

Volume III 2015

**Make  
That Website  
Mobile Friendly**

**2015  
Great Lakes  
Floral Expo  
Wrap-up**

**Increasing  
Your Sympathy  
Business**

**2015  
WUMFA  
Convention  
Wrap-Up**

# the professional florist



Arrangement by  
Enrika Karalius, AIFD, CFD,  
2015 MFA  
Designer of the Year

**DIAMOND AWARD  
WINNING PUBLICATION**  
**MSAE**



# QUALITY EDUCATION: A COMMUNITY COMMITMENT

## 2014 • Course Schedule

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

*Jackie Lacey, AIFD, PFCI, CFD*

September 7-9 **Celebrating Life Everyday**

*Jackie Lacey, AIFD, PFCI, CFD*

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

*Jackie Lacey, AIFD, PFCI, CFD*



Jackie Lacey



Donald Yim

## 2015 • Course Schedule

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

*Jackie Lacey, AIFD, PFCI, CFD*

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

*Jackie Lacey, AIFD, PFCI, CFD*

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

*Donald Yim, AIFD*

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

*Jackie Lacey, AIFD, PFCI, CFD*



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

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

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



**Volume III 2015**

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2015 MFA Designer of the Year

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www.moxymagery.com

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2015 MFA Designer of The Year

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## LEADERSHIPREPORT

# Make That Website Mobile Friendly

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



**Y**our Association's websites are mobile friendly... is yours?

Google has announced changes to its algorithms that will penalize websites that are not deemed mobile friendly. This is in response to the tremendous rise in mobile website traffic over the last few years. Websites typically receive between 30-50 percent of their traffic from mobile platforms (Apple OS, Android, Windows Mobile and Blackberry). Google believes sites that are not oriented toward these users will diminish the user experience on these platforms.

Google plans to indicate to mobile users whether or not a website is "mobile friendly" in Google search results. Furthermore, they plan to prioritize mobile friendly sites in these search results. As far as we're aware, this only affects Google searches on mobile devices, not on desktop and laptop units. However, given mobile traffic is north of 20 percent for most websites and

rising, this stands to be a significant penalty for most websites. What can you do?

Google has a free tool that will test any webpage:

<https://www.google.com/webmasters/tools/mobile-friendly/>

Simply enter the URL of the webpage you want to test. It will probably be best to test your home page and an interior page, especially a page that connects to any online sales that you offer.

If you're found not to be mobile friendly, contact your web developer immediately! Google's algorithm change was scheduled to take place on April 21.

If you have a Wordpress or Joomla content management system, converting to a "responsive design" template should suffice in most cases. Of course, there may be significant design adjustments necessary to accommodate the new template. If your site is custom built in HTML, you'll need to update the coding or make the conversion over to a modern content management system.

A recent article available at Search Engine Watch that goes into greater depth on Google's changes:

<http://searchengineland.com/how-large-is-googles-mobile-friendly-algorithm-larger-than-panda-or-penguin-217026>

One of the best reasons for membership in the MFA or WUMFA is the fact our "Find a Florist" pages on our websites are driven by Google maps. All active retail members are listed and linked on these pages. This not only keeps your search ratings high in Google, it also provides consumers a mobile friendly easy to use platform when looking for a Professional Florist. ✿



## Sandy Schrock Wins Bobbi Cup

**S**andy Schrock, AIFD, PFCI, CFD, center, was the winner of the 2015 Bobbi Cup competition held each March at the annual Chicago Flower & Garden Show. The live competition, honoring Bobbi Ecker-Blatchford, AIFD, CFD, is open to the public who can watch top designers vie for the title. The event was sponsored by the AIFD North Central Chapter, Smithers-Oasis, The Sun Valley Group, and Blooming of Beloit. The chapter also participates via main stage design programs and floral design exhibits. Derek Woodruff, AIFD, CFD, CF, left, was the runner up while John Windisch, AIFD, CFD, right, took third. ✿

# WELCOME New MFA Members!

### Active Retail Members

#### Smith's Flowers Town & Country Jane Stewart

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## 2015GLFEREVIEW

# 2015 GREAT LAKES FLORAL EXPO



1. Bloomnet representatives Cory Brown and Tim Copp.
2. MFA President Bob Patterson, Patterson's Flowers, Big Rapids, MI, at the podium.
3. Convention Chairman Brian Bak, Bakman Floral Design, South Lyon, MI and Jackie McNickolas, Blossom Shop, Hillsdale, MI.
4. Carole and Norm Barlow, Barlow Florist, Hastings, Michigan visit with Bob Friese, AIFD, Fruitport, MI.
5. Working hard, Chris McGahey, Nordlie, Inc., Flint, MI.
6. Gabriel Vega, right, and son Christian, The Queens Flowers, Miami, FL.
7. All dressed up, MFA's Cindy Ching, AIFD, CF, and husband Radford.
8. Sundaram Natarajan and Andy Le from new MFA member gotFlowers?.
9. Volunteer extraordinaire Debbie Patterson, Patterson's Flowers, Big Rapids, MI.
10. Nordlie, Inc.'s Deb Durrant, Grandville, MI, MFA's Rod Crittenden and Carole Berde, AMC Floral, Elk Grove Village, IL.
11. Posing for the camera, Conseulo Lovelady, Mayesh Wholesale, Romulus, MI, Maria Ines Venegas, Alexandra Farms, Bogota, Colombia, and Megan DeMara, Mayesh.





12



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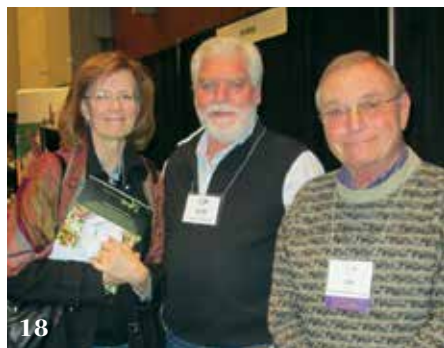
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24



25

- 12. Debbie Kaldenberg, Eastern Floral & Gifts, Grand Rapids, MI.
- 13. Last year's Designer of the Year, Derek Woodruff, AIFD, CF, PFCI, Derek LLC, Traverse City, MI.
- 14. Edward Smith and Eric Bender, Country Lane Flowers, Howell, MI.
- 15. Speaker and exhibitor Greg Gale, Gypsy Deizgnz, Douglas, MI, with Debbie and Gregg Custer, Wedding Celebrations and Creations, Canton, MI.
- 16. Bright Green's James Rizzo from Hartland, MI.
- 17. Jeanette and Scott Ballien, Gaudreau the Florist, Saginaw, MI.
- 18. Jody and Scott DeVecht, Integrated Landscapes, Byron Center, MI chat with Jim Wilson, Norman Smith Enterprises, Paulsboro, NJ.
- 19. Design show presenter Jody McLeod, AIFD, CFD, NCCPE, Annie V's, Clayton, NC.
- 20. First timer Julie Seagraves, The Peacock's Plume, Ann Arbor, MI.
- 21. Teleflora's Kathy Petz, AAF, CF, PFCI, and Janice Curran.
- 22. Kim Herbers, Saginaw Valley Flower Exchange, Saginaw, MI, and Jenifer Swanson, Kaber Floral, LaPorte, IN.
- 23. Lea Kuklinski, CF, Fruit Basket Flowerland, Grand Rapids, MI, clowns around with Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI, Blumz...by JR Designs, Detroit/Ferndale, MI.
- 24. Marie Hemker and Stephanie Burdick, Center Stage Florist, Union City, MI.
- 25. Shirley Grall and Dan Stayback, Michelangelo the Event, South Bend, IN.

## 2015GLFEREVIEW

# 2015 MFA Design Contest Winners

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



### MFA Designer of the Year

Enrika Karalius, AIFD, CFD  
Royal Petal, Crestwood, IL  
*(Winning design on front cover)*



### Chuck Bannow Award

Shelley Adair, CF  
Blumz by JRDesigns, Detroit/Ferndale, MI



### Academy Winner

Doug Bates, CF, CFD  
Flowers by Vogt's, Sturgis, MI

## PROFESSIONAL DIVISION



1st Place

### Theme 1:

#### Seek, Explore, Discover

**1st Place** - Shelly Adair, CF  
Blumz by JRDesigns, Detroit/Ferndale, MI  
**2nd Place** - Paul Sawyers, CF  
Blumz by JRDesigns, Detroit/Ferndale, MI  
**3rd Place** - Kim Slocum  
Proposition, Pickney MI



1st Place

### Theme 2:

#### Wedding Day Dream

**1st Place** - Deana Gress, CF  
Norton's Flowers, Ypsilanti, MI  
**2nd Place** - Enrika Karalius, AIFD, CFD  
Royal Petal, Crestwood, IL  
**3rd Place** - Shelley Adair, CF  
Blumz by JRDesigns, Detroit/Ferndale, MI



1st Place

### Theme 3:

#### Surprise... Surprise!

**1st Place** - Deana Gress, CF  
Norton's Flowers, Ypsilanti, MI  
**2nd Place** - Paul Sawyers, CF  
Blumz by JRDesigns, Detroit/Ferndale, MI  
**3rd Place** - Angela Christie, CF  
Flowers from Nature's Garden, Petoskey MI





1st Place

**Student Division – College/Professional Novice**

**Theme: Seek, Explore, Discover**

**1st Place –**

Marlem Martinez, Joliet Junior College, Joliet, IL

**2nd Place –**

Martina Bode, Wesley Berry Florist, Detroit, MI

**3rd Place –**

Faith Damm, Joliet Junior College, Joliet, IL



1st Place

**Student Division – High School Level**

**Theme: Floral Fantasy**

**1st Place –**

Samantha Parshall, Jackson Area Career Center, Jackson, MI

**2nd Place –**

Nicholas McPhall, Alanson Public Schools, Alanson, MI

**3rd Place –**

Mia White, Oakland Schools Tech Campus SE, Oakland, MI



The Michigan Floral Foundation cordially invites you to save the date and plan to be with us as we induct

**Bob Friese, AIFD**

**into the MFF Hall of Fame**

Wednesday, October 28, 2015, 6:00 p.m.  
 University Club of Michigan State University  
 3435 Forest Rd., East Lansing, MI 48909-7157  
 Tickets \$100 each or \$175 per couple

Call (517) 575-0110 to purchase tickets.

Overnight accommodations available at the adjacent Candlewood Suites, Call (517) 351-8181 mention MFA for \$99 rate by 9/14/15.



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# 2015 MFA Industry Award Winners



**Lifetime Achievement Award**  
Bob Friese, AIFD, Fruitport, MI



**Retail Employee of the Year**  
Pamela Prough, My Lady's Florist Westland, MI



**Wholesaler of the Year**  
Kennicott Brothers, Chicago, IL



**Certified Florist of the Year**  
Arlon Slagh, CF, Holland, MI



**Retailer of the Year**  
Smith Floral & Greenhouses Lansing, MI



**Young Person of the Year**  
Angela Christi, CF, Flowers from Nature's Garden, Petoskey, MI



**MFA Past President's Floriology Institute Scholarship Winner**  
Shelley Adair, Blumz...by JR Designs Detroit/Ferndale, MI



**Wholesale Employee of the Year**  
Ric Gaunt, Mayesh Wholesale Romulus, MI



**Special Recognition Award**  
James Lutke, Spring Lake, MI

**National Service Award** – Jack Howard (not pictured), Teleflora, Los Angeles, CA

**2015 Expo Prize Winners** An overnight stay donated by the **Amway Grand Plaza Hotel** was presented to **Tracey Park**, Park Place Design, Battle Creek, MI. The free weekend pass to next year's Expo was awarded to **Rebecca Geary, CF, CFD**, Be Married, La Otto, IN. Winner of the "Floral Fantasy" prize game at the trade fair was **Beth Fromwiller, CF**, Creation Floral LLC, Imlay City, MI. "Best of Show" Trade Show booth award went to **Mayesh Wholesale**, Romulus, MI. *The Michigan Floral Association thanks everyone for the donations!!!*

# In Appreciation

The Great Lakes Floral Expo would not be possible without the exhibitors, product donors, and volunteers who make the show a success. Please support these companies whenever possible. If your company would like to participate in Together We Bloom, the 2016 Expo, March 4-6, visit [www.mchiganfloral.org](http://www.mchiganfloral.org) or e-mail Rod Crittenden at [rod@michiganfloral.org](mailto:rod@michiganfloral.org).

## Thank you to the Expo Exhibitors!

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Bright Green  
[www.brightgreenusa.com](http://www.brightgreenusa.com)

Chrysal USA  
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Floral Strategies  
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FTD  
[www.ftdi.com](http://www.ftdi.com)

FloristWare  
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Flower Shop Network  
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Mayesh Wholesale  
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MHI Fund/Regency  
[www.mhifund.org](http://www.mhifund.org)

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Sunburst

\*Syndicate Sales

The Queens Flowers

The Sun Valley Group

Wm. F. Puckett Ferneries

## Thank you to the Expo Volunteers!

The MFA would like to extend a special Thank You to the many volunteers who worked to make this year's Expo a great success. We couldn't do it without your hard work and dedication. ✿

## Thank You to the Sponsors!



## 2015GLFEREVIEW

# 2015 GLFE Committee Chairs

MFA thanks the Great Lakes Floral Expo Committee Chairs and all the volunteers who make the Expo a success.



### CHAIR

**Brian Bak**

Bakman Florist, South Lyon, MI



### REGISTRATION/ APPRECIATION/ IMMEDIATE PAST CHAIR

**Teresa Cytlak**

Ridgeway Floral, Three Rivers, MI



### APPRECIATION BOUQUETS

**Kathie Cottrell**

Jackson, MI



### BANQUET

**Garrett Fairbanks, CF, CFD**

Freelance Designer,  
St. Louis, MO



### BANQUET PROGRAM

**Alice Waterous, AIFD, CF, PFCI**

Waterous Floral Consultant,  
Grand Haven, MI



### BUSINESS SESSION CO-CHAIR

**Kiersten Schulte**

Eastern Floral & Gifts,  
Grand Rapids, MI



### BUSINESS SESSION CO-CHAIR

**Laura Parker, AIFD, CF**

Fresh Start Floral Consulting,  
Holly, MI



### CONFERENCE DÉCOR

**Marisa Rakowski, CF**

Freelance Designer,  
Middleville, MI



### CORSAGE BAR

**Sarah Boetsma,**

Picket Fence Floral & Design,  
Holland, MI



### DESIGN CONTEST

**Jerome Raska,**

**AAF, AIFD, CAFA, CF, PFCI**

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



### AIFD AWARENESS

**Helen Miller, AIFD, CF, CAFA**

Flowers & Such,  
Adrian, MI



### CF AWARENESS

**Lea Kuklinski, CF**

Fruit Basket Flowerland,  
Comstock Park, MI



### WORKROOM/PROCUREMENT

**Jackie Burrell, AIFD, CF, CFD**

Flowers From Sky's the Limit,  
Petoskey, MI



### HANDS-ON

**James Lutke**

Freelance Designer,  
Spring Lake, MI



### MFA BOOTH CO-CHAIR

**Bob Friese, AIFD**

Nature's Creative Edge,  
Fruitport, MI



### MFA CO-CHAIR

**Kevin Adamo**

Country Lane Flower Shop,  
Howell, MI



### ON SITE PROCUREMENT

**Chris McGahey**

Nordlie, Inc.,  
Flint, MI

### RETAIL STORE CO-CHAIR

**Thomas Feeney**

Greenville Floral,  
Greenville, MI  
*No Photo Available*

### RETAIL STORE CO-CHAIR

**Glen Powell**

Greenville Floral,  
Greenville, MI  
*No Photo Available*



### REGISTRATION

**Bob Patterson**

Patterson's Flowers,  
Big Rapids, MI



### RAFFLE

**Kim Herbers**

Saginaw Valley Flower Exchange,  
Saginaw, MI



### SECURITY

**Scott Ballien**

Gaudreau The Florist,  
Saginaw, MI



### TRADE FAIR

**Jeanette Gaudreau-Ballien**

Gaudreau The Florist,  
Saginaw, MI



### VOLUNTEER COORDINATOR

**CO-CHAIR**

**Colleen Siembor**

Cardwell Florist,  
Livonia, MI



### VOLUNTEER COORDINATOR

**CO-CHAIR**

**Lea Kuklinski, CF**

Fruit Basket Flowerland,  
Comstock Park, MI



### STAGING

**Ronald Thompson**

Royal Expressions Flowers & Gifts,  
Blissfield, MI

### WITH APPRECIATION

#### DESIGN CONTEST VICE CHAIR

**Leanna Gearhart-Theye, AIFD, CF**

Horrocks Market, Grand Rapids, MI

#### APPRECIATION BOUQUETS HELPER

**Katherine Seeburger, CF**

#### APPRECIATION BOUQUETS HELPER

**Stephanie Burdick**

#### STAGING VICE CHAIR

**Dave Pinchock, CF**

Vogt's Flowers, Flint, MI

#### WORKROOM VICE CHAIR

**Debbie Patterson**

Patterson's Flowers, Big Rapids, MI

#### STAGING/CF INDUCTION

**Arlon Slagh, CF**

Freelance Designer, Holland, MI

# My Expo Experience

BY LAURA BREMKE, THE PLATINUM PETAL, WELLINGTON, OH



**I**n January of 2014 the owner of The Platinum Petal registered all our designers for a corsage show at Nordlie in Garfield Heights, Ohio. She thought it would be helpful since we were entering our first corsage season.

On that night Jerome Raska was the presenter and it is no exaggeration to say he blew our minds. We were so overwhelmed and excited about what we learned that we almost didn't hear him say, "and if you're not already registered, you should hurry up and register to come to the Great Lakes Floral Expo..."

Back at the shop we discussed "What is The Great Lakes Floral Expo? What is the Michigan Floral Association? Do you think they will care that we are from Ohio?" We began searching and found just enough information to make us dangerous...a design competition? We were IN!

So, another designer and I "skidded" into the 2014 GLFE. Literally. We ran in with enough time to enter our competition pieces and throw our keys at Teresa (Cytlak) who agreed to park my car. We were at our wits end, but made it in time to compete. A new experience for both of us. What an opportunity! We were already positive that our first Expo would change us forever and it did.

To say that our first year was amazing is no exaggeration. I was thrilled to earn third place in the wedding bouquet competition and brought to tears when my surprise piece won the People's Choice Award. After each session we met to discuss what we had learned and what we wanted to try. Our heads were swirling as we peeked in to see everyone dressed up for the recognition banquet on Saturday night. We decided right then, we would be in one of those seats the following year.

By the time the 2015 Expo came around, we had implemented many of the ideas from the year before and were hungry for more. Often during that year, when making a design or business, someone would ask, "What would Jerome do?" or "What would Neville say?" Our shop was shaped each day by what we learned. In 2015, we arrived early to be completely ready for the competition and Friday night events...no last minute this year.

So, of course, you know by now I'm going to say it was awesome!!! We loved looking at all the competition work. My boss went to as many business sessions as she could and put new procedures that she learned in place on our car ride home. We tried hard to soak up as much information from the vendors, presenters and other florists as we could. And just for the record, we looked fabulous at our first recognition banquet.

But, after the surprise competition I knew this year was going to be more than just fun for me. At the very moment I chose "opposition" as the design technique I had to demonstrate, I knew that confidence and design talent was not going to be enough for me anymore. I had a lot to learn.

I had no idea what to do and this made me panic. As I got deeper and deeper into my design, I kept thinking, "next year, I'll know what all *those words* mean." I left the competition knowing I had not done my best work. All of my training has been hands-on, so although I know what to do to make "pretty flowers" I have no idea why I do what I do or how design knowledge could improve my skills.

Our discussion Friday evening was about how best to learn all about design techniques and the elements of design. I was up that night wondering about my design and everyone else's and how to learn more about *those words*. Then Saturday morning, our first session was all about design technique and the elements of design. It could not have been more perfect. By the end of that session I was ready to tackle those elements.

Also by the end of the first session, I knew what was going to help me learn what I need to know to get to the next level of design, becoming a Certified Florist. My head was filled with possibility. But I was still wondering, "Can I really get those letters behind my name? What is the next step?"

Then, as if the universe needed to give me one more sign, just before the banquet we met Kathy Petz. We simply starting chatting about sparkly dresses and finished the conversation knowing she had helped to create the CF program. This was the final piece to my weekend puzzle.

She was so gracious in sharing her expertise with me and so excited to introduce me to the CF process that I wanted to fill out my paperwork right then. Now I understand how important it is knowing every aspect of floral and I know what I can do to make sure I gain that knowledge. It is not overstating to say I left that evening knowing that my career path was laid out before me; all I have to do is get going. It was as if everything about the Expo this year was specifically designed for me. I wonder how many others feel this way?

The Great Lakes Floral Expo can do many things. It can put you in contact with new people and products. It can give you a different point of view. It may simply give you time to take a look at the time honored traditions in your shop and see if they are really working (while enjoying room service). As for me and the shop I work in? It has changed our lives. It has made us more profitable, more professional and more informed. Thank you Michigan Floral Association for showing me what is possible in the floral industry and challenging me to become a part of it! See you next year! ✿

"It was as if everything about the Expo this year was specifically designed for me."

Laura Bremke is a designer at The Platinum Petal in Wellington, Ohio. Her colleague Samantha Stump also contributed to this story.

## SYMPATHYFEATURE

# Increasing Your Sympathy Business

BY JAMES M. DEL PRINCE, PHD, AIFD, PFCI, MISSISSIPPI STATE UNIVERSITY

**P**rofessional florists can gain lucrative sympathy flower business if they are willing to work for it. Ways to get more funeral flower orders are not only found in the design studio but outside of the store, meeting with funeral directors and forging positive relationships and progressive messages.

### Flowers Are Important

First, it is important for all store employees to understand the role of sympathy flowers. Sales staff answering phones as well as handling walk-in customers and appointments should be familiar with Candice Shoemaker and Diane Relf's landmark study from the early 1990s. These researchers met with bereaved family members and funeral directors to find out why funeral flowers are important.

In their study, it was found that funeral flowers have two important purposes. The first is to comfort the bereaved as a tribute to the deceased. The second is the way flowers decorate space and serve as objects of discussion and interaction. Both of these roles are emotional at their core and highly interactive with the bereaved. We are reminded by these research results that flowers are an expression of emotion.

Every time a sale is made, does our floral staff empathize with the client's need to correctly and eloquently express sympathy? All too often limited selections are made available in order to quickly close a sale. Options including the ubiquitous Peace Lily plant, a basket, and a starting price point standing spray can be uninspiring. Creativity in design begins with the sales process and allows for a harmonious offering of sympathy tributes.

### Funerals Need Flowers

A funeral without flowers seems barren, missing an important component. A casket or urn without floral decoration is a static object, the body of a once living person now transformed into an inanimate object. Flowers and plants make the shock of reality softer.

The majority of funeral directors highly value the use of flowers at visitations and funerals. They are a key component in the visual



*Start with a Smithers-Oasis fresh floral foam ring pre-glued to the tray.*

*Liatris line material is placed behind the urn while masses of hydrangea and carnations form the front two-thirds of the ring base.*



*Belladonna delphinium reinforces vertical lines. Groupings of Oriental lilies add fragrance and contrast. Accents of lily grass increase rhythm and heather provides transition.*

## SYMPATHYFEATURE

presentation of a memorial service. In many ways, funerals themselves are a form of design. A casket or cremation container becomes the focal point of the space, whether it is a visitation room, a chapel or other environment. Accommodations are made to comfort guests via arranged seating, soft music and other elements balanced in appropriate proportions. The organization of people and presentations form the importance of the event, indeed a special event, to honor the deceased and console the living.

As florists, we work with flowers, foliage, and accessories, arranging them in a manner that pleases us, and we hope, the client. Our knowledge of design principles, mechanics, and good taste builds over time. Both the funeral director and florist bring beauty through commemoration.

Customers usually do not know how to buy sympathy flowers or what is appropriate. Consider the number of consumers we lose because they do not know how to express their sympathy, how to order the right kind of floral tribute, or how to convey their sentiments verbally or with a card.

Retail flower shops that do not belong to wire services may not have well-illustrated floral sales guides to show customers different designs and how they are displayed at services. Some florists take the time and expense to design and photograph their own work. This can be quite beneficial because it allows management to sell what they prefer rather than having to compromise on style, inventory or other barriers to profits.

### Cremations

Many parts of the U.S. have seen a sharp upturn in cremations rather than the display of a casket. According to the National Funeral Directors' Association statistics in 2011, burials comprised 52 percent of the market while cremations were 42 percent. By 2020, projections show that cremations will surpass casket burials and, if continuing at that rate, by 2050, 70 percent of U.S. deaths will result in cremations.

The images shown with this article illustrate the creation of a cremation urn surround, a circular arrangement of fresh flowers. This is one of many ways to frame a cremation container. Floral designers can learn the aspects of creating beautiful florals around cremated remains and appropriately produce tasteful, creative and meaningful design.

We cannot expect consumers to envision all of the ways flowers can be designed for services where cremation has been chosen. Many families may choose to place a dozen vased roses near the cremation urn because this is the most beautiful design they know. This can result in a lower price point when it may have well been possible to sell a more fitting, comforting display at a higher profit.

Customers in urban markets are just beginning to understand the ways flowers can be used in cremation services. These styles are not only more challenging to sell, but also create, since cremation containers are not standardized in comparison to caskets.

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## SYMPATHYFEATURE

Designers need to take care not to obscure the cremation container. A good rule of thumb is to keep flowers no higher than 1/3 the height of the cremation container. This is similar to the rule of thumb of keeping flowers below the knees of religious figurines used in floral arrangements.

Floral settings may be symmetrical, with equal visual weight on either side of a central vertical axis, or asymmetrical, forming an L-shape around the urn. Florists can use framed photographs, candles, or mementos as part of the overall display. Care must be

taken to provide a design that makes display and transport easy on funeral home staff. There are numerous types of floral design mechanics available through wholesale floral supply departments. It pays to visit them as well as attend a professional sympathy floral design program for updates.

Another important visit is to the local funeral home. Get to know local funeral homes and personnel. Calling a few hours ahead is always good form and when visiting, bring your director an arrangement or plant as a thank you. Just like many florists, funeral directors do not receive flowers nearly as much as they would like. A point of conversation should be centered on enclosure cards. A large number of funeral directors would like florists to include floral tribute descriptions and sender addresses on the back of enclosure cards. Consistent discipline to get such information from customers pays off with positive attitudes about your company and products.

Sadly, some funeral directors feel that flowers can be a hassle. Placements that fall out of mechanics, over aged flowers or any aspects of a design that cause busy funeral professionals work should be anticipated and avoided by the proficient florist.

Development of a long-term strategy in gaining more sympathy flowers should include two areas of focus. The first begins through open communication with area funeral directors. Forge positive, professional relationships by listening. Implement changes to help streamline and help raise funeral directors' service quality. Secondly, promote the use and beauty of diverse floral designs, especially for cremation services, through marketing efforts. Setting attainable sales goals with periodic reviews and reinforcements will form the foundation for a greater market share of sympathy flowers. ✿

*James M. Del Prince is a professor in the Department of Plant and Soil Sciences, at Mississippi State University, Starkville, MS, [jdelpince@pss.msstate.edu](mailto:jdelpince@pss.msstate.edu).*

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*Illustrations courtesy Goodheart-Willcox Company, Inc., floral design by Janet Gallagher AIFD.*



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# A Stylish Sympathy Design

BY ENRIKA KARALIUS, AIFD, CFD,  
ROYAL PETAL, CRESTWOOD, IL  
2015 MFA DESIGNER OF THE YEAR

**T**his stylish sympathy design was created in a ceramic container. A taller ceramic urn, glass or wooden vessel can be used as a substitute. With a soaked floral foam and liner inside of the urn, insert two permanent botanicals, apricot branches and sansevieria leaves. When certain flowers or foliage are not available, you can use high quality permanent botanicals. Make sure both the top and bottom materials are in the same vertical line.

Continue by adding open cut calla lilies and follow with "Double Maureen" French tulips and sword fern. To secure the hanging lilies at this angle, I have used greening pins attached to the sansevieria leaves. Well hydrated calla lilies will last several days out of water. Next add a texture of Green Trick barbathus dianthus, plumosa, and galax leaves.

Lastly, accent the arrangement with succulents using a shadowing technique. Make sure to secure sanseveria, lilies and tulips with U-glue dashes if necessary to maintain a clean line. This vertical style design makes a big statement by using premium materials in a dramatic way.

A stylish sympathy design will stand out from the usual offerings. Because this type of design is best on a sleek pedestal, you may want to offer to loan one to the funeral director. You may also want to offer help setting up the design. ✨



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## INDUSTRY INFO

### FTD Announce New Marketing Program

FTD® has announced a new marketing program to help FTD florists target their local customers and drive local business. FTD® Market for You has two program tiers and supports the plan by targeting the flower shop's customer list with email marketing, social media and more.

Benefits include: consulting and tracking for Facebook, Twitter and Pinterest, creation and management of monthly email campaigns, Twitter and Facebook posts five business days a week, monitoring of Twitter and Facebook pages and quarterly return on investment reports.

To learn more, visit [FTDi.com/MarketForYou](http://FTDi.com/MarketForYou) or call FTD member services (800) 788-9000.

### SAF Floral Design Guide

"A Master Guide to the Art of Floral Design" by Alisa A. De Jong-Stout with Hannah Sigur is now available to SAF members.

This book combines beautiful photography and illustrations with practical, hands-on information about color, the science of lighting, floral care, containers, and technique. Directed toward the advanced designer, it includes a photo gallery with examples of floral designs, from continental to Asian to contemporary.

Members of the Society of American Florists pay \$15.95; non-members pay \$34.95. To order, visit [safnow.org/category/product-categories/design](http://safnow.org/category/product-categories/design) or call 800-336-4743, ext. 250.

### AIFD Calls for PFDE Candidates

The American Institute of Floral Designers National Symposium "Journey" will be held in Denver, Colorado, June 30-July 4, 2015, at the Sheraton Denver Downtown.

"Every floral designer's journey is different and that's the beauty of coming together each year and sharing techniques, best practices and inspiring ideas" said Marie Ackerman, AAF, AIFD, CFD, PFCL, coordinator of the event.

"Journey" will feature stage presentations from international talent and emerging designers from the USA. The Symposium also includes a welcome reception, lunches, dinners, a student competition and a half-day expo of floral industry suppliers.

New this year, are inaugural Hands-On Classes. These classes will be taught by Kevin Ylvisaker, AIFD, CFD, PFCL, "Line Design"; Sharon McGukin, AIFD, CFD, PFCL, "Cascading Wedding Bouquets"; Randy Wooten, AIFD, CFD, PFCL, "Sympathy Designs" and the UK's Wendy Andrade, AIFD, CFD, "Modern Wire Jewelry."

In addition to the design programs and decor, the Symposium is a time when aspiring designers, endeavoring to achieve AIFD's Certified Floral Designer designation and ultimately an invitation to become an accredited member of AIFD, will participate in the Professional Floral Design Evaluation which will take place on June 29.

Full details and registration information including hotel reservation recommendations are available online at <http://aifd.org/upcoming-events/2015-symposium/>. Registration is open to all floral designers and early registration is encouraged.

### Industry Leaders Visit Washington

Nearly 90 retail florists, wholesalers, growers and suppliers were in Washington, DC for the Society of American Florists 35th annual Congressional Action Days. The group included representatives from 25 states and 18 first-time attendees. The delegation met with lawmakers and staff from about 140 offices in the Senate and House of Representatives.

The delegation arrived at a time when two major industry issues, immigration and health care reform, are especially prominent in national headlines. The delegation lobbied for targeted, common sense solutions, including:

- Clarification of the definitions of seasonal workers/employees in the Affordable Care Act (ACA).
- Raising the ACA's current threshold for full-time employment from 30 hours to the traditional 40 hours a week.
- The implementation of immigration reform that addresses border reform, an improved E-Verify program and acceptable labor solutions (rather than a House bill that attempts to address E-Verify only).

Advocacy guru Stephanie Vance also returned this year to prepare members for their meetings on the Hill. Vance drew from more than 25 years of experience to encourage the SAF delegation and gave tips on how to focus personal stories around the issue to make a persuasive case.

"So far, 2,672 bills have been introduced this session, that's 78 bills per day," said Vance, who also introduced a new tool, the AdvocacyApp, to help SAF members better manage their Hill meetings. "You don't have to know about those; you need to tell your story. Basically, [these meetings] are sales meetings, and you all know how to handle that."

"Collectively, we can make a difference and we can affect change," said SAF President Shirley Lyons, AAF, PFCL, of Dandelions Flowers & Gifts in Eugene, Ore. "Every time you come to CAD or send an email to Congress, you make a difference."

SAF acknowledges sponsors BloomNet, FTD and Teleflora. In addition, AmericanHort provided additional funding, and the Capitol Hill Club Hospitality

Suite was underwritten by Hortica Insurance and Employee Benefits.

**SAVE THE DATE: The 36th Annual Congressional Action Days takes place March 14-15, 2016.**

### World Floral Expo Has Record Attendance

Over 1,000 flower importers, wholesalers and retailers attended the 16th World Flower Expo in Los Angeles.

During the opening speech, Robert Kitayama, president of the California Flower Growers & Shippers Association expressed satisfaction that the show was taking place in California. According to WFE spokesman Dick van Raamsdonk, this was the first time U.S. and non U.S. flower growers exhibited together in California. "This will prove to be a great benefit for the exhibitors to share market information, knowledge and develop different forms of cooperation, and for the visitor to be able to source a much more complete package of fresh cut flowers at one place."

**The 2016 Expo dates have not been announced but the event is scheduled to return to California.**

### Farm Bill Funding Hits \$57.9 Million

Agriculture Secretary Tom Vilsack announced \$57.9 million in funding under the Animal and Plant Health Inspection Service (APHIS) "Section 10007" program, which provides research and other funding to address plant pest and disease priorities of the specialty crop industry, including floriculture and nursery crops.

"A very significant portion of this funding is of benefit to our own industry," said Lin Schmale, Society of American Florists' senior director of government relations. "We worked hard to increase the annual funding for this section of the Farm Bill, and continue to work with APHIS as it is implemented."

In addition, SAF's Lin Schmale and AmericanHort's Craig Regelbrugge were honored this year as recipients of the APHIS 2013 Safeguarding Award, along with other industry, state and federal team members, for their work leading up to 2013 spending plan.

In discussing the Secretary's announcement, Schmale noted that the industry understands the importance of improved capacity to identify and deal with plant pests and diseases, especially in the face of ever-expanding globalization.

"We continue to make working with APHIS and with other members of the specialty crop industry one of our highest priorities, and what we are able to achieve together is one of our proudest accomplishments," she said.



# WUMFA Members Enjoy 'Fields of Green' 2015

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

**F**ields of Green", the Wisconsin & Upper Michigan Florists Association's annual convention proved to be a celebration of networking, business tips, and, of course, outstanding design sessions. The event, held at the Radisson Hotel & Conference Center in Green Bay, was attended by over 170 florists eager to learn how to make their businesses more professional and profitable.

In addition to conducting an all day hands-on wedding workshop, noted designer LoAnn Burke, AIFD, CFD, PFCI, presented a wonderful variety of prom ideas in "Let's Go to the Prom..." sponsored by BloomNet, Smithers-Oasis and the Wisconsin Florist Foundation. Using Oasis® UGlu strips and adhesives, her designs were quick and easy to make as well as durable. She demonstrated wire techniques and construction methods for her handhelds and corsages.

Randy Wooten, AIFD, CFD, GME, PFCI, sponsored by FTD also led a workshop, "Design in Designs," which focused on how to make your designs stand out from the crowd. He rounded out the weekend with "Passion for Sympathy". Largely monochromatic designs graced the stage with bold statements of color. The transition from traditional funerals to cremation has opened up new opportunities for more creative designs, according to Wooten.

Business sessions also highlighted the convention. The first business program of the weekend "Building Your A-Team" by Derrick Myers, CPA, CFP, PFCI, sponsored by Crockett, Myers & Associates, encouraged business owners and managers to be

cheerleaders for their team. He covered ways to build a better team with workshops, led team building exercises and discussed pruning staff to meet the company's vision.

His second session showed how to find "Hidden Treasure" in the company's bottom line by dissecting the financials. By understanding how your company compares to industry standards, managers can increase profitability when making changes.

Tim Huckabee, AIFSE, presented how to "Build the PERFECT Sales Script", which offered better ways to get more money out of each sale by communicating with your customer. He gave attendees a new perspective and the tools to romance each customer and ultimately build revenue.

"A New Approach to Pricing Weddings and Events: More Sales, Less Money Left on the Table" presented by Mark Anderson, offered ideas on how to handle everyone from the value oriented to the high end customers with pricing brackets to fit each. He was sponsored by Floristware.

Jim Kolb's "Greenology" sponsored by Karthaus & Sons, Inc., offered great ideas for the tired dish garden and planter. He suggested novel uses for recycled containers, vintage bowls, repurposed antiques, and upscale outdoor hanging baskets.

Randy Berhasselt, sponsored by Wisconsin Tropical Gardens, then continued with his take on unique containers made of anything from old shoes to a collection of wine bottles. He showed many thrift store finds and unusual ways to use ordinary objects with plants and foliage materials.

Mike Homyak, Jr. talked about "Growing more \$ Green \$ with Reliant Ribbon" focusing on the 2015 color trends for prom and home décor. Marsala, a burgundy with many color tones, is the PMA color of the year and is expected to be very popular.

Wisconsin favorite Kevin Ylvisaker, AIFD, CAFA, CFD, PFCI, sponsored by

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Teleflora, echoed the prediction of 2015 color trends. "The 2015 Wedding Palette" covered three main styles and color groups. Long gone is the triangle design replaced with a more contemporary look. Cascades however are making a dramatic return to the wedding scene.

Dee Otto, DJ Custom Designs, Wind Lake, WI was named WUMFA Designer of the Year for the second year in a row. See page 22 for pictures of the winning designs and competitors.

WUMFA honored its industry leaders at the Hall of Fame dinner on Saturday night. On Sunday members thanked retiring board members and welcomed new members to the board at the annual meeting.

Join us next year at the Radisson in Green Bay for "Adventures in Wonderland" April 1-3, 2016! ✨



1. 2014-2015 WUMFA Board of Directors: From left, Carol Larson, Doug Jaeger, CF, Judith Moehr, Denise Barnett, Anthony Rojahn, Bob Larson, AIFD, CFD, Diane Schulte CF, WMEM, Patty Malloy AIFD, CFD, Katie Grogan, and Melissa Maas.
2. Entrance display by Melissa Maas and her team at Bank of Memories & Flowers.
3. Bob Larson, AIFD, CFD, past president with current WUMFA president, Patty Malloy, AIFD, CFD.
4. Bill Doran Company's Judy Andsfield and Alan Sherman.
5. Sue Wood, Scott Cheeseman and Ken Kacner from Kennicott Brothers Company.
6. Floral art in the DWF Booth.
7. Mark Anderson of FloristWare greets convention goers at his booth.
8. Dawn McCarthy, Randy Woolen, AIFD, CFD, PFCI, and Doug Jaeger CF.
9. From left: Susan Wilke, AAE, PFCI, Kathleen Johnson, AIFD, CF, CFD and Pat Tierney-Hull.
10. Sympathy show stage

## 2015 WUMFA Hall of Fame Award Winners

Awards were presented by Past President Diane Schulte, CF, WMFM, Metcalfe Floral Studio, Madison, WI.



### Lifetime Achievement Award

Dan Grogan, Alfa Floral, Wauwatosa, WI



### Special Service Award

Kathleen Johnson, AIFD, CF, CFD, Freelance Designer, Nekoosa, WI



### Wholesaler of the Year

Rojahn & Malaney Company, Milwaukee, WI



### National Services Award

Lee Sorenson, Design Master Color Tool, Inc., Boulder, CO



### Young Person of the Year

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

## WUMFA Elects New Officers



Patty Malloy, AIFD, CFD, WUMFA President

Members of the Wisconsin & Upper Michigan Florists Association have elected new officers.

Assuming the office of president is Patty Malloy, AIFD, CFD, Florisin LLC, Eau Claire, WI. President Elect is Denise Barnett, Snapdragon Floral, Elm Grove, WI, while Diane Schulte, CF, WMFM, Metcalfe's Floral Studio, Madison becomes past president.

Anthony Rojahn, Rojahn & Malaney Co., Milwaukee, WI, will serve as treasurer for a two-year term.

Katie Grogan, Alfa Flower Shop, Wauwatosa, WI, will be the secretary for the next two years while Kae Nilsson, Floral Consultants, Manitowish Waters, WI, was elected to a two year term as director of region 4 (715/906). ✨



## SAVE THE DATE

April 1-3, 2016

2016 WUMFA Convention  
Radisson Hotel  
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Winner of the free weekend pass for the 2016 convention is **Charlotte Kesan**, Rainbow Floral, Ladysmith, WI.

### Welcome New WUMFA Members!

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**WUMFA**

# 2015 WUMFA Design Contest Winners



**Designer of the Year**

Phase 1 – Theme: Picture This Design made at shop



**1st Place**

**Professional Division**

Theme 1 – “Green” Wedding Reception Piece

**1st Place** –

Doug Jaeger, CF, Everlasting Flowers, Wauwatosa, WI

**2nd Place** –

Jae Rasmussen, Memorial Florist & Greenhouse, Appleton, WI

**3rd Place** –

Cheri Baumruk, Memorial Florist & Greenhouse, Appleton, WI

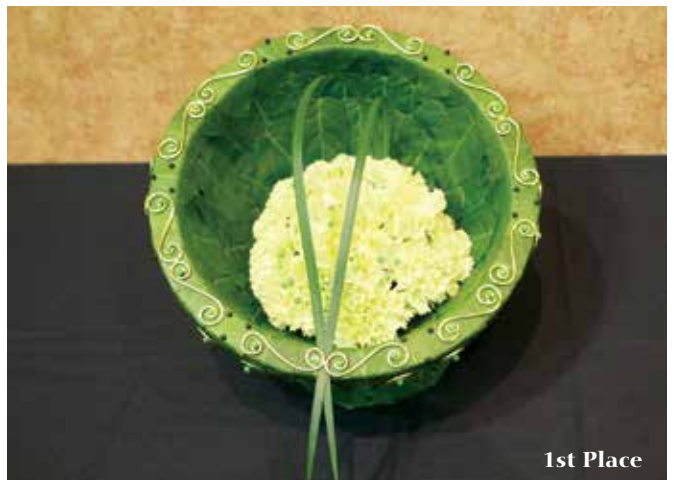


**Designer of the Year**

Phase 2 – Theme: Surprise Package on Stage

**Designer of the Year**

Dee Otto, DJ Custom Designs, Wind Lake, WI



**1st Place**

**Professional Division**

Theme 2 – Spruce It Up

**1st Place** –

Doug Jaeger, CF, Everlasting Flowers, Wauwatosa, WI

**2nd Place** –

Jae Rasmussen, Memorial Florist & Greenhouse, Appleton, WI

**3rd Place** –

Cheri Baumruk, Memorial Florist & Greenhouse, Appleton, WI

# In Appreciation

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

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

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### Professional Division:

Theme 3 – Back to Nature

#### 1st Place –

Dawn McCarthy, Everlasting Flowers, Wauwatosa, WI

#### 2nd Place –

Michelle Hobbins, Malleys Blooms, Whitefish Bay, WI

#### 3rd Place –

Cheri Baumruk,  
 Memorial Florist & Greenhouse, Appleton, WI



### Table Top Shop Design Competition

The Country Estate Benefit Ball

#### 1st Place –

DJ Custom Designs, Dee Otto, Wind Lake, WI

#### 2nd Place –

Fox Brothers Floral, Judith Moehr, Hartland, WI

#### 3rd Place –

Pick and Save, Diane Otto, Ripon, WI

**Congratulations and Welcome to Doug Jaeger, CF, the Newest WUMFA Academy Member!**

# CFREPORT



BY CINDY CHING, AIFD, CF

## Design Style New Convention

**P**arallel placement and negative space are the defining characteristics of parallel systems and new convention designs. The one major difference is that new convention designs have vertical and horizontal planes, and parallel systems have only vertical planes.

In new convention, therefore, there are two or more groups of materials with negative

space between them. Basing techniques, such as clustering, layering, terracing and paving are incorporated into the design. After establishing the proportion and line of this new convention arrangement, interest is added with a diagonal line of flax leaves. Design Tip: Two slits are put one set of flax leaves and the second leaf is woven through allowing the leaves stay in position. ✿



*Design by Paul Sawyers, CF, Blumz...by JRDesigns, Detroit/Ferndale, MI, for the 2015 GLFE design contest theme of an entrance table arrangement for the headquarters of an iPhone manufacturing company.*

## CF News

Eight new Certified Florists were announced at the 2015 Great Lakes Floral Expo.



*Libbie Deering, CF  
Grand Blanc Florist, Grand Blanc, MI*



*Brianne Killingsworth, CF  
Blooms by Bri, Dimondale, MI*



*Kathy Kraydich, CF  
Moehring-Woods Flowers, Grosse Pointe Woods, MI*



*Cynthia Mathis, CF  
Wayland Floral & Gifts, Wayland, MI*



*Renee Sexton, CF  
Ellamazie Bouquets, Milford, MI*



*Erin Wojciak, CF  
Grand Rapids, MI*

Not pictured: Dianna (Joon Ah) Oh, CF, Lansing, MI; and Kimber Wasden, CF, West Valley City, Utah.

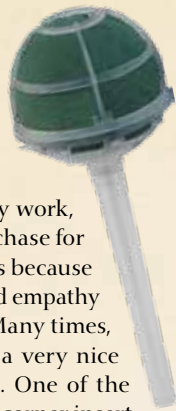
A Steps to Certification hands-on workshop and written review will be offered on May 27 at the MFA office. This session will help you get ready for the next CF testing at Michigan State University on Sunday, June 7, 2015. We look forward to helping you reach your goal of certification.



## DESIGN TIP: Sympathy Work

BY DOUG BATES, CF,  
FLOWERS BY VOGT'S, STURGIS, MI  
2015 MFA ACADEMY WINNER

There is a great reward in creating sympathy work, the last goodbye gift a family will ever purchase for their loved one. These are my favorite orders because it gives me the opportunity to show compassion and empathy to my customers when they're placing the order. Many times, families will choose set pieces, and it makes for a very nice sale, with very little "selling" effort on my part. One of the add-on items I do like to suggest is a coordinating corner insert. We use the Oasis® straight-handled bouquet holders for this, and it works well. You can be sure that the design stays hydrated and in place (no toppling igloos!) The straight handled holder makes a corner insert more secure, and it's so easy to put in place; no reaching across the deceased to pin on a lid insert. As floral professionals, our job is to make sure our customers have options available to them. Items like this are easy to sell and design, and are a beautiful complement to a casket spray. ✨



## 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)**

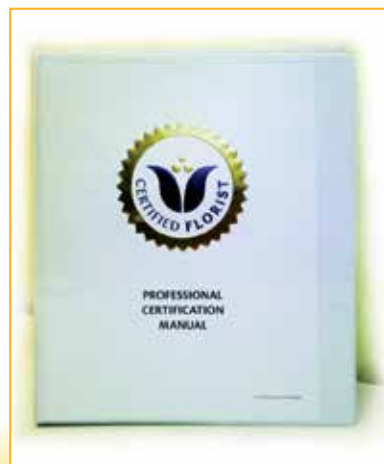
**\*Cost for manual only is \$399.99 (includes tax & S/H)**

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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## MFA Professional Education Center

### **NEW! NEW! NEW!** **Introduction to Design...Express Style**

**Member \$1000 • Non-Member \$1,250**

**36 HOURS OF CLASS TIME**

**One Week of Class, Monday through Friday, August 3-7**

**Time: 9:00 a.m. - 5:00 p.m.**

**Instructor: Cindy S. Ching, AIFD, CF**

**Includes all Flowers/Supplies • Lunch on your own**

This course does in one week what the standard Introduction to Design does in twelve weeks. Forty hours of class time, four hours more than the regular class. It will introduce beginning students to the exciting field of floral design. Principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color are the focal points. For those desiring to become a Certified Florist, this class is a great first step. Time will be divided between lecture and hands-on design. All materials are included in the course fee and students will have a completed design to take home each week. Topics include: vase arrangements, symmetrical triangles, asymmetrical triangles, and horizontal centerpieces, round designs, hand-tied bouquets, corsages, and boutonnieres. Since this is a personal enrichment course there will be no exams. The limited course enrollment of 12 will ensure that each student receives personal attention. To download an application form, go to [www.michiganfloral.org](http://www.michiganfloral.org). Call (517) 575-0110 for more information. **Bring your own tools, a knife will be provided.**

### **Introduction to Design**

**Member \$900 • Non-Member \$1,000**

**12 WEEKS OF CLASS**

**Wednesday Evenings, September 16, 2015 - December 9, 2015**

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

**Instructor: Tim Latimer, CF**

**Includes all Flowers/Supplies**

This comprehensive course will introduce beginning students to the exciting field of floral design. Focal points are the principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color. For those desiring to become a Certified Florist, this class is a great first step. Time will be divided between lecture and hands-on design. All materials are included in the course fee and students will have a completed design to take home each week. Topics include: vase arrangements, symmetrical triangles, asymmetrical triangles, and horizontal centerpieces, round designs, hand-tied bouquets, corsages, and boutonnieres. The class will meet every Wednesday for 12 weeks beginning September 16th except week of November 23rd (Thanksgiving). There are 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. The limited course enrollment of 12 will ensure that each student receives personal attention. To download an application go to [www.michiganfloral.org](http://www.michiganfloral.org). Call (517) 575-0110 for more information.

### **Intermediate Floral Design**

**Member \$900 • Non-Member \$1,000**

**12 WEEKS OF CLASS**

**Thursday Evenings, September 17, 2015 - December 10, 2015**

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

**Instructor: Tim Latimer, CF**

**Includes all Flowers/Supplies**

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination. Students who do not wish to take the CF exam will still be welcome. The CF manual is the text for this course. You may purchase this manual at: [www.michiganfloral.org](http://www.michiganfloral.org) or call (517) 575-0110. This manual is recommended but not required. All other materials will be included in the registration fee. Time will be divided between lecture and hands-on design. A sample test will be given on each topic. Lecture topics include: care and handling of flowers and plants, product identification, customer relations/sales, delivery, marketing, accounting, display, intermediate floral design. Design topics include: vased arrangements, bridal bouquets, corsages, boutonnieres and sympathy. Designs will incorporate the contemporary techniques of grouping, layering, basing, framing, and many more. Each week you will take home your designs. The class will meet for 12 weeks beginning September 17 except the week of November 23rd (Thanksgiving). There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. Limited enrollment of 12 will ensure that each student receives personal attention. To download an application go to [www.michiganfloral.org](http://www.michiganfloral.org). Call (517) 575-0110 for more information.

### **Steps to Certification**

**Member \$149 • Non-Member \$199**

**Thursday, October 1, 2015**

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

**Instructor: Cindy S. Ching, AIFD, CF**

**Includes all Flowers/Supplies • Lunch Included**

Cindy will guide those who plan on becoming a Certified Florist. Tips on how to prepare for both the written and design portions of the test. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the exam. Attendees will leave with a clear understanding of what it takes to pass the prestigious CF exam. Lunch is included in the registration fee. Class enrollment limited to 12. To download an application go to [www.michiganfloral.org](http://www.michiganfloral.org). Call (517) 575-0110 for more information. **Bring your own tools.**

## **2016 Great Lakes Floral Expo**

**SAVE THE DATE**

**March 4-6, 2016**

**Amway Grand Plaza Hotel/Devos Place**

**Grand Rapids, Michigan**

**For More Information**

**Go to [www.michiganfloral.org](http://www.michiganfloral.org)**



## INMEMORIAM

**JIM WANKO**, who served as executive vice president with both the Society of American Florists and the Wholesale Florist & Florist Supplier Association has died at the age of 69.

His first jobs in the floral industry included working at Delaware Valley Wholesale Florist and Florists Mutual Insurance Company. Later, he became the chief operating officer for the National PromoFlor Council, where he developed an award-winning \$10 million industry

marketing program to increase consumer consumption of fresh cut flowers.

Mr. Wanko served as SAF's executive vice president for nine years. During that time, he helped the association guide members through significant changes to the supply chain and was instrumental in securing SAF's headquarters.

After a stint at USA Floral Products Inc., as its vice president of marketing he became the executive vice president of WF&FSA, a position he held until his retirement in 2011. "Jim was always willing to partner with SAF

and other organizations for the good of WF&FSA membership as well as the greater industry," said SAF CEO Peter Moran.

Throughout his 25 year career, he received a number of awards including SAF's John H. Walker Award and the Leland T. Kintzele Award, WF&FSA's highest service honor.

He is survived by his wife, Laurie Wanko; a daughter, Teri Wanko; two sons, John and Jimmy Wanko of Annapolis; a sister, Elizabeth Wanko, and brother, Joe Wanko, and two grandsons, Chase and Eli Benson. ✨

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**MFA Scholarship Committee Seeks Donations for the 2015 Raffle:** Help fund the MFA Scholarship program with a donation to the Silent Auction. All kinds of items are needed. Electronics, tools, sporting equipment, as well as any floral related products. For more information on how to donate call the MFA office at (517) 575-0110 or go to [www.michiganfloral.org/mfa\\_scholarship.html](http://www.michiganfloral.org/mfa_scholarship.html) and download a Silent Auction donation form (PDF file).

★ Important Reminder ★

# MFA Scholarships!

**Certified Florist/Great Lakes Floral Expo Scholarships**  
**Application Deadline: June 30!**

These scholarship awards will be up to \$500.00. They may be used for Great Lakes Floral Expo registrations with the exception of the Saturday evening recognition banquet and/or one Certified Florist manual with one round of testing that must be completed within the time frame of the scholarship. You may also apply for one of three Certified Florist scholarships sponsored by the FloraCraft Corporation.

**New Hands On Workshop Scholarships – Applications accepted all year**  
These scholarships will be up to \$1000.00. This scholarship may be used to attend a MFA Hands On Workshop.

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