibitor at Great Lakes Floral Expo.

"Our first year was great and 2015 was even better. We made a lot of good contacts. In fact we donated linens to MFA and for Eastern Floral's open house. We look forward to doing more business with Michigan florists and will plan to be back at the Expo this year."

What does the company offer florists? Linens can be profitable for florists and allow more face time with clients. Florist wholesale customers do get a discount to help them make a profit.

"Linens can change a room," noted Laipply. "For instance, we will supply chair covers, sashes, and most importantly pre-tied bows. In fact we are as far as I know the only company that supplies pre-tied bows which make the setup so much easier."



A honeydew confetti tablecloth is combined with apple solid poly chair covers, apple organza sashes and golden rose crushed romance sashes.



The texture of a burlap tablecloth is contrasted with cinnamon solid poly napkins which match the colors in the table arrangement.

This floral arrangement is complemented by an ivory damask tablecloth, pink satin sashes and ivory chair covers.



In addition to providing linens, chair covers, napkins, banquet clothes and table skirting, the company also has some new items for florists. One of the most popular items is the mesh rosette overlay. The rosettes look like carnations or roses on a mesh overlay designed to be put over the tablecloths.

"People want to touch and feel the texture of linens. Shimmery fabrics are very popular. And we make products in shantung, a fabric that is still used in clothing" Best sellers are poly poplin solids, crinkle taffeta, damask, and lamour.

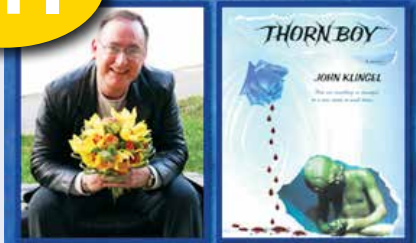
The company has made use of social media with their website www.dlinen.com, a Facebook page, a blog and Twitter.

His advice to florists in difficult economic times is to diversify. "Don't put all your eggs in one basket. You can make money by subcontracting linens and providing customer service in this area for your clients. On www.linenshowroom.com the bride can design their entire room and take it back to the florist to get it done.

Laipply looks forward to working more in the floral industry and sees it as being advantages for both the florist and Connie Duglin Linens. ✿

NOTE: I tried www.linenshowroom.com. It is an excellent tool for wedding work.

FYI



Florist Publishes Novel

Florida florist John Klingel, AAF, AIFD, PFCI, has published a murder/mystery novel, called *Thorn Boy*. The book tells the story of Derrick Stabb, a horticulture student, who gets caught up in a maze of intrigue and insanity when he discovers a clue to an ongoing serial murder case. Derrick must connect the dots between a plant science expert, the expert's Jewish benefactor, the Aryan traits of the murder victims, and the "Thorn Boy," a sculpture brought to the U.S. by Derrick's grandfather after World War II.

Klingel, who worked on the book for four years, is the director of the South Florida Center for Floral Studies, West Palm Beach, FL. The book is available on Amazon in paperback and in a Kindle edition.



Certification Report CF News

BY CINDY CHING, AIFD, CF

We are excited that more florists are getting certified and we want to announce that the next CF testing is June 8, 2014 at Michigan State University. We are offering the Steps Workshop/Class to help you prepare for the CF test on May 28, 2014. We look forward to seeing you becoming a Certified Florist soon! ✻

Design Style Asymmetrical Triangle Design

Asymmetrical Triangle Designs are three-sided compositions in the form of a triangle with unequal sides. Asymmetrical triangle designs are generally considered to be used on less formal occasions.

This asymmetrical scalene triangle design has a vertical axis positioned off center with materials placed unequally on each side. When divided vertically in half, one side may be visually heavier than the other. In this arrangement the pincushion protea brings down the line and the mini calla lilies come to the right and form an obtuse angle, making this design a scalene. Also the weight in this triangle on the right is heavier caused by the mini callas and wire. The flat wire brings more texture and movement to the arrangement. In this arrangement green trick dianthus is used as a base. ✻



CF Flower of the Month



Pincushion Protea

Leucospermum cordifolium

Pincushion proteas come in a variety of colors from red, to vivid orange, to yellow. They are a wonderful focal point in designs. The globular flower is three to four inches across with stems 12 to 18 inches long with a lasting quality of two weeks or more. They are available from July to March.

Design by Tim Latimer, CF, GLFE Design Contest 2013

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Certified Florist Manual & Testing

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

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

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

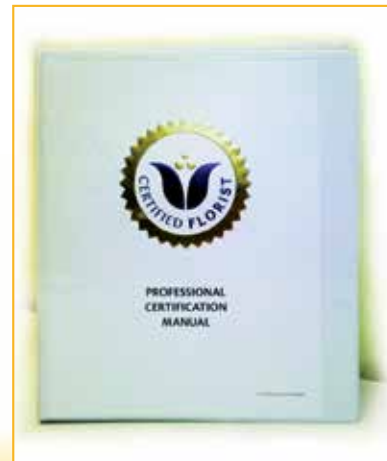
***Cost for manual only is \$399.99 (includes tax & S/H)**

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

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

The CF Manual consists of the following chapters and books:

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



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

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

Advanced Wedding Workshop: Increase Your Wedding Knowledge

Instructor: Colleen Carr, AIFD, CF

Member \$199.95

Non-Member \$299.95

Wednesday, April 2, 2014

Location: MFA Office

Time: 10:00 a.m. – 4:30 p.m.

Lunch Included

Learn labor saving tips that will make your work shine. Colleen will show you the latest sales techniques designed to boost your wedding business. Find out how to put your weddings, events and parties a step above your competition. This workshop will include making several unique hands-on projects, all with new techniques. Colleen will also cover networking with wedding clubs and marketing groups; how to do this and what to look out for. You won't want to miss this class.

“Let’s Get Wired” Workshop

Instructor: Leanna Gearhart-Theye, AIFD, CF

Member \$199.95

Non-Member \$299.95

Wednesday, April 9, 2014

Location: MFA Office

Time: 10:00 a.m. – 4:30 p.m.

Lunch Included

In case you haven't noticed during your most recent trip to your floral wholesaler, there is a whole aisle devoted to wire. Not only your normal green, but beautiful colors in all shapes and sizes. If you haven't explored the wonderful things you can do with wire, then this class is for you. If you only use wire to make little curls for corsages and boutonnieres, then this class is for you. If you can't think of an appropriate way to use wire for sympathy work, then this class is for you. This class will work with all the different types, styles and sizes of wire in ways that will transform your design work. Learn how to use it in different styles of body work (floral necklaces to corsages), everyday designs, bridal and event work, and more. So bring your best wire cutters, bunch cutters, and needle nose pliers and "Let's Get Wired".

For more information and examples, see the display at the Great Lakes Floral Expo.

Floral Design School: Introduction to Design

Instructor: Tim Latimer, CF

Member \$900

Non-Member \$1000

12 weeks of class

Beginning Wednesday, May 14, 2014

6:00 p.m. – 9:00 p.m.

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

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

The class will meet for 12 weeks beginning May 14. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams.

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

Intermediate Floral Design Certified Florist Prep

Instructor: Tim Latimer, CF

Member \$900

Non-Member \$1000

12 weeks of class

Beginning Thursday, May 15, 2014

6:00 p.m. – 9:00 p.m.

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

The CF manual is the text for this course. You may purchase this manual at: www.michiganfloral.org

michiganfloral.org or call (517)-575-0110.

This manual is recommended but not required. All other materials will be included in the registration fee.

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

The class will meet for 12 weeks beginning May 15. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no graded exams. Limited enrollment of 12 will ensure that each student receives personal attention.

Steps to Certification

Instructor: Cindy S. Ching, AIFD, CF

Member \$149

Non-Member \$199

Wednesday, May 28, 2014

Time: 10:00 a.m. – 4:30 p.m.

Lunch Included

Cindy will guide those who plan on becoming a Certified Florist. This session will cover do's and don'ts, methods and mechanics, insight and answers. This is a hands-on experience. Tips on how to prepare for both the written and design portions of the test will be given. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the exam, using all the new CF written and hands-on sections! Attendees will leave with a clear understanding of what it takes to pass the prestigious national CF exam. Class will run from 10:00 am to 4:30 pm with a half hour break for lunch, which is included in the registration fee. Call the MFA office at (517) 575-0110 to register.

Bring your own tools.

CLASSIFIED ADS

SEEKING DONATIONS

MFA Scholarship Committee seeks donations for the 2014 silent auction:

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

HELP WANTED

Floral Designer Wanted for Ann Arbor Florist:

Requirements: One to two years of floral designing experience. Individual desiring to take up floral design as her/his professional career. Reliable, energetic, clean and organized with good sense of business etiquette. Proficiency in speaking and writing standard English. Computer proficient (Dove POS experience a plus). Loves to assist customers with sales oriented approach. Able to commit to approximately 30 hours a week, including Saturdays. Excellent shop for those trying to obtain State and AIFD certification. Please e-mail your cover letter and resume to chelseafloresllc@gmail.com.

Floral Designer:

Reputable event planning company is seeking an experienced Floral Designer. Must be energetic, intelligent, hard-working, detail-oriented, and creative! Must have a fresh floral design portfolio available for review. Experience in floral design/arrangement/hydrating additives/ordering of floral. Professional cover letter and resume required for consideration.

Event planning is a fun and exciting industry but qualified individuals must be dedicated to the cause – making events extraordinary! This means that you must be a team-player, follow direction well, and also have a can-do attitude!

Job Requirements: • Must have at least 2 years of experience in wedding/event floral design • Photographic Portfolio • Must be creative and willing to think outside the box • Must be up to date on new and current trends in floral design • Must have a solid wealth of knowledge about floral • Must be able to lift 20+lbs. • Must be 18 years or

older • Must have a high school diploma • Must have valid driver's license.

This is not an administrative job. Location: Livonia, MI. Compensation: competitive / DOE. Send resumes to: Kristen@Linenhero.com.

Assistant Greenhouse Grower Needed:

We are looking for an assistant greenhouse grower with minimum of 5 years experience. Must be knowledgeable in growing hanging baskets, perennials, bedding plants and seasonal plants. Must have experience in working with pesticides and fertilization. Candidates should be self-motivated and have good communication skills. Contact: Jon_Gerychs@yahoo.com.

Floral Designer Needed:

We are looking for a floral designer with a minimum of 5 years experience. Must be able to design weddings, high style arrangements, corsages, and high-scaled party work. Candidate needs to have good communication skills, be self-motivated and be a team player. Contact: Jon_Gerychs@yahoo.com.

Experienced Designer Wanted:

Want to join an award winning design team? Country Lane Flower Shop, Howell MI, voted #1 Florist in Livingston County for the past 12 consecutive years is looking for a full time experienced designer to add to their team. Must be experienced with wedding and event designs. Call Kevin Adamo at 517.546.1111 or email resume to CountryLanef@aol.com.

Part Time Floral Designer Needed:

MacDowell's in Grand Ledge, MI has an opening for a part time, experienced floral designer. Please call 517.627.4176 or email MacdowellsFlowerShop@yahoo.com.

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

the professional florist

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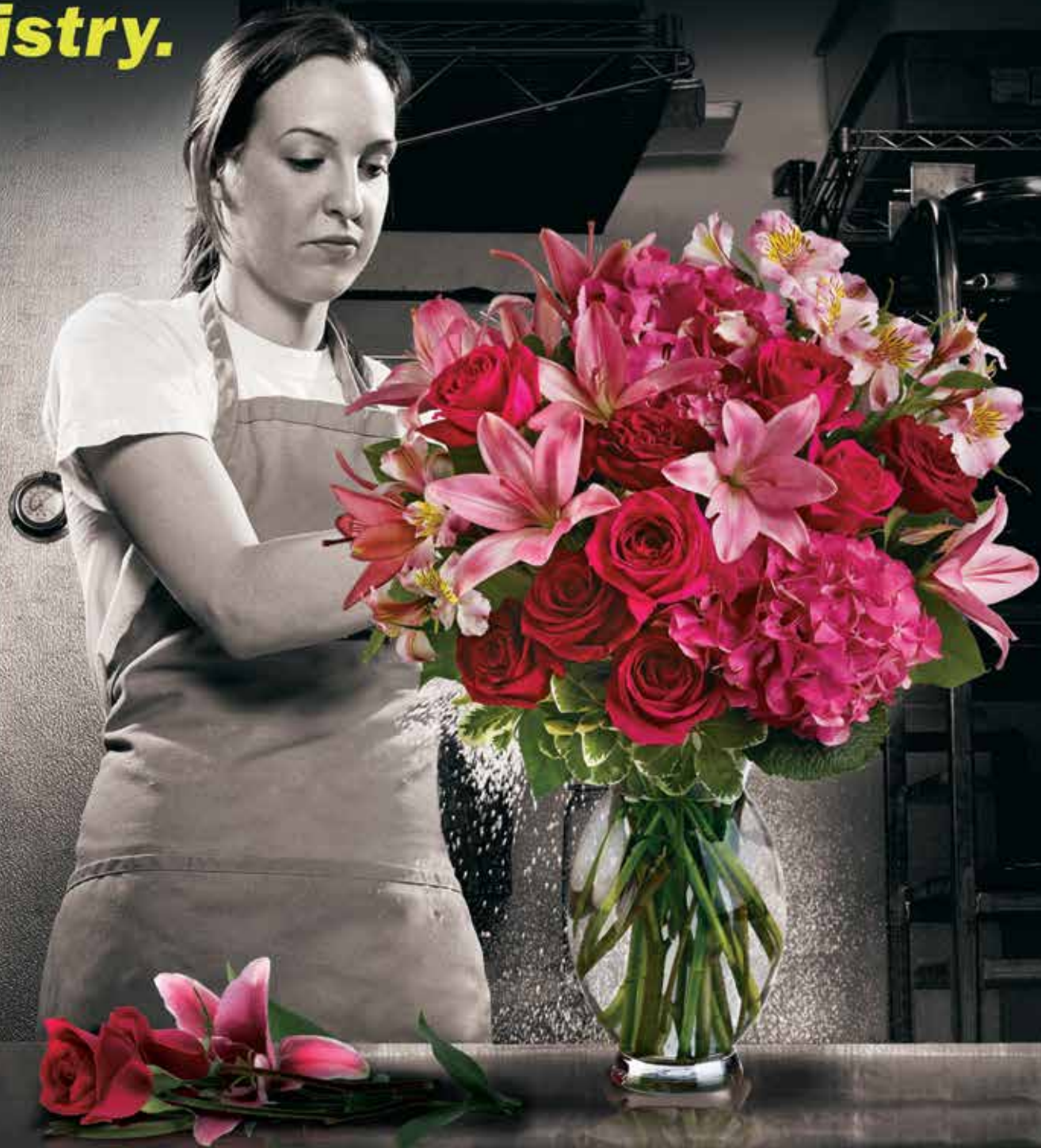
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