



Volume VI 2016

Come See
'A World of
Flowers' at the
2017 Expo

Derek Woodruff
Wins Sylvia Cup
Competition

Del Demaree
Honored by
Michigan Floral
Foundation

WUMFA 2017
Convention
Preview –
'To The Future
and Beyond'

the professional florist

**TWO
EXCEPTIONAL
WEEKENDS OF
EDUCATION
& NETWORKING –**
Offering Leading Edge
Design Shows, Hands-On Classes
and Business Sessions!



GLFE 2017
A WORLD OF FLOWERS

**MFA's 2017
Great Lakes
Floral Expo**

March 3-5
DeVos Place, Grand Rapids, MI
See Page 6



**2017
WUMFA
Annual
Convention**

March 24-26
Chula Vista Resort, Wisconsin Dells, WI
See Page 20



DIAMOND AWARD
WINNING PUBLICATION
MSAE



QUALITY EDUCATION: A COMMUNITY COMMITMENT



Jackie Lacey



Donald Yim



Anthony Swick

Upcoming Course Schedule

October 23-27, 2016

5-Day Celebrating Life Everyday

Jackie Lacey, AIFD, PFCI, CFD

November 6-8, 2016

3-Day Modern Twist on Everyday Designs

Donald Yim, AIFD

January 20-22, 2017

Fresh Forum Sponsored by Napco

January 23-27, 2017

5-Day Principle & Elements

Jackie Lacey, AIFD, PFCI, CFD



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

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

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

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

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

ACT NOW! To sign up or for more information about
the Floriology Institute, contact Ashley Ruiz at
floriology@bloomnet.net or call (904) 737-8500 ext. 258



Volume VI 2016

Cover arrangement by
Youngmi Hong, CF, CFD
Blumz... by JRDesigns
Ferndale and Detroit, Michigan

Cover photography by
Moxie Imagery & Photography

- 5 Leadership Report**
Come See 'A World of Flowers' at the 2017 Expo
By Alice Waterous, AIFD, CF, PFCI, 2017 GLFE Chairperson

**MFA's 2017
Great Lakes Floral Expo**

- 5 GLFE Sponsors**
- 6 GLFE Design Presenters**
- 7 GLFE Business Presenters**
- 8 GLFE All-Day Sessions**
- 8 Main Stage, Hands-On and Business Session Details**
- 11 'A World of Flowers' Design Contest**
- 12 President's Reception and Cirque du Soirée Banquet**
- 12 GLFE Special Events Schedule**
- 13 GLFE Schedule at a Glance**
- 14 GLFE Registration Form**

Designer Spotlight

- 15 Creating Complementary Designs**
By Jason Rudicil
2016 MFA Designer of The Year

Sylvia Cup

- 16 Derek Woodruff Wins Sylvia Cup Competition**

AIFD Scholarships

- 18 AIFD Scholarship Deadline**
- 18 North Central AIFD Scholarship Deadline**

2017 WUMFA Annual Convention

- 20 WUMFA 2017 Convention Preview**
By Patty Malloy, AIFD, WUMFA President
- 20 Convention Design Presenters**
- 21 Convention Business Presenters**
- 21 Convention Session Details**
- 22 Convention Sponsors**
- 23 WUMFA Design Contest**
- 24 Convention Schedule at a Glance**
- 25 Convention Registration Form**

Hall of Fame

- 27 Del Demaree honored by Michigan Floral Foundation**

- 29 Professional Education Center**
- 30 Business Card Ads**
- 30 Classified Ads**



MichiganFloral
ASSOCIATION

1152 Haslett Road, P.O. Box 67, Haslett, MI 48840
(517) 575-0110 • (517) 575-0115
rod@michiganfloral.org
www.michiganfloral.org

MFA Staff

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

MFA Board of Directors 2016

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

Vice President: Tim Timinski
Floracraft Corp., Ludington, MI

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

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

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

Directors-At-Large

Bob Patterson, CF
Patterson's Flowers, Big Rapids, Cadillac and Reed City, MI
Janice Curran
Teleflora, Grand Rapids, MI
Tim Galea
Norton's Flowers & Gifts, Ypsilanti/Ann Arbor, MI

Regional Directors

- R1: Jerome Raska, AAF, AIFD, CAFA, CF, PFCI
Blumz...by JR Design, Detroit/Ferndale, MI
- R2: Andrew Maglio
Events to Rent, East Lansing, MI
- R3: Teresa Cytlak
Ridgeway Floral, Three Rivers, MI
- R4: Alice Waterous, AIFD, CF, PFCI
Floral Consultant, Grand Haven, MI
- R5: Jeanette Ballien
Gaudreau the Florist, Ltd., Saginaw, MI
- R6: Tim Timinski
FloraCraft Corp., Ludington, MI

Publications Committee

Bob Patterson, CF
Patterson's Flowers, Big Rapids, Cadillac & Reed City, MI
Teresa Cytlak
Ridgeway Floral, Three Rivers, MI
Jerome Raska, AAF, AIFD, CAFA, CF, PFCI
Blumz...by JRDesigns, Detroit/Ferndale, MI
Alice Waterous, AIFD, CF, PFCI
Floral Consultant, Grand Haven, MI

Publisher: Rodney P. Crittenden
Advertising Director & Sales: Rodney P. Crittenden
Editor: Barbara Gilbert
Graphic Design: Joe McGurn
Printing: Village Press Publications

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



Mayesh Design Star
FLOWER WORKSHOP TOUR

FEATURING

CHRISTY HULSEY

of COLONIAL HOUSE OF FLOWERS

FOR MORE INFORMATION & TICKETS VISIT
WWW.MAYESH.COM/MDSWORKSHOP

@MAYESHWHOLESALE



#MDSFLOWERWORKSHOP

Photo by Hannah Forsberg

Come See 'A World of Flowers' at the 2017 Expo in Grand Rapids



BY 2017 GLFE CHAIRPERSON ALICE WATEROUS, AIFD, CF, PFCI



As we look to renew vitality within the floral industry, the Great Lakes Floral Expo takes center stage. Go to your calendar now and save the date: The first weekend of March, March 3-5. Plan on being at the incredible DeVos Place/Amway Grand Hotel in Grand Rapids, Michigan, for a weekend of shopping, networking, learning and fun.

Because of global influences, we do indeed have access to "A World of Flowers". Take a look at the participating sponsors, vendors, contributors, program presenters, class leaders, committee volunteers and MFA staff in this issue. You will quickly see why GLFE is considered one of the premier floral conferences of the year.

As usual, your registration gains you access to the Grand Rapids Flower & Garden Show running the same weekend at the other end of the DeVos Place. Bonus!

In an industry where the failure rate is second only to the restaurant business, each of us needs to keep abreast of the latest business practices and design trends. As you look at return on investment, the GLFE rates as a terrific value.

Encourage your staff to compete in the design contest, a great learning opportunity. Take advantage of a fabulous array of business sessions. Sign up for one of many terrific hands-on sessions, and be sure attend the main stage programs. In addition, our trade show promises to have an exceptional mix of vendors and service providers, many offer show specials you won't find anywhere else.

We are the guardians of a pretty fantastic industry. We make "A World of Flowers" express Happy Birthday, Sympathy, Congratulations, I Love You, Thank You, Happy Valentine's, Mother's Day, Father's Day, the Greatest Employee/Boss, Grandparent, Neighbor, Merry Christmas and more.

Whew!! A big job, so make sure you fill your toolbox with lots of shared ideas, product knowledge and business skills.

Share this edition of *The Professional Florist* with your staff, get them fired up and seize the opportunity to grow in every way. Don't even think about it – just sign up now!

Check this edition for schedules and a star-studded list of featured presenters.

And be sure to get up early Sunday morning for: "Lucky for Us"!, an hour of fun, inspiration and interaction with the most lauded, celebrated, funny, intelligent and fascinating woman in our industry; Bobbi Ecker-Blatchford, AAF, AIFD, PFCI. Enjoy coffee with us at this extraordinary Sunday morning event. ✿

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





Design Presenters



TOM BOWLING, AIFD, PFCI, has owned his retail flower shop for 20 years. In his 36 years in the industry he has worked in wholesale, consulted with major growers and now is the director of education for Syndicate Sales. He holds a bachelor's degree from Eastern Kentucky and a masters of education from Miami of Ohio. He has been a featured presenter at the AIFD national symposium in addition to serving as the group's president. He has worked on and judged the Tournament of Roses parade and was an assistant floral director at the Academy Awards for fifteen years. He is also a member of Teleflora's education specialist team.



FRANK FEYSA, AIFD, PFCI, has been involved in the floral industry for more than 30 years as retail shop owner, event designer, educator, and commercial print designer. In addition to his specialty floral event company, he currently serves as a design director for the Smithers Oasis Company in Kent, Ohio. He has traveled extensively to present design shows and hands-on workshops. He currently serves as vice president on the AIFD national board and is a past president of the North Central Regional Chapter. He has had a lifelong interest in orchid cultivation and breeding achieving accredited judging status from the American Orchid Society.



SUSIE KOSTICK, AIFD, CF, PFCI, has been a shop owner, floral instructor, business consultant, and event coordinator during her 37 year career in the floral industry. An award winning designer she currently serves as director of marketing for Fitz Design. She was honored by the Michigan Floral Association as 1999 Young Person of the Year, and recognized as the 2003 and 2004 MFA Designer of the Year. She also is a past president of MFA. Suzie has presented design programs and taught design classes to state organizations and wholesalers all over the country. She will be the 2018 AIFD National Symposium coordinator scheduled to take place in Washington, DC.



JACKIE LACEY, AIFD, PFCI, has over thirty years of experience in the retail floral market and floral education field. His portfolio includes an extensive background in the retail floral market with extensive wedding/event design experience. He is currently an advisor and education specialist for Floriology Institute, Fitz Design, Fiorology Mexico and an industry leader in market trends, current design trends, industry education and retail marketing. He has won numerous awards in floral design competitions and served as a leader in numerous industry associations including his current position as national secretary of the AIFD board of directors.



JAMES LUTKE is a multi media artist and was a key contributor at the annual "Nature's Creative Edge" outdoor floral exhibit held near Fruitport, Michigan, from 2005 through 2015. As a result of his work there, he was invited to produce a main stage presentation for the 2008 AIFD symposium. In 2010 he created nine life-like peacocks to top Christmas trees at the White House. He works as a free lance design specialist for several Michigan and Midwest special event companies on large events and weddings, does landscape design for a select group of clients and is a popular instructor for floral design and willow construction for the Michigan Floral Association.



MARISA RAKOWSKI, CF, has been in the industry for over 20 years, a Certified Florist since 2002 and a graduate of Michigan State University with a degree in commercial floriculture with an emphasis on marketing and design. She has worked in both wholesale and retail and owned her own floral shop. Marisa currently is a freelance designer lending her skills and insight to several establishments. She is active in the Michigan Floral Association winning the Young Person of the Year award in 2004 and is the GLFE 2017 vice chair.



JEROME RASKA, AAF, AIFD, CAFA, CF, PFCI, is co-owner of two retail floral and event operations in Metro Detroit. Having been in the floral industry for over 30 years, he shares his design and business experience with florists as a Teleflora Education Specialist. He has served as chairman of the Professional Floral Communicators International, president of the Michigan Unit of Teleflora, as well as president of the North Central Regional Chapter of AIFD and current president of the Michigan Floral Association. He has received the Tommy Bright Award for excellence in floral design presentation and was named designer of the year by the National Alliance of Floral Associations.



PETER M. SAMEK, AIFD, is a freelance designer, a 28-year veteran of the floral industry and current president of the AIFD North Central Chapter. He has taught the art of floral design in Chicago, IL, Taipei, Taiwan and San Juan, Puerto Rico. His experience includes wedding design and installation, designing for photography, interior design with permanent botanicals, commercial decorations and retail and corporate floristry. His floral industry involvement includes a variety of floral presentations at the AIFD Symposium, state floral conventions, wholesalers, garden clubs and other community organizations. He is scheduled to participate in the Tournament of Roses Parade 2017.



GARRETT SKUPINSKI, CF, CFD, is the owner and editor-in-chief of *Floral.Today*, a floral industry blog. He has traveled across the USA and Europe over the past 10 years seeking design experience and has learned from top floral designers throughout the industry. His focus on education brings a broad range of experience and knowledge to his designs. An award winning designer, Garrett was a contributor to the Nature's Creative Edge outdoor exhibit in Fruitport, Michigan, for many years and a long time MFA supporter/volunteer. Additionally, he has been active as a volunteer for AIFD symposiums and the Illinois State Floral Association.



RANDY WOOTEN, AIFD, GMF, PFCI, FTD Education Consultant, has more than a decade of experience in the floral industry. He is the fourth-generation owner and lead designer at Delorice's Florist in Douglas, Georgia. He has appeared at various design shows and currently serves as a member of the board of directors for the Southern Regional Chapter of AIFD. His first design book, *Jubilation*, was published in 2015. Randy has received multiple awards including the Georgia State Florist Association 2012 Retailer of the Year. His passion for the floral industry is deeply rooted in education, which he believes is the key to the industry's survival.

Business Presenters



JAMIE JAMISON ADAMS is the search engine marketing manager for Flower Shop Network, where she has managed the SEO efforts of FSN's five web properties for eight years. A recognized authority on social media marketing and SEO, she developed FSN's social media program, and has served on the SAF website/directory taskforce. She speaks on social media for a variety of industries. With a personal understanding of the needs and struggles of independent local businesses along with a knowledge of cutting edge social media and SEO, she offers a unique perspective when blending technology and the floral industry.



TIM HUCKABEE, AIFSE, started working at a high-end flower shop in 1993. He handled telephone sales, customer service issues and walk-in customers. He realized that there was a dire lack of sales and service education in the industry and started FloralStrategies in 1997. He has taught thousands of florists how to give better service increase their sales and make better use of their POS systems. Several years ago, he launched the first monthly training webinar series in the floral industry to make sales training even more accessible. In 2012 FloralStrategies expanded to begin training the wholesale sector of the flower business. He has been a speaker at many state and national conventions.



BOBBI ECKER-BLATCHFORD, AAF, AIFD, PFCI, has a lifelong fascination with the floral industry which resulted in a 60 year career that is still going. Beginning with employment and then ownership of an established family floral and greenhouse operation in Iowa, she then relocated to Chicago where she began The Flora Pros. As a recognized marketing expert she is known for generating new revenue streams through imaginative marketing and cutting edge ideas. She is a noted speaker, commentator, and award winning floral designer. Now living in Michigan, her personal motto remains: Be the best that you can be, because that always works.



DWIGHT LARIMER, AAF, PFCI, is president of DESIGN MASTER color tool, inc. and chairman of the American Floral Endowment. He also serves on the Floral Marketing Research Fund board. His industry service over the past 38 years includes treasurer and board member of the Society of American Florists and past president of the Wholesale Florist and Florist Supplier Association board. He has received many awards for his dedication and service to the industry. In September, he received the 2016 Floriculture Hall of Fame award from SAF.



TIM GALEA is the president and majority owner of Norton's Flowers & Gifts in Ypsilanti and Ann Arbor, Michigan. He began his career forty-nine years ago. In addition to being an administrator and consultant, he is a floral designer and experienced in all aspects of the industry. He is a longtime member of the Midwest Group, one of the industry's leading peer groups. He serves on the retail council for SAF and the MFA board of directors. He is a charter member of Real Local Florists, an association of North American florists and vendors committed to facilitating positive and profitable change for brick and mortar florists.



RENATO CRUZ SOGUECO is BloomNet's vice president of digital strategy and education. He develops digital products and services for BloomNet florists and oversees the online brands and initiatives for BloomNet, NAPCO, World Flowers and the Floriology Institute, BloomNet's education center. He is the former chief information officer at the Society of American Florists where he helped floral businesses adopt and thrive in the digital marketplace by leveraging technologies such as social media, e-commerce, online advertising, shop automation and mobile. He is a frequent speaker at industry events sharing his expertise of the latest technology, e-marketing and consumer trends that will impact floral business.



Outstanding, Informative All Day Business Seminar!

How to Deal with the Ten Deadly Sins



Presented by Tim Huckabee, AIFSE

Sponsored by FloristWare

Date: Friday, March 3, 2017

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

Location: Atrium in lower level of hotel

Lunch included. Additional fees apply.

Join Tim Huckabee, AIFSE, president of FloralStrategies for a brand-new, full-day program. He has spent the past 20 years visiting over 5,000 retail flower shops on three continents. In this information-packed session, he will share the most common business mistakes he has seen as well as the best practices covering everything from sales and service to marketing and motivating staff. Learn how to deal with the ten Deadly Sins:

All-Day Sessions Include Lunch!

- Profiling customers (She's so old she'll never spend that much)
- Under utilizing the POS system
- Worrying about the competition (the grocery store, the shop down the street)
- Not valuing education / spending time and money on staff development
- Not leveraging your expertise to help customers
- Being terrified of hearing 'no' from customers
- Not selling at 2017 prices (too many \$39.99 baskets out there!)
- Not raising prices along with costs (for fear of 'upsetting customers')
- Not innovating on the design end of the business
- Relying too much on incoming orders instead of local business

To keep all on their toes he's also make LIVE test calls to real, local flower shops. Put on your thinking cap and get ready to learn more to earn more!

Exciting ALL-DAY Hands-On Session!

Not Your Momma's Bridal Bouquet



MAYESH

EST. 1978

Presented by Pete Samek, AIFD

Sponsored by Mayesh Wholesale

Date: Friday, March 3, 2017

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

Location: Steelcase Ballroom B

Lunch included. Additional fees apply. Bring your own tools.

The Great Lakes Floral Expo is honored to have Pete Samek, president of the AIFD North Central Chapter, at this exciting all day session. He has taught the art of floral design in Chicago, Taipei, Taiwan, and San Juan, Puerto Rico and his well-known for his knowledge and technique.

Come join us for a day of hands-on projects focusing on wedding bouquets inspired by old traditions. We will be taking a fresh look at classic traditional bridal bouquets our mothers and aunts carried back in the day and using them for inspiration today. The class will be using several methods including a hand-tied technique, bouquet foam holders and armatures. Improve your skills and experience creative methods inspired by European and Asian designs to create a fresh new look to offer your clients. Color theory, current trends and new floral products will be discussed throughout the session to enhance your knowledge.

Register early, as this class is limited to the first 20 participants.

Sign Up Early!

HANDS-ON SESSION: Floral Jewelry for Prom FFA Student Certification Test Preparation

Presented by Garrett Skupinski, CF, CFD

Sponsored by DWF

Date: Friday, March 3, 2017

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

Location: Steelcase Ballroom B

Additional fees apply. Bring your own tools.

Lightweight, creative, and classy! Floral jewelry is simple, trendy and easy to dance the night away with. Using wire and glue techniques, students will learn to make simple floral necklaces and boutonnieres for a trend setting prom. So come join Garrett for a night full of fun unique floral jewelry



MAIN STAGE DESIGN SHOW: Chopped...the MFA Pro-Am Tournament!

Presented by Marisa Rakowski, CF

Sponsored by DWF

Date: Friday, March 3, 2017

Time: 8:30 p.m. - 9:30 p.m.

Location: Steelcase Ballroom B



The thrills and chills of floral reality TV will be live and in full color as the MFA, together with floral suppliers, presents the Chopped, Pro-Am Tournament. Outstanding professional floral designers will coach folks who have No Design Experience. Watch as they endeavor to create stunning floral works of art the likes of which will probably never to be seen again. At the end there will be one winner. Novice designers will be: Barbara Gilbert, *The Professional Florist*; Greg Gale, Gypzy Deizgnz; returning 2016 champion Joe Clifford, Regency Group Insurance, and Wayne Castleberry.

A WORLD OF FLOWERS

GLFE Sessions, Saturday, March 4

**HANDS-ON SESSION:
I Do!**

Presented by Randy Wooten, AIFD, GMF, PFCI
Sponsored by Mayesh Wholesale
Date: Saturday, March 4, 2017
Time: 8:00 a.m. - 10:30 a.m.
Location: Secchia Foyer Room #1 • *Additional fees apply. Bring your own tools.*



Are you in tune with today's bride? Do you know what is trending? Are you viewed as being relevant to the Millennial bride? This hands-on workshop will focus on trending items, showcasing the mechanics behind popular designs such as floral crowns and unique options for the wedding party. The mission is preparing you for the BIG question....Do you accept the challenge of being a relevant resource for today's bride?

**HANDS-ON SESSION:
Today's Bride...**

Presented by Tom Bowling, AIFD, PFCI
Sponsored by Teleflora
Date: Saturday, March 4, 2017
Time: 8:00 a.m. - 10:30 a.m.
Location: Secchia Foyer Room #2 • *Additional fees apply. Bring your own tools.*



Bridal bouquets have been the focus of weddings for hundreds of years. When we talk to future brides, all other floral decisions are dependent on what she chooses. As varied as bouquets are, so are the construction methods. From simple hand-gathered bouquets of scented herbs to more complicated floral expressions, bouquets have evolved over the years. Remember the 'just picked rose bouquet' that featured a mere 750 roses or the influence of Lady Di's flowing cascade in the 80s and 90s? European hand-tied bouquets have been the go to choice for over 20 years. Bling bouquets gave way to the unarranged bouquet and now, once again we are seeing a return to modern clean lines and elegant style. Join us as we explore the updated architectural influences for today's sophisticated bride. You will have the opportunity to create a beautiful modern bouquet using strong principles and elements of design and a myriad of design techniques. Welcome back the updated cascade bouquet.

**HANDS-ON SESSION:
Braid, Bind and Turn Up the Volume**

Presented by Jackie Lacey, AIFD, PFCI
Sponsored by BloomNet
Date: Saturday, March 4, 2017
Time 8:00 a.m. - 10:30 a.m.
Location: Secchia Foyer Room #3 • *Additional fees apply. Bring your own tools.*



Get out of your box and away from the average. Learn simple accents to "turn up" everything, everyday. Today's consumer base has at least three to four generations to appeal to. Come braid, bind and build with budget ideas that can take simple and every day to the next level. We all need go to add-ons that can give a quick fix. By taking your comfort zone designs to today's style and adding a flair that says WOW, you open your market to all the generations. The larger the market pool the more opportunities to increase and hold on to your sales.

**BUSINESS SESSION:
Improving Your Phone Skills**

Presented by Tim Huckabee, AIFSE
Sponsored by FloristWare
Date: Saturday, March 4, 2017
Time: 9:00 a.m. - 10:15 a.m.
Location: Steelcase Ballroom B



Tim Huckabee AIFSE, takes the stage to make LIVE test calls to shops as well as wire services. He'll also call some order gatherers so florists can see how those guys are beating them. This is a very powerful form of edutainment as he points out both the strengths and weaknesses of every call so audience members can improve their phone skills.

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

Commentated by Jerome Raska, AAF, AIFD, CF, CAFA, PFCI
Sponsored by the Michigan Floral Foundation
Date: Saturday March 4, 2017
Time: 10:30 a.m. - 11:15 a.m.
Location: Steelcase Ballroom B



One of the most exciting events at the Expo is the MFA Designer of the Year Contest.

Five outstanding floral designers from the Professional Division will compete for the title using identical materials. A distinguished panel of judges will choose the winner who will be announced at the banquet on Saturday night.

**MAIN STAGE DESIGN SHOW:
Using Botanical Mechanics**

Presented by James Lutke and Pete Samek, AIFD
Date: Saturday, March 4, 2017
Time: 11:30 a.m. - 12:30 p.m.
Location: Steelcase Ballroom B

James Lutke and Pete Samek will combine to show you how to use botanical mechanics to construct arbors, walls, and towers for wedding and event work using commonly available materials. Learn the do's and don'ts, alternate ideas and tips.

**BUSINESS SESSION:
Are You Using Your Website Real Estate Effectively?**

Presented by Jamie Jameson Adams
Sponsored by Flower Shop Network
Date: Saturday, March 4, 2017
Time: 1:15 p.m. - 2:15 p.m.
Location: Steelcase Ballroom B



We have found that florists often don't understand the buying cycle and how it relates to website usage. They often place information in the wrong place and use valuable website real estate for the wrong purpose. Jamie will show you how to use your website to the best advantage to grow your business.

**MAIN STAGE DESIGN SHOW:
From Prom Queen to Blushing Bride**

Presented by Suzie Kostick, AIFD, CF, PFCI
Sponsored by Fitz Design
Date: Saturday, March 4, 2017
Time: 2:30 p.m. - 3:30 p.m.
Location: Steelcase Ballroom B



Join Suzie who will inspire you with trend setting prom styles and magical wedding designs as we begin the journey with one young girl's first flower buying experience as a high school prom girl, to her "Happily Ever After" dream wedding. This program is packed full of inspirational design styles, cost saving techniques and useful marketing ideas that will turn every prom queen into your future blushing bride. Connecting the dots means generating new, loyal, long term customers.

**BUSINESS SESSION:
Success Tips for Owners and Managers Only**

Presented by Tim Galea
Sponsored by MFA
Date: Saturday, March 4, 2017
Time: 2:30 p.m. - 4:00 p.m.
Location: Atrium, lower level of hotel



Owners and Managers... When is the last time you got out of your shop and had a frank conversation with fellow florists about business? Please join us for an open discussion of issues and challenges relevant to business management and strategy. We'll cover a broad range of topics including personnel issues, social media, internet advertising, and fresh ideas. Additionally, the floor will be open for group discussion so you can ask questions and/or share what's been successful for you. This is about sharing secrets, not stealing them. Michigan florists are a friendly bunch, so let's get to know each other and figure out ways to maximize our collective experience.

**MAIN STAGE DESIGN SHOW:
A Wedding Journey!**

Presented by Frank Feysa, AIFD, PFCI
Date: Saturday March 4, 2017
Time: 3:45 p.m. to 4:45 p.m.
Location: Steelcase Ballroom B

Compare and contrast three popular wedding directions as Smithers-Oasis Design Director Frank Feysa presents a look at three exciting and unique wedding styles. Explore each of these styles as we journey through bridal work, personal flowers, and reception décor.



BUSINESS SESSION:

Coffee Chat with Bobbi

Presented by Bobbi Ecker-Blatchford, AAF, AIFD, PFCI

Date: Sunday, March 5, 2017

Time: 8:15 a.m. - 9:15 a.m.

Location: Steelcase Ballroom B

Start your day off with the inimitable Bobbi Ecker-Blatchford. Famous for her optimistic personality and knowledge of the floral industry, Bobbi will discuss how to share ideas and interact with other industry professionals. Based on her Lucky For Us program, she will explore change, review choices and envision opportunities. And, of course, share stories and experiences of a lifetime. Don't miss this fact filled and fun session.

BUSINESS SESSION:

2016 Generations of Flower Study Results

Presented by Dwight Larimer, AAF, PFCI

Sponsored by American Floral Endowment

Date: Sunday, March 5, 2017

Time: 9:30 a.m. - 10:30 a.m.

Location: Steelcase Ballroom B

Hear results from the 2016 Generations of Flower Study from Dwight Larimer, president of DESIGN MASTER color tool, inc. The American Floral Endowment in partnership with the Society of American Florists conducted the study that explores consumer perceptions of flowers and plants and purchasing/gift-giving behavior among three key generations: Generation Y, Generation X and Baby Boomers. The results show how different groups perceive, buy and use flowers and floral outlets. This research assessed patterns, motivations and barriers to purchasing and the practical and emotional value placed on flowers.



HANDS-ON SESSION:

Armatures, A Key to Wow

Presented by Frank Feysa, AIFD, PFCI

Sponsored by Smithers-Oasis

Date: Sunday, March 5, 2017

Time: 9:30 a.m. to 12:00 p.m.

Location: Secchia Foyer, Room #2

Bring your own tools. Additional fees apply.

An armature is key to creating stunning arrangements, adding artistic flair and panache to any design. Acclaimed designer Frank Feysa will show tips and techniques for making exciting armatures that use natural and manmade materials as well as wire. By the end of this dynamic class, participants will be challenged to bring their inspirational talents to bear constructing an armature using these techniques.



HANDS-ON SESSION:

Blushing Brides... Oh My!

Presented by Suzie Kostick, AIFD, CF, PFCI

Sponsored by Fitz Design

Date: Sunday, March 5, 2017

Time: 9:30 a.m. - 12:00 p.m.

Location: Secchia Foyer, Room #1

Bring your own tools. Additional fees apply.

Join Suzie as she teaches you how to increase your current sales AND generate new sales just by adding more flowers to wear and carry to your repertoire. You'll learn what the latest trends are, how to profitably produce unique and one of a kind designs, how to market them and where to find the customers who'll buy them. This workshop will be jammed packed with fun, creative ideas, tricks, tips and techniques and lots of helpful information.



BUSINESS SESSION:

Wholesale Only Training Session

Presented by Tim Huckabee, AIFSE

Sponsored by FloristWare

Date: Sunday, March 5, 2017

Time: 9:30 a.m. - 10:30 a.m.

Location: Atrium (lower level of hotel)

Tim Huckabee AIFSE, has taken his success in helping retail florists raise their average sales and crafted a custom program for the wholesale segment of the industry. Starting in 2012, he conducted training on-site at dozens of wholesale houses across the U.S.,



Canada and England. And they all saw the same result – bigger sales and more business from their accounts. Come learn the highlights of his successful process to raise wholesale sales in this first-ever WHOLESAL ONLY program. Be sure to be there.

BUSINESS SESSION:

Securing, Protecting and Promoting the Shop Online Brand

Presented by Renato Cruz Sogueco

Sponsored by BloomNet

Date: Sunday March 5, 2017

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

Location: Steelcase Ballroom B



No doubt, a majority of consumers, 81 percent, start their research online prior to making a purchase, according to *RetailingToday*. The questions for florists are: If consumers searched for flowers or a florist in your area, would they find your business? And if they did, would your online presence represent well enough so they feel comfortable to make a purchase? This session shows you how to optimize your website for search to achieve page one ranking, how to develop content for both your website and social media to build relevance, using search marketing such as Adwords to protect your brand and drive clicks to the website. Renato will share mobile strategies to ensure you are found by customers on the go.

MAIN STAGE DESIGN SHOW:

Everyday...Impacts...Everything

Presented by Jackie Lacey, AIFD, PFCI

Sponsored by BloomNet

Date: Sunday, March 5, 2017

Time: 12:30 p.m. - 1:30 p.m.

Location: Steelcase Ballroom B



With today's economy becoming more demanding and stretching every budget to the maximum, it's challenging to provide new, updated looks that impact your designs without killing the bottom line. Not only do we have to design and market to four generations, each has a different opinion of what a reasonable budget might be. As designers we are asked more than ever for a high impact look. Memorable designs with the WOW factor are expected in everyday, sympathy, plants and celebrations. A few tricks can be manipulated to provide high impact style on a tight budget adding a new personalized twist to every design. The focus will be on today's design style of giving more look for the money. We will explore techniques that can be utilized to update, upgrade and up sell!

MAIN STAGE DESIGN SHOW:

Dressed to Impress!

Presented by Tom Bowling, AIFD, PFCI

Sponsored by Teleflora

Date: Sunday, March 5, 2017

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

Location: Steelcase Ballroom B



Weddings, parties and themed events happen throughout the year. Some themes are inspired by seasonality while others are interpretations of experiences. Pinterest has exposed our clients to new and different ideas so we now have to think globally to accommodate these fresh inspirations. Tom will create exciting tablescapes that reflect four new themes. He will distill and translate them into realistic creative ideas. From centerpieces to photo walls, from the jungle to the ocean, the romance of France to the mysterious Far East, we'll dress venues to impress even the most discriminating guests at your next event. Make plans now to attend this amazing presentation.

MAIN STAGE DESIGN SHOW:

Jubilation: A Celebration of Life Event

Presented by Randy Wooten, AIFD, GMF, PFCI

Sponsored by FTD

Date: Sunday, March 5, 2017

Time: 3:45 p.m. - 4:45 p.m.

Location: Steelcase Ballroom B



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



2017 MFA Design Contest, Friday, March 3

A World of Flowers Design Contest!!

Sponsored by FloraCraft and
the California Cut Flower Commission



The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Your skills can earn certificates, cash prizes and recognition in *The Professional Florist* magazine. The contest is a perfect opportunity to show off designs and exchange new ideas. You'll receive professional recognition for your work and gain publicity for you and your shop. Enter today, aim higher, achieve more, and reach for excellence.

MFA Design Contest Division Eligibility: Individuals are only eligible to enter one division. For more information download Design Contest Packet at: www.michiganfloral.org/greatlakesfloralexpo/.

STUDENT DIVISION

HIGH SCHOOL LEVEL: THEME – IT'S A SMALL WORLD

Create a formal linear arrangement using no more than 10 stems of flowers of your choice and no more than two types of foliage. Mosses, decorative wire, and dried materials allowed. But no permanent botanicals (silks) and no *props are allowed. Display space is limited to 24" x 30", with no height restrictions. Maximum wholesale value is \$35.00. Entry must be secure enough to withstand touching and handling by judges.

COLLEGE/PROFESSIONAL NOVICE: THEME – WORLD OF FLOWERS CROWN:

Create a flower crown representing a country of your choosing. Design must feature one design technique. Include an 8" x 10" framed image showing the national flag of the country represented by the design. Include a description of the design technique used and its definition on an index card. All materials must be fresh or dried, no permanent botanicals (silks) or *props allowed. Display space is limited to 30" w x 30" d, with no height restrictions. Maximum wholesale value is \$50.00. Entry must be secure enough to withstand touching and handling by judges. **You will be provided with an 8" bubble bowl to display your crown. This will be only prop allowed.**

PRIZES FOR STUDENT DIVISION CATEGORIES

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

PROFESSIONAL DIVISION

Open to any floral professional with three years or more experience in the industry. Contestants may enter one or all three categories. MUST be entered in all three professional categories to compete for the prestigious MFA Designer of the Year! The Designer of the Year will win a cash prize of \$300 and will have designs featured in "Design Spotlight" in six issues of *The Professional Florist* magazine. He or she will also

have the opportunity to represent the Michigan Floral Association at the National Alliance of Floral Associations (NAFA) National Designer of the Year contest held in October, 2017.

THEME 1 – IT'S A WONDERFUL WORLD

Design an internationally inspired bridal bouquet and coordinating boutonniere. Create an inspirational board to illustrate the wedding and country of your choice. Also include on this board your prominent design element and two techniques used. Inspirational board should measure 30" h by 30" w. All materials permitted except permanent botanicals (silks) and no *props (other than the story board) are allowed. Display space is limited to 30" w and 30" d and no height restrictions. You will be supplied with a Syndicate Sales Vase 4099-12-09 (vase is 8" tall with a 4" opening) to display your bridal bouquet. This will be the only display vase allowed. No exceptions. Maximum wholesale value of floral materials is \$75.00. Entry must be secure enough to withstand touching and handling by judges.

THEME 2 AND 3 – SURPRISE...PACKAGE 1 AND 2

This is just like doing an order at the shop!!! All contestants will be given identical flowers and hard goods to create designs on site. All design items will be provided. You are only allowed to bring your knife, scissors, wire cutter, bunch cutter and needle nose pliers. All contestants should meet at the MFA registration desk in the Secchia Lobby promptly at 6:45 p.m., Friday, March 3, 2017, for briefing and then will be taken to contest location. You will have one hour to complete your designs.

PRIZES FOR PROFESSIONAL DIVISION

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

THE ACADEMY DIVISION

THEME – GOING GLOBAL

Create a tablescape design highlighting the flower of the country of your choosing. Each contestant must display entry on a 72" round table which will be provided. Designers are encouraged but not required to set the entire table with linens, dinnerware, stemware, flatware, and chairs. Table will be evaluated on strength of the floral design and overall presentation. Please provide an 8" x 10" picture frame to be placed on the table with your country and description of two design techniques used. Maximum wholesale value is \$100.00, wholesale cost applies to the fresh or dried materials and containers only (not props, linens etc.).

PRIZE FOR ACADEMY DIVISION

Prize for the Academy Division is \$300 cash, the winner's plaque and his or her name inscribed on a traveling honorary award. The Academy winner will be the featured author of six "Design Tips" in *The Professional Florist* magazine.

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

***Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The MFA cannot be responsible for any materials, props, etc. used for the contest.*

FOR MORE INFORMATION

email Design Contest Chairman
Doug Bates, AIFD, CF, at (269) 625-4115,
Karen Bates at (269) 625-4110; call the
MFA office at (517) 575-0110, or visit www.michiganfloral.org/greatlakesfloralexpo/,
to get a Design Contest packet.

**YOU MUST REGISTER BY
FEBRUARY 25, 2017!**



2017 GLFE Special Events Schedule

Be sure to attend the Exciting President's Reception and Cirque du Soirée Banquet!

Saturday, March 4, 2017 • Devos Place, Steelcase Ballroom B

Sponsored by the MHIFund.

www.mhifund.org

Michigan Horticultural Industries Self-Insured Work Comp Fund

Additional Fees Apply

In homage to Cirque du Soleil, the French-Canadian modern day circus, join us for a banquet designed to excite the senses. Cirque du Soleil tells a story with elaborate costumes, music, settings, mesmerizing acts, and extremely skilled performers. Creative costuming and flowers-to-wear are encouraged to help portray the Great Lakes Floral Expo story on Saturday night.

The evening will begin with the President's Reception in the trade show from 5:30 p.m. to 6:30 p.m. Models will walk around displaying designs while the trade show is open for buying and networking. This year's banquet begins at 6:45 p.m. featuring decor designed by the Michigan Floral Association Young Professionals. Awards presentations will recognize the best of the best! Design contest winners and the induction of new members into the prestigious Certified Florist program will highlight the evening.

A New Prize Game This Year!

Did you know stems of sunflowers were used by early American Indians for construction and that roses have been in cultivation as far back as 500 BC! These interesting facts will educate you as you look for flowers from around the world in this year's vendor booth game A World of Flowers. So keep your eyes peeled and your mind open and find the flowers in each booth. List the booth vendor or booth number that matches the flower. Then your completed and correct game form will be entered into a drawing for a weekend pass to the 2018 Great Lake Floral Expo! Enjoy!

The Trade Show Marketplace

Last year's vendor friendly floor plan is back. Participants will pass by all vendors on their way to the main stage making it enticing for them to stop and shop, view new products, and learn current industry trends. Join us on the trade show floor for great mini design demos! Experienced designers will feature items from vendors during trade show only times. The demos will take place on Saturday, 12:30 p.m. to 1:30 p.m., and Sunday, 1:00 p.m. to 2:00 p.m. Trade show hours are Saturday, 10:00 a.m. to 6:45 p.m. and Sunday, 11:00 a.m. to 2:30 p.m. in Steelcase Ballroom A. Support our vendors!

A World of Flowers 2017 MFA Book Fair

"Knowledge is power" and the MFA Book Fair will be full of books and ideas to increase your knowledge of all things floral. You'll love the price and all profits benefit the MFA Education Fund. Visit the fair in the Secchia Foyer next to the MFA Registration Desk: Friday, 12:00 p.m. to 5:00 p.m., Saturday, 8:30 a.m. to 5:00 p.m., Sunday, 8:30 a.m. to 5:00 p.m.

CF Showcase

Certified Florists will be creating the CF showcase during the Expo. The floral exhibits will highlight design techniques and show just what it means to be a Certified Florist. Check it out and sign up to become a Certified Florist. Welch and Secchia Foyers, open all weekend.



AIFD Showcase

North Central AIFD Chapter members will embody the spirit of innovation with blooming displays located in the Amway Walkway, open all weekend.



A World of Flowers Raffle

Buy tickets for the raffle of floral products, unusual gifts, gift certificates, and more. All proceeds will go to the MFA Scholarship Fund. The fund provides money for recipients to attend the Great Lakes Floral Expo or they can use their scholarship to become a Certified Florist. In 2016 four scholarships were awarded. To donate a service or product contact Cindy at (517) 575-0110. Your help is needed and appreciated. Saturday, 10:00 a.m. to 5:30 p.m., Sunday 11:00 a.m. to 2:15 p.m. Steelcase Ballroom A.

MFA Annual Meeting

Join your fellow attendees and learn what the MFA has been up to this past year come and see what your association plans for this year. Suggestions and ideas are always welcome. Sunday, March 5, 11:45 a.m. -12:15 p.m., Steelcase Ballroom B.

A WORLD OF FLOWERS



COLOR KEY:

Green: Business Sessions

Blue: Hands-On Sessions

Red: Main Stage Shows

Purple: Trade Show Hours

*Additional fees apply.

2017 GLFE Schedule at a Glance

Friday, March 3, 2017

8:00 a.m. - 10:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: How to Deal with the 10 Deadly Sins – Tim Huckabee (FloristWare)	Atrium (lower level of hotel)
9:30 a.m. - 4:30 p.m.	*Hands on Session: Not Your Momma's Bridal Bouquet – Pete Samek (Mayesh)	Steelcase Ballroom B
12:00 noon - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
4:00 p.m. - 6:00 p.m.	Design Contest Registration	Secchia Foyer
7:15 p.m. - 8:15 p.m.	*Hands-On Session: Floral Jewelry for Prom, FFA Student Certification Test Preparation – Garrett Skupinski (DWF)	Steelcase Ballroom B
8:30 p.m. - 9:30 p.m.	Main Stage Design Show: Flower Chopped Tournament – Marisa Rakowski (DWF)	Steelcase Ballroom B

Saturday, March 4, 2017

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:30 a.m. - 5:00 p.m.	Book Fair Open	Secchia Foyer
8:00 a.m. - 10:30 a.m.	Hands-On Sessions: (Choose One) *I Do! – Randy Wooten, (Mayesh) *Today's Bride – Tom Bowling, (Teleflora) *Turn Up the Volume -Jackie Lacey, (BloomNet)	Secchia Foyer Foyer Room 1 Foyer Room 2 Foyer Room 3
9:00 a.m. - 10:15 a.m.	Business Session: Improving Your Phone Skills – Tim Huckabee (FloristWare)	Steelcase Ballroom B
10:00 a.m. - 5:30 p.m.	Raffle	Steelcase Ballroom A
10:00 a.m. - 6:45 p.m.	Trade Show Open	Steelcase Ballroom A
10:00 a.m. - 9:30 p.m.	Retail Store Open	Grand Gallery
10:30 a.m. – 11:15 a.m.	Main Stage Design Show: Designer of the Year Run off – Jerome Raska (MFF)	Steelcase Ballroom B
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: Using Botanical Mechanics – James Lutke and Pete Samek	Steelcase Ballroom B
12:30 p.m. - 1:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:15 p.m. - 2:15 p.m.	Business Session: Are Your Using Your Website Real Estate Effectively? – Jamie Jameson Adams (Flower Shop Network)	Steelcase Ballroom B
1:30 p.m. - 2:00 p.m.	Student Design Contest Review	Secchia Foyer
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: From Prom Queen to Blushing Bride – Susie Kostick (Fitz Design)	Steelcase Ballroom B
2:30 p.m. – 4:00 p.m.	Business Session: Tips for Owners and Managers Only – Tim Galea (MFA)	Atrium (lower level of hotel)
3:45 p.m. - 4:45 p.m.	Main Stage Design Show: A Wedding Journey! – Frank Feysa (Smithers-Oasis)	Steelcase Ballroom B
4:45 p.m. - 5:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
5:30 p.m. - 6:30 p.m.	President's Reception – Trade Show Floor (MHIFund)	Steelcase Ballroom A
6:45 p.m. - 9:00 p.m.	*Recognition and Awards Banquet (MHIFund)	Steelcase Ballroom B

Sunday, March 5, 2017

7:00 a.m.- 8:00 a.m.	Zumba With Derek Woodruff	Atrium (lower level of hotel)
7:45 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:15 a.m. – 9:15 a.m.	Business Session: Coffee Chat with Bobbi Ecker-Blatchford	Steelcase Ballroom B
9:30 a.m. - 10:30 a.m.	Business Session: Generation Study Presentation – Dwight Larimer (American Floral Endowment)	Steelcase Ballroom B
9:30 a.m. - 12:00 a.m.	Hands-On Sessions: (Choose One) *Blushing Brides – Susie Kostick, (Fitz Design) *Armatures a Key to Wow – Frank Feysa (Smithers-Oasis)	Secchia Foyer Foyer Room 1 Foyer Room 2
9:30 a.m.- 10:30 a.m.	Business Session: Wholesale Only Training – Tim Huckabee (FloristWare)	Atrium (lower level of hotel)
10:00 a.m. - 5:00 p.m.	Retail Store Open	Grand Gallery
10:45 a.m. - 11:45 a.m.	Business Session: Securing, Protecting and Promoting the Shop Online Brand – Renato Cruz Sogueco (BloomNet)	Steelcase Ballroom B
11:00 a.m.- 2:15 p.m.	Raffle Closes at 2:15 p.m.	Steelcase Ballroom A
11:00 a.m. - 2:30 p.m.	Trade Show Open	Steelcase Ballroom A
11:45 a.m. - 12:15 p.m.	MFA Annual Meeting	Steelcase Ballroom B
12:30 p.m. - 1:30 p.m.	Main Stage Design Show: Everyday...Impacts...Everything – Jackie Lacey (BloomNet)	Steelcase Ballroom B
1:30 p.m. – 2:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Dressed to Impress! – Tom Bowling (Teleflora)	Steelcase Ballroom B
3:45 p.m. - 4:45 p.m.	Main Stage Design Show: Jubilation: A Celebration of Life Event – Randy Wooten (FTD)	Steelcase Ballroom B
4:45 p.m.	Thank You! Save the Date...GLFE, March 2,3,4,2018 "Floristry an Everyday Event"	



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

Company Name: _____ City: _____ State: _____ Zip: _____
 Address: _____ Fax: _____ Web Site Address: _____
 Phone: _____

GLFFE 2017

A WORLD OF FLOWERS

Great Lakes Floral Expo

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

MARCH 3-5, 2017

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

Save by registering your entire staff with the **WEEKEND SHOP FLOWER PASSPORT** where all your employees can come!

	Member before 1/29/17	Member after 1/29/17	Non-Member before 1/29/17	Non-Member after 1/29/17														
1.	\$30	\$40	\$45	\$50	Student Weekend Flower Passport*													
2.	\$35	\$45	\$60	\$65	Friday Only* Entrance to Exhibits, Main Stage.													
3.	\$60	\$65	\$100	\$105	Saturday Only* Entrance to Exhibits, Main Stage, and Business Education.													
4.	\$60	\$65	\$100	\$105	Sunday Only* Entrance to Exhibits, Main Stage, and Business Education.													
5.	\$79	\$85	\$129	\$135	Fri/Sat/Sun Weekend Flower Passport* Entrance to Exhibits, Main Stage, Business Education, and MFA Design Contest. – for Both Days.													
6.	\$139	\$145	\$189	\$195	Fri/Sat/Sun Weekend Value Flower Passport* Entrance to Exhibits, Main Stage, Business Education, MFA Design Contest & Saturday Night Banquet.													
	\$600	\$650	N/A	N/A	Fri/Sat/Sun Weekend Shop Flower Passport* Weekend pass for as many employees as your shop wishes to bring.													
					All-Day Business Session: How to Deal with 10 Deadly Sins													
					All-Day Hands-On Session: Not Your Momma's Bridal Bouquet													
					FFA Student Certification Test Preparation													
					Hands-On Session: I Do!													
					Hands-On Session: Today's Bride...													
					Hands-On Session: Turn Up Everyday													
					President's Reception, Banquet, and Awards Ceremony													
					Hands-On Session: Fairy Princesses, Prom Queens, Blushing Brides													
					Hands-On Session: Armatures, A Key to Wow													
					TOTAL ALL EVENTS													

*Does not include any optional events!

Best Buy

ALL FEES ARE STRICTLY NON-REFUNDABLE.

REGISTRATION TOTAL Check Credit Card

REGISTRATION FEES ARE NOT REFUNDABLE

REGISTER BY 1/29/17

For best price and a chance to win a Plaza Dream one night stay at the Amway Grand Plaza Hotel!

Credit Card #: _____
 Name on Card: _____
 Address: _____
 City/State/Zip: _____



Signature: _____
 Expiration Date: _____
 Security Code: _____

Business Card and Tax ID required for registration.
 After Monday, February 27, 2017, bring registration and payment to the Expo for onsite registration.

Please enclose or attach to form AND be prepared to present at the door.
 REGISTRATION FEES ARE NOT REFUNDABLE
 12 & younger or 65 and older receive free Weekend Pass. Send proof of age with registration and note on form. (Optional Events not included)

Stay the Weekend!

HOTEL RESERVATIONS: Please call the Amway Grand Plaza Hotel direct at 616-776-6450, (800) 253-3590.
 We have a special guaranteed rate of \$139.00 per night, single/double. Mention that you are with the Michigan Floral Association group block. Reservations must be made prior to 2/06/17 to be insured this rate.

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

Creating Complementary Designs

BY JASON RUDICIL
EASTERN FLORAL, GRAND HAVEN, MI
2016 MFA DESIGNER OF THE YEAR

This trio of containers has a wild tribal look, but are neutral enough to make any color pop. By using some of the same flowers in each container you connect the three. Here yellow ranunculus, pink roses, green hydrangea, pink ginestra, white leucadendron, and purple liatris carry through the theme. Stapling the curled up ends of the variegated aspidistra adds interest and personality to the design. A bit of flash is added with some copper wire curls to make the design stand out. Having something like this in your cooler at all times is a must. You may only sell one of the three pieces, but you never know when someone will buy all three! ✻

Sponsored by



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



Derek Woodruff Wins Sylvania Cup Competition

Michigan's Derek Woodruff, AIFD, CF, PFCI, owner of Floral Underground in Traverse City, won the grand prize at the 49th annual Sylvania Cup design competition held during SAF's 132nd annual convention in Maui.



Woodruff receives a trophy, \$5,000, and complimentary registration to SAF's 2017 convention, September 6-9, at The Breakers in Palm Beach, Florida.

The Sylvania Cup is the country's longest running live floral design competition and is named for Sylvania Valencia, a prominent designer and long-time SAF supporter.

Paul Latham, AIFD, the creative/director and co-owner of Fleur de Lis Events & Design in Louisville, Kentucky, was first runner-up and received \$500; Tricia Upshaw, AIFD, AMF, of Shirley's Flower Studio Inc., in Rogers, Arkansas, was second runner-up and received \$250.

Among the 13 floral designers competing were seven AIFD members, seven past Sylvania Cup contestants and two contestants sponsored by state floral associations.

Each contestant received the same materials from the competition's sponsors, flowers and foliage by Certified American Grown and design supplies from Smithers-Oasis. The challenge was to create three designs using the theme "Elvis Aloha from Hawaii":

"Blue Suede Shoes" – A floral design suitable to attach to a pair of shoes for a moonlight dance on the beach with the King of Rock and Roll. A pair of beach flip flops was provided.

"Crying in the Chapel" – An expressive sympathy tribute suitable for an Elvis impersonator. The casket was open for viewing.

"Hawaiian Wedding Song" – A wedding bouquet with a cascading feature suitable for a star struck Elvis fan.

Three AIFD certified floral evaluators/judges appointed by the PFCI board of trustees evaluated the designs. The judges scored each design based on nine factors covering design elements, design principles, mechanics and execution and creative application. The highest combined score determined the winner. Judges were: Tom Bowling, AIFD, PFCI, from Syndicate Sales Inc., Kokomo, Indiana; Tim Farrell, AAF, AIFD, PFCI, Farrell's Florist, Drexel Hill, Pennsylvania and Sylvania Cup 2013 winner Joyce Mason Monheim, AAF, AIFD, AzMF, PFCI, Designer Destination, Tucson, Arizona. ✿

An advertisement for Mains Importing. The background is a textured, light-colored wall with a dark horizontal band. At the top, the text "MAINS IMPORTING" is written in a bold, serif font, followed by "231 URAN ST" and "HILLSDALE, MI 49242". Below this, there are two identical logos consisting of a stylized red figure with a crown-like top. To the left of the first logo is the phone number "1-800-999-2086" and the email address "sales@mainsimporting.com". To the right of the second logo is the website "www.mainsimporting.com". In the center, a list of products is displayed: "Baskets", "Ceramic", "Glass", "Metal", "Willow", "Potcovers", "Dish Gardens", "Birdhouses", "Cherubs", and "Wreaths...". In the foreground, several metal and ceramic containers of various colors (silver, gold, bronze, purple) are arranged on a surface.

Attention! Potential Exhibitors

Reserve Prime Space Now for the 2017 Great Lakes Floral Expo



GLFE 2017
A WORLD OF FLOWERS

March 3-5, 2017

Amway Grand Plaza Hotel/Devos Place
Grand Rapids, MI

2016 Great Lakes Floral Expo Facts

Total 2016 registration: 375
285 buyers/designers/employees representing 124 businesses
62 representatives from 24 exhibiting companies
46 students from 10 different schools

New For 2017

New Floor Plan

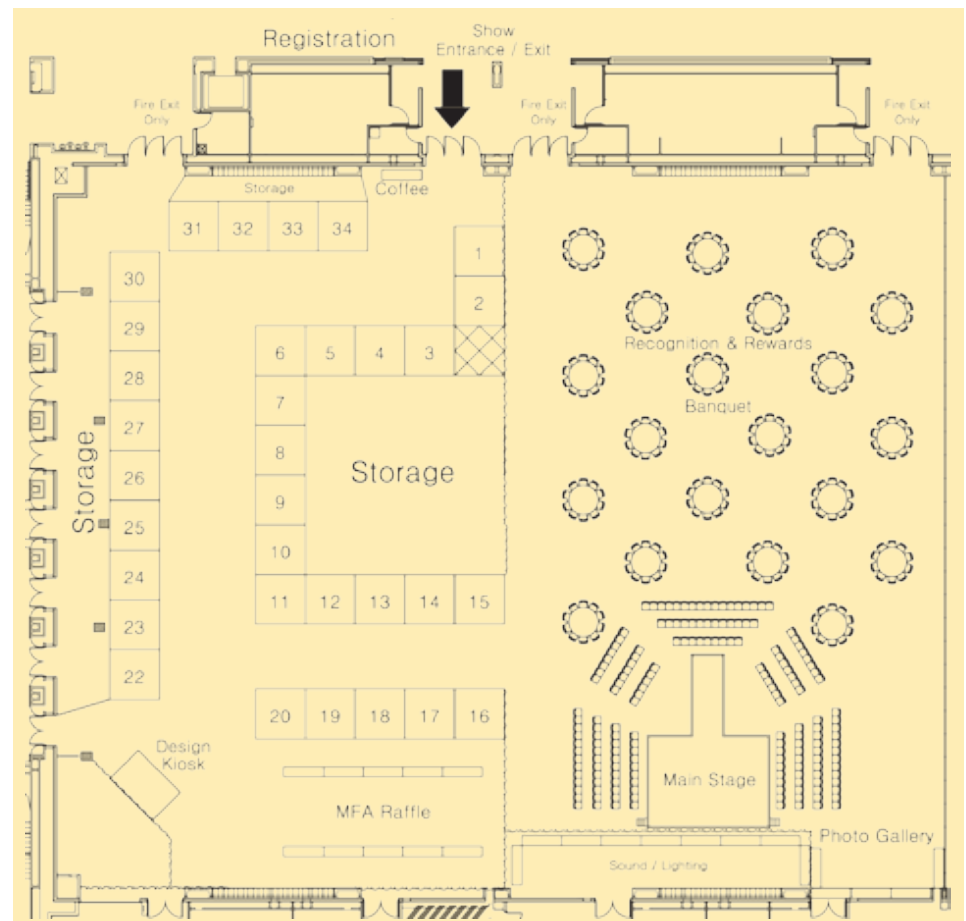
- MFA raffle on show floor
- Designated Design Kiosk Stage on show floor

Saturday, March 4, 2017
Show Hours: 10:00 am - 6:45 pm
(3 hours of uninterrupted shopping time)

Banquet Cocktail Party on the Trade Show Floor 5:30 pm - 6:30 pm Saturday

Sunday, March 5, 2017
Show Hours: 11:00 am - 2:30 pm
(1 hour of uninterrupted shopping time)

Product Reviews/ Design Demos on Designated Design Kiosk Stage During Show Hours



Call MFA at **(517) 575-0110** or Visit www.michiganfloral.org/greatlakesfloralexpo to Reserve Your Exhibitor's Space Now!

"Probably the largest, most exciting and best-run regional show in the industry, the GLFE is also the best opportunity for vendors to engage with florists face-to-face. Michigan florists are especially interested in and loyal to vendors they actually meet, and no event is more committed to taking care of their exhibitors and providing them with a great sales opportunity."

—Mark Anderson of FloristWare, Exhibitor for the past twelve years

"The MFA annual convention has worked for me for many years. It's great being where my customers are, and getting to know potential new ones. This past convention was well attended and planned out. I was able to see a nice increase in sales."

—Jim Wilson of Norman Smith Enterprises, Exhibitor for the past 30 + years

AIFDSCHOLARSHIPS

AIFD Scholarship Deadline Is January 31

The American Institute of Floral Designers Foundation has announced that completed applications for scholarships and grants must be received by January 31, 2017.

Symposium Scholarships

Symposium scholarships up to \$2,000 are granted each year to a non-AIFD floral designer who needs financial assistance to attend their first AIFD National Symposium. Only those who

have not attended the symposium will be considered. Individuals already involved in the AIFD PFDE accreditation process or approved for AIFD Induction will not be considered.

Student Scholarships

Undergraduates in junior colleges, colleges, and universities pursuing courses directly related to retail floriculture with specific emphasis on floral design as a profession are eligible for a yearly award of up to \$2,000.

AIFD Foundation Grant

AIFD Foundation Grants are project based with goals related to the floral industry.

Go to aifdfoundation.org to review the individual application forms outlined with additional eligibility and application requirements. ✿

North Central AIFD Scholarship Deadline

The North Central AIFD Chapter has announced the application deadline for three scholarships. All applications must be received by January 21, 2017.

The scholarship which honors Bob Friese, AIFD, who has given generously to educate students, offers students a chance to be evaluated on an equal level with other students. It can be used for classes or the AIFD Symposium.

The AIFD Memorial Scholarship for 2017 provides funds for floral events, educational classes, or school while the Symposium Grant covers premium registration for the 2017 symposium.

For information email aifd.ncscholarship@yahoo.com or contact Colleen Carr at (517)404-3345. ✿



flint

Great Selection
of Christmas Greens
Quality Holiday Flowers
Excellent Customer Service

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



Where our customers, partners
and employees flourish

A MODERN DAY

Love Story



MODERN GLASS
COLLECTION
Antoinette Vase
#3495: 6" • #3496: 10 1/4"

Syndicate 
syndicatesales.com |    



WUMFA

WUMFA 2017 Convention Preview

BY PATTY MALLOY, AIFD, WUMFA PRESIDENT



It's time for a preview of what's in store at the annual WUMFA spring convention, March 24 – 26, 2017. Plans are underway for a fantastic weekend "To The Future and Beyond" at the Chula Vista Resort in the Wisconsin Dells. Find out what's new on the cutting edge of the floral industry today and tomorrow.

New this year is a "Flower Chopped" competition on Friday evening kicking off an exciting weekend of fun, education, and inspiration. Cheer on your favorite team and see who wins.

On Saturday and Sunday national renowned main stage designers will offer inspirational designs for sympathy, wedding, and everyday events. Jeff Corbin, AAF, AIFD, PFCI, will be presenting the Daily Grind sponsored by FTD. Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI, will feature a wedding show sponsored by Teleflora. Sympathy designs will be presented by Denise Gerke, AIFD, PFCI, and Alan Masters, AIFD.

There will be some educational hands-on sessions offered all three days along with several business sessions on the agenda. Plenty of time will be available for shopping at the trade show and learning new tips and tricks with products featured by the vendors.

Be sure to check out the design contest, enter your designs, and showcase your special talents.

Items will be on display for a raffle throughout the weekend and stage show designs will be auctioned off on Sunday. Buy raffle tickets for a chance to win a variety of great items. And bid on the silent auction items for a chance to take home some beautiful floral designs and supplies.

With a central state location for the convention this year in the Wisconsin Dells, the event offers to be a great place to bring the entire family along, especially for the kids to be entertained at the Chula Vista Resort and water park. There's something there for everyone!

Check the WUMFA website www.wumfa.org for more details coming soon. Mark the date on your calendar and plan to attend and invest in your "future and beyond". ✿

2017 WUMFA DESIGN PRESENTERS



Jeff Corbin, AIFD, AAF, PFCI, is an FTD education consultant and the owner of Radford City Florist in Radford, Virginia. He has been active in the industry for over thirty years and is known for emphasizing simplicity and productivity in his design work. He believes education and communication are crucial in strengthening today's floral industry. He is a past president and charter member of the Virginia Professional Florist Association as well as a past chairman of PFCI. He has traveled throughout North America leading hands-on workshops, participating on design panels and presenting commentary on both design and business in the floral industry.



DENISE GEHRKE, AIFD, PFCI, is currently working at Destinations by Design in Las Vegas. Back in Wisconsin, she was very active with WUMFA. She became a member of the WUMFA Academy of designers in 2002. She also has been president of the Teleflora Wisconsin/ Upper Michigan Unit and has worked on the Tournament of Roses Parade. In Las Vegas she has helped with the design and installation of major New Year's Eve parties. Besides weddings and events, she has a passion for educating and mentoring other designers. She is a winner of the 2016 Houston Cup, and 2016 first runner up in the Texas Cup.



Loriann List, AIFD, has been in the business of floral design for 30 years. With a background in interior design, her floral design skills were fine tuned by WUMFA's master design classes and she went on to receive her Master Florist pin. She is also a former WUMFA president. She has been inducted into the WUMFA Hall Fame and Academy of Floral Design. She and her husband Karl own Wanta's Floral and Gift in Clintonville and are recipients of the Small Business of the Year by the Chamber of Commerce.



Alan Masters, AIFD, has been designing for 31 years, starting at a small home town florist in Lufkin, Texas. Through the years he has worked at and managed several flower shops, grocery store and craft store floral departments. He is now on the staff at Compton's in LaPorte, Texas. In 2013, he began competing in design competition. In 2016, he won the National Alliance of Floral Associations Designer of the Year contest and the Texas Cup Designer of the Year competition. He has a passion for floral design with a strong emphasis on education not only in the floral industry but in the community.



Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI, is the current president of AIFD. She has been in the floral industry for over 40 years. She has been instrumental in organizing educational programs throughout the Southwest and served as past president of the Teleflora Arizona unit, the Arizona State Florists' Association and the

Southwest Region of AIFD. She has designed and commented at many shows, won the 2013 Sylvia Cup competition, and was a competitor in the Intercontinental Design Cup in Japan. Noted for her innovative ideas and design talents, she is a member of Teleflora's team of educational specialists.



Susan Wilke, AAF, PFCI, has been in the floral industry for three decades as a retailer, greenhouse employee, designer, merchandiser, spokesperson and wholesaler. For 19 years, she has championed Wisconsin florists as spokesperson for the Wisconsin Floral Marketing Council. At WUMFA, she has been on the design school committee, coordinated programs throughout the region and serves as an educational instructor. She now serves on the PFCI board of trustees. Each year, Wilke donates her design talent and serves as commentator for horticulture speakers at the Wisconsin State Fair. Her tireless energy has helped keep the 11-day event in the news.



Robbin Yelverton, AAF, AIFD, CF, PFCI, is co-owner of Blumz... by JRDesigns, as well as a designer/educator with over 30 years experience. He is known for his expertise in sales, marketing and design of wedding, sympathy, holiday, events and everyday designs. He actively uses Facebook, Twitter and blogging as marketing tools. He holds a Masters of Science in ornamental horticulture and has taught horticulture, floral design, and interior plant maintenance. He currently serves on the PFCI board of trustees and is a guest blogger on the SAF "About Flowers" blog. He is a former Mississippi, Michigan and National Alliance of Floral Associations Designer of the Year.



2017 WUMFA Convention Sessions

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

WUMFA Board of Directors

President: Patty Malloy, AIFD
 Freelance, Eau Claire, WI
President Elect: Denise Barnett
 Snapdragon Floral, Elm Grove, WI
Past President: Diane Schulte, CF, WMFM
 Metcalfe's Floral Studio, Madison, WI
Treasurer: Anthony Rojahn
 Rojahn & Malaney Co., Milwaukee, WI
Secretary: Katie Grogan
 Alfa Flower Shop, Wauwatosa, WI

Directors-At-Large

Melissa Maas
 Bank of Flowers, Menomonee Falls, WI
 Toni Piccolo, AIFD
 gia bella flowers & gifts, Burlington, WI

Regional Directors

Region 1 (262)
 Laurie Wareham, Wear'Em Designs, Elm Grove, WI
Region 2 (414)
 Phil Meyer, AIFD, Bill Doran Co., Milwaukee, WI
Region 3 (608)
 Tom Bauer, Kennicott Brothers, Milwaukee, WI
Region 4 (715/906)
 Open
Region 5 (920)
 Jenifer Denis, Bill Doran Co., Green Bay, WI

WUMFA Staff

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



FRIDAY, March 24, 2017

ALL DAY HANDS-ON WORKSHOP: WWDD (What Would Designers Do?)

Presented by Denise Gehrke, AIFD, PFCI, and Alan Masters, AIFD
Date: Friday, March 24, 2017
Time: 9:30 a.m. to 4:30 p.m.
Location: Room G and H • *Additional fees apply. Bring your own tools.*

Millennials, or Generation Y are now our customers. When they order prom flowers they show us pictures on their phones. As brides, they are bringing in their Ipads and Pinterest pages. As designers, we need to adapt and cater to our Gen Y customer by creating WTW (weddings that wow) and BFF (body flowers that are flattering). This workshop will be a fresh approach to bouquets and body flowers that will attract the texting generation. It's going to be a BYOB (build your own bouquet) and much more hands on experience. Combined, Alan and Denise bring 56 years of ATDT (at the design table) knowledge. Not only will you learn some great tips and tricks for designing your wedding and body flowers. But we also hope you get TMI (too much information) and all of your FAQ (frequently asked questions) answered. Bring your PEEPS (friends) for a DIY (design it yourself) learning experience!

MAIN STAGE DESIGN SHOW: So You Want to be a Designer!

Presented by Kurt Jorgenson
Date: Friday, March 24, 2017
Time: 8:00 p.m. to 9:30 p.m.
Location: Rooms E and F



New this year...the exciting Flower Chopped contest, our version of the Food Network's Chopped program. Live and in color you will see experienced designers mentoring a select group of industry professionals who have no design experience whatsoever. These novice designers will create one of a kind arrangements, all using the same materials. There will be one winner declared the Chopped champion.

SATURDAY, March 25, 2017

MAIN STAGE DESIGN SHOW: 50 Great Ideas in 50 Minutes

Presented by Loriann List
 Sponsored by Krueger Wholesale and Design Master
Saturday, March 25, 2017
Time: 9:00 a.m. to 9:55 a.m.
Location: Room E and F



Go Back to the Future with quick and easy ideas to make design and display fun and fabulous. These are some of the greatest ideas WUMFA has given to members over the years and you will be able to take them home and use them everyday. With fresh product donated by Krueger Wholesale and paint by Design Master you'll want to get out of bed early on Saturday morning.

BUSINESS SESSION: Building/Maintaining/Monitoring Relationships With Funeral Directors

Presented by Robbin Yelverton, AAF, AIFD, CF, PFCI
 Sponsored by FloristWare
Saturday, March 25, 2017
Time: 10:15 a.m. to 11:15 a.m.
Location: Room E and F



In this interactive session, Robbin Yelverton will show you how to get through the door and connect with funeral home directors. Establishing and maintaining this connection is the essential first step to communication and a profitable relationship. He'll also cover the importance of monitoring the relationship. You always need to know where you stand and look at proven ways of doing just that.

MAIN STAGE DESIGN SHOW: Doing the Daily Grind

Presented by Jeff Corbin, AAF, AIFD, PFCI
 Sponsored by FTD
Saturday, March 25, 2017
Time: 12:30 p.m. to 1:30 p.m.
Location: Rooms E and F



Another day, another dollar! Can you guarantee it's a dollar earned and not a dollar spent? You can after this program. Jeff Corbin, FTD education specialist, will focus on the aspects of daily designs, shop operations and marketing to guide your team to victory through these tight, lean times.

Continued on page 22.

2017 WUMFA BUSINESS PRESENTERS



Mark Anderson, has been in the flower business for over 20 years. He is the lead developer of FloristWare, an order-taking and point-of-sales system for retail florists. He is in close contact with florists all over North America. This provides valuable insight into successful practices, that with the client's permission, contributes to the "Tech Talk" column in *Floral Management* magazine. He was the first independent tech provider to serve as a member of the SAF technology committee.



Robbin Yelverton, AAF, AIFD, CF, PFCI, is co-owner of Blumz...by JRDesigns, as well as a designer/educator with over 30 years experience. He is known for his expertise in sales, marketing and design of wedding, sympathy, holiday, events and everyday designs. He actively uses Facebook,

Twitter and blogging as marketing tools. He holds a Masters of Science in ornamental horticulture and has taught horticulture, floral design, and interior plant maintenance. He currently serves on the PFCI board of trustees and is a guest blogger on the SAF "About Flowers" blog. He is a former Mississippi, Michigan and National Alliance of Floral Associations Designer of the Year.

2017 WUMFA CONVENTION • TO THE FUTURE AND BEYOND

**HANDS-ON WORKSHOP:
European Influenced Bouquets**

Presented by Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI
Sponsored by Teleflora
Saturday, March 25, 2017
Time: 1:30 p.m. to 3:30 p.m.
Location: Room G and H • *Additional fees apply. Bring your own tools.*



Inspirations for creative bridal bouquets come from many global influences. Gathering these influences, you will see the complexity of composite designs and mechanical forms that will astound you. Enjoy amazing designs and challenge your creativity with ideas, techniques and applications when creating European influenced concave bridal bouquets. Nothing like you have ever done before!

**BUSINESS SESSION: Working Around Changes
in the Floral and Funeral Industries**

Presented by Robbin Yelverton, AAF, AIFD, CF, PFCI
Sponsored by FloristWare
Saturday, March 25, 2017
Time: 1:45 p.m. to 2:45 p.m.
Location: Room E and F



Changes in the funeral industry like the increased popularity of cremation, "in lieu of flowers" messaging and free websites from floral order gatherers have made sympathy work harder to come by and less profitable. This session, using a combination of presentation, discussion and Type in Action activities, will show you how to stay profitable while working around these issues. It will also look at marketing to customers that increasingly default to order-gatherers and drop-shippers when buying flowers.

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

Presented by Susan Wilke, AAF, PFCI
Saturday, March 25, 2017
Time: 3:45 p.m. to 4:30 p.m.
Location: Room E and F



Come watch the exciting professional design competition. This intense, exciting, awe-inspiring design event will take place on the main stage. The top three floral designers from the Professional Division design contest will compete against each other head to head designing with identical materials for the "Designer of the Year" title. Florists, friends and family will be in the audience to cheer them on. A distinguished panel of judges will choose one lucky designer who will win the title of WUMFA Designer of the Year who will be announced at the banquet Saturday night.

SUNDAY, March 26, 2017

HANDS-ON WORKSHOP: Sympathy Trends and You...

Presented by Robbin Yelverton, AAF, AIFD, CF, PFCI
Sponsored by BloomNet
Sunday March 26, 2017
Time: 8:30 a.m. to 10:00 a.m.
Location: Room G and H • *Additional fees apply. Bring your own tools.*
Sympathy flowers and memorial tribute, like the rest of our industry, have



changed drastically over the past few years. It's no longer a funeral, it's a celebration of life. Find out about the latest market trends, promotional and marketing ideas, new containers and merchandise, as well as creative designs that sell when dealing with a bereaved family. You'll learn which non-floral add-ons are growing in popularity, from wind chimes to stepping stones; how to market yourself as a source for both flowers and other event-related needs of memorials and funerals; important questions to ask and how to train new staff to work with bereaved families and funeral directors with sensitivity and confidence. Projects will include a tray design with a picture frame or a small plaque inside and a design with a small figurine..

**BUSINESS SESSION:
Ways to Improve Your Bottom Line**

Presented by Mark Anderson
Sponsored by FloristWare
Sunday, March 26, 2017
Time: 9:00 a.m. – 10:00 a.m.
Location: Room E and F



In this workshop approach, Mark Anderson will help develop a plan participants can actually put in place when they get back to their shops. Among the topics covered will be little changes that can make bigger profits, how to upsell, and accounting, pricing, and profitability.

**MAIN STAGE DESIGN SHOW:
Stars in Heaven**

Presented by Denise Gehrke, AIFD, PFCI and Alan Masters, AIFD
Sponsored by the Wisconsin Florist Foundation
Sunday, March 26, 2017
Time: 10:30 a.m. to 11:30 a.m.
Location: Rooms E and F



Let's take a moment of reflection on the year 2016, with a celebration of lives lost. As designers, we are called upon regularly by families who have lost loved ones. They are asking us to remember someone's life with flowers. By breaking away from the "traditional" sympathy designs, and creating personalized tributes, you will set yourself apart from the norm. Your designs will stand out, and be remembered. That is our challenge... we owe it to ourselves to make customers desirous of our floral artistry. This program is going to have you looking at sympathy designs in a whole new light.

**MAIN STAGE DESIGN SHOW:
Beyond the Bouquet**

Presented by Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI
Sponsored by Teleflora
Sunday, March 26, 2017
Time: 2:30 p.m. to 3:30 p.m.
Location: Room E and F



Making her wedding day special is all about style and design. See the latest trends for bouquets and events. Learn how to create popular design styles for bridal bouquets that include floral techniques and new products that make time and profit a priority. View the newest color influences for coming seasons and how this reflects on our floral products. You'll be able to walk away with ideas from inspiring collections of unique bouquet ideas and complementary designs for visual impacts.

WUMFA would like to thank our fine convention sponsors!



2017 WUMFA Design Contest

Check-in times: Friday from 6:00 p.m. to 8:00 p.m. and Saturday from 8:00 a.m. to 11:00 a.m.

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

New Rules for the Designer of the Year Contest !!!!

WUMFA PROFESSIONAL DESIGNER OF THE YEAR

New this year. Open to all those entered in all three themes in the Professional Division.

In order to attain WUMFA Professional Designer of the Year status, you must enter all three Professional Division themes. The three individuals with the highest cumulative points from the three themes will be selected as finalists to compete in a Spontaneous Surprise Package competition. Finalists are responsible for their own tools, knife, wire cutter, pruner, and scissor. The finalist with the highest total points will be the winner. Results will be announced at the Recognition and Awards Banquet on Saturday night in the Grand Ballroom. The winner will receive \$150, a recognition plaque and the coveted title of 2017 WUMFA Designer of the Year.

STUDENT DIVISION

THEME

Monochromatic

Pick your color for the future, and create a simple design in a green bowl with 1/3 block of foam (Oasis® #45-38014/Syndicate Sales #73). The flowers are your choice but must be the same color theme. Fresh flowers and greens only. No permanent botanicals (silks), dried allowed. Design must stay within 12" x 12" and no higher than 16" with a wholesale cost of \$25, 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. ***No props allowed.**

COLLEGE/TRADE SCHOOL/NOVICE DIVISION

THEME

The Flower of the Future

Yes, the carnation is back. Create a design using 25 carnations in a container of your choice. Only

carnations and two types of greens can be used. No fillers may be used. Sheet moss may cover your mechanics. Because the tight roundy, moundy look has been around so long this look will not work for your customer so be creative. No dried (other than sheet moss), wire, ribbons or permanent botanicals (silks) permitted. Design must stay within 12" wide by 24" long and 18" tall. Wholesale value not to exceed \$40 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. ***No props allowed.**

PROFESSIONAL DIVISION

THEME 1:

Today's Tropical-High Tech

Create a centerpiece for a college graduation party. The theme of the party is tropical with a high-tech flair. Keeping this in mind, tropical flowers and foliage must be incorporated in the design. Other fresh flowers, foliage and decorative wire may be used but the majority of the design must be tropical. These centerpieces will be placed on a 72" round table that will be set for the dinner on Saturday evening. No dried, ribbons or permanent botanicals (silks) permitted. Display space is limited to 18" by 18" with height restriction of 48". Wholesale value not to exceed \$100 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. ***No props allowed.**

THEME 2:

Keeping The Bride "Connected"

Create a cascade bridal bouquet in a holder with brightly colored flowers and brightly colored phone chargers. The cascade may be long or short just as long as it cascades. Along with the

phone chargers decorative wire may be incorporated into the bouquet. All materials are permitted except dried and permanent botanicals (silks). Wholesale value should not exceed \$75 for flowers, greens, supplies and chargers. May bring a prop to display the bouquet but must be easily removable for judging. Entry must be secure enough to withstand touching and handling by judges.

THEME 3:

For the Future

One year old today, "Happy Birthday". Help us celebrate this birthday by using your imagination in creating an arrangement showing what you may create 17 years later for his /her birthday party. The only request is to use the 6" x 6" x 6" clear glass cube (vase) that was used for the first birthday party. All materials including fresh flowers, foliage, and decorative wire are permitted except for dried and permanent botanicals (silks). Display space is limited to 15" by 15" with height restriction of 20". 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. ***No props allowed.**

(Remember, if you sign up for all three themes you must bring your own tools in case you selected as a finalist to compete in the Spontaneous Surprise Package.)

ACADEMY DIVISION

THEME:

Future of Cell Tower Tablescapes

Create a tablescape for the center of an 8' rectangular banquet table. The design must be your interpretation of the skyline with nothing but cell towers. The colors for this will be all white, silver and clear except for the greens used. Fresh flowers, dried materials, decorative wire, fresh greens and props may be used. All materials are permitted except permanent botanicals (silks) Wholesale value not to exceed \$125 not including props and must be accounted for on the cost form provided in the packet. Exhibit must be secure with solid construction/mechanics to withstand seating and movement of guests, touching and handling of judges.

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

WUMFA bears no responsibility for damaged or stolen items.

PRIZES FOR ALL CATEGORIES AND THEMES

Prizes are sponsored by Wisconsin Florist Foundation

- First Place: \$100, ribbon and certificate
- Second Place: \$50, ribbon and certificate
- Third Place: \$35, ribbon and certificate
- Professional Designer of the Year: \$150, plus a plaque
- Academy: \$250, and Certificate

SEE DESIGN CONTEST PACKET FOR ELIGIBILITY REQUIREMENTS.

Download contest packet at www.wumfa.org. If you have any questions please contact: Design Contest Chairperson Phil Meyer, AIFD Email: flowerattitude@hotmail.com • Cell Phone: (414) 687-7359 or contact the WUMFA office at (517) 253-7730.



2017 WUMFA ANNUAL CONVENTION SCHEDULE AT A GLANCE

FRIDAY, MARCH 24, 2017

9:00 a.m. - 8:00 p.m.	Registration Desk Open	Grand Lobby
9:30 a.m. - 4:30 p.m.	All Day Hands-On Workshop WWDD (What Would Designers Do?) Denise Gehrke, AIFD, PFCI, and Alan Masters, AIFD Sponsor: WFF	Room G & H
6:00 p.m. - 8:00 p.m.	Design Contest Registration	Grand Lobby
6:00 p.m. - 8:00 p.m.	Trade Show Reception	Room A, B, C, & D
8:00 p.m. - 9:30 p.m.	Main Stage Design Show So You Want to Be a Designer! – Flower Chopped Contest Kurt Jorgenson	Room E & F

SATURDAY, MARCH 25, 2017

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Grand Lobby
8:00 a.m. - 11:00 a.m.	Design Contest Registration	Grand Lobby
9:00 a.m. - 9:55 a.m.	Main Stage Design Show 50 Ideas in 50 Minutes Loriann List, AIFD Sponsor: Krueger Wholesale and Design Master	Room E & F
10:15 a.m. - 11:15 a.m.	Business Session Building/Maintaining/Monitoring Relationships with Funeral Directors Robbin Yelverton, AAF, AIFD, CF, PFCI Sponsor: FloristWare	Room E & F
11:00 a.m. - 6:00 p.m.	Trade Show Open	Room A, B, C, & D
11:00 a.m. - 6:30 p.m.	Raffle Open	Grand Lobby
11:00 a.m. - 12:30 p.m.	Trade Show Only Shopping Time	Room A, B, C, & D
12:30 p.m. - 1:30 p.m.	Main Stage Design Show Doing the Daily Grind Jeff Corbin, AAF, AIFD, PFCI Sponsor: FTD	Room E & F
1:30 p.m. - 3:30 p.m.	Hands-On Session European Influenced Bouquet Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI Sponsor: Teleflora	Room G & H
1:45 p.m. - 2:45 p.m.	Business Session Working Around Changes in the Floral and Funeral Industries Robbin Yelverton, AAF, AIFD, CF, PFCI Sponsor: FloristWare	Room E & F
2:00 p.m. - 6:30 p.m.	Design Contest Open for Viewing	Grand Lobby
2:45 p.m. - 3:45 p.m.	Trade Show Only Shopping Time	Room A, B, C, & D
3:45 p.m. - 4:30 p.m.	Main Stage Design Show The Professional Designer of the Year Run Off	Room E & F
4:30 p.m. - 6:00 p.m.	Tips and Tricks on the Trade Show Floor	Room A, B, C, & D
6:30 p.m. - 7:00 p.m.	Hall of Fame Reception	Grand Ballroom
7:00 p.m. - 9:00 p.m.	Recognition and Awards Banquet	Grand Ballroom

SUNDAY, MARCH 26, 2017

8:00 a.m. - 12:30 p.m.	Raffle Open	Grand Lobby
8:00 a.m. - 4:30 p.m.	Registration Desk / Book Fair Open	Grand Lobby
8:00 a.m. - 3:30 p.m.	Design Contest Open for Viewing	Grand Lobby
8:30 a.m. - 10:30 a.m.	Hands-On Session Sympathy Trends and You... Adjusting to the Changing Market Robbin Yelverton, AAF, AIFD, CF, PFCI Sponsor: BloomNet	Room G & H
9:00 a.m. - 10:00 a.m.	Business Session Ways to Improve Your Bottom Line Mark Anderson Sponsor: FloristWare	Room E & F
10:30 a.m. - 11:30 a.m.	Main Stage Show Stars in Heaven Denise Gerke, AIFD, PFCI, and Alan Masters, AIFD Sponsor: WFF	Room E & F
11:30 a.m. - 12:30 p.m.	Trade Show Only Shopping Time	Room A, B, C, & D
12:30 p.m. - 1:30 p.m.	Annual Meeting, Lunch Served	Grand Ballroom
1:30 p.m. - 3:30 p.m.	Raffle Open	Grand Lobby
1:30 p.m. - 2:30 p.m.	Trade Show Only Shopping Time	Room A, B, C, & D
2:30 p.m. - 3:30 p.m.	Main Stage Design Show Beyond the Bouquet Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI Sponsor: Teleflora	Room E & F
3:45 p.m. - 4:15 p.m.	Auction	Room E & F
4:15 p.m.	Raffle Winners Available	Grand Lobby

Tropical Luau Banquet

*Come join us at a festive Hawaiian Luau.
Saturday, March 25, 2017
7:00 p.m. to 9:00 p.m.
Grand Ballroom, Chula Vista Resort
Additional Fees Apply*

*Help WUMFA recognize outstanding
industry leaders at the luau banquet.
We will celebrate Hall of Fame winners,
scholarship winners, and design contest winners.
Join your friends and colleagues and enjoy
good food, laughter and networking.*



WUMFA 2017 Annual Convention Registration Form

March 24-26, 2017 • Chulia Vista Resort • 2501 N. River Road • Wisconsin Dells, WI 53965

Shop Name _____ Phone _____
 Submitted By _____ Fax _____
 Address _____ E-mail _____
 City/State/Zip _____ Alternate Contact Number _____
Please write names legibly, and exactly as they should appear on badges.

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

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

Discounts: After the first five registrants, a \$79 weekend pass reduced rate applies for weekend passes.

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

Cancellation Policy: Requests for refunds must be received by March 3, 2017 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 3, 2017 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			TOTAL ALL EVENTS
			Includes Entrance to Exhibits, Main Stage, and Business Sessions	Includes Entrance to Exhibits, Main Stage, and Business Sessions	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch		
1.	\$60	\$90	\$20	\$30	\$79	\$119	\$30	\$45	\$99	\$149	\$50	\$75	\$199	\$299	\$59	\$89	\$49	\$59	\$89	\$10ea.				
email:																								
2.																								
email:																								
3.																								
email:																								
4.																								
email:																								
5.																								
email:																								
6.																								
email:																								
REGISTRATION TOTAL																						<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card	

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

HOTEL INFORMATION

Room Rate: \$95.00 plus tax. Call (877) 436-3413 or direct (608) 254-1628 to make a reservation. Make sure to mention the Wisconsin-Upper Michigan Florists Association room block to insure the rate of \$95.00. Reservation must be made by February 21, 2017 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) _____ Exp. Date _____ CSC _____


Card Number _____ Billing Address _____ City/State/Zip _____

Cardholder Signature _____

UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)
Statement of Ownership, Management, and Circulation

1. Publication Title: **The Professional Florist**
 2. Publication Number: **0 2 6 2 - 1 7 X**
 3. Filing Date: **11/7/16**
 4. Issue Frequency: **Bi-Monthly**
 5. Number of Issues Published Annually: **Six**
 6. Annual Subscription Price: **\$75 - \$625**
 7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®):
1152 Hawks Rd., Hackett, MI 48840
 Contact Person: **Rodney Crittendon**
 Telephone (include area code): **517-875-0110**
 8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer):
1152 Hawks Rd., Hackett, MI 48840
 Name: **Rodney P. Crittendon**
 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank):
 Publisher (Name and complete mailing address): **Rodney P. Crittendon PO Box 67, Hackett, MI 48840**
 Editor (Name and complete mailing address): **Barbara Gilbert PO Box 67, Hackett, MI 48840**
 Managing Editor (Name and complete mailing address): **Same as Editor**
 10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.):
 Full Name: **Michigan Floral Association**
 Complete Mailing Address: **PO Box 67, Hackett, MI 48840**
 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box None
 Full Name: _____ Complete Mailing Address: _____
 12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one):
 Has Not Changed During Preceding 12 Months
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)
 13. Publication Title: **The Professional Florist**
 14. Issue Date for Circulation Data Below: **Issue VI, 2016**
 15. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		1500	1500
b. Paid Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	1135	1135
	(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	N/A	N/A
	(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	N/A	N/A
	(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	N/A	N/A
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		1135	1135
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies Included on PS Form 3541	N/A	N/A
	(2) Free or Nominal Rate In-County Copies Included on PS Form 3541	N/A	N/A
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)	N/A	N/A
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	365	365
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3), and (4))		365	365
f. Total Distribution (Sum of 15c and 15e)		1500	1500
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		0	0
h. Total (Sum of 15f and g)		1500	1500
i. Percent Paid (15c divided by 15f times 100)		75.6%	75.6%
16. Electronic Copy Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Paid Electronic Copies		0	0
b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a)		1135	1135
c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)		1500	1500
d. Percent Paid (Both Print & Electronic Copies) (16b divided by 15c x 100)		75.6%	75.6%

 I certify that 50% of all my distributed copies (electronic and print) are paid above a nominal price.
 17. Publication of Statement of Ownership
 If the publication is a general publication, publication of this statement is required. Will be printed Publication not required
 in the **Issue VI, 2016** issue of this publication.
 18. Signature and Title of Editor, Publisher, Business Manager, or Owner

 Date: **11-7-16**
 I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

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.)
10. Study Guide & Evaluation Forms



Florists' Review Design School and Flower Arranging... Step by Step Instructions for Everyday Designs

Visit www.michiganfloral.org or call 517-575-0110 and register today!

HALLOFFAME

Del Demaree Honored by Michigan Floral Foundation

Del Demaree, Jr, AAF, was honored recently by the Michigan Floral Foundation. The well-respected floral industry leader was inducted into the MFF Hall of Fame at a gala dinner in Lansing, Michigan.

While he was unable to attend due to surgery, his acceptance speech was shown via YouTube. He noted that the award was a “fantastic, humbling honor...I am a simple but lucky guy”. The award was accepted by his daughter Laura Shinall, president of Syndicate Sales, Kokomo, Indiana.

Demaree’s parents founded the company. As a second generation owner, he took the firm to new heights expanding its product line to include among other things Hoosier Glass, Candlelite Cardette,



Bob Patterson, Michigan Floral Foundation chairman, presents the Hall of Fame Award to Laura Shinall, representing her father, Del Demaree.

and Aquafoam. Syndicate was the first company to use barcode shipping, adding a new level of transparency and accountability into the supply chain. He also pushed Syndicate to become among the first in the industry to implement online ordering.

Demaree has served the industry in many capacities including Society of American Florists president and treasurer for the Wholesale Florist & Florist Supplier Association. Among his many awards are the American Institute of Floral Designers Award of Merit, WF&FSA’s Leland T. Kintzele Distinguished Service Award and Michigan Floral Association Wholesaler Tradesman of the Year. In 2015 he was inducted into the Society of American Florists Floriculture Hall of Fame.

The dinner was sponsored by Design Master color tool, Kennicott Brothers Company, and Teleflora. ✿



alexandra
FARMS
Exceptional Garden Roses

Deluxe Garden Roses

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





Lemon Pompon

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







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

305-528-3657

• marketing@alexandrafarms.com

• www.alexandrafarms.com

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



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

\$27.9 Million since 1993

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



**MICHIGAN
HORTICULTURE
INDUSTRIES**

SELF-INSURED
WORKERS'
COMPENSATION
FUND

a member owned program

Endorsed By



Call today to request a quote & learn more!

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

mhifund.org

Administered By



PROFESSIONAL EDUCATION

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

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

Steps to Certification

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

Wednesday, January 11, 2017

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

Member \$149 • Non-Member \$199

Includes all flowers and supplies.

Cindy will guide those who plan on becoming a Certified Florist with tips on how to prepare for both the written and design portions of the test. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the prestigious CF exam. Lunch on your own. Enrollment limited to 10.

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

Exciting Intermediate Floral Design Course

Twelve Week Course

Wednesday Evenings

April 5, 2017 - June 28, 2017

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

Member \$1250 • Non-Member \$1500

Includes all flowers and supplies.

This course builds upon the foundation of the basic design course. The focus will be on 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 exam will still be welcome.) The CF manual is the text for this course. You may purchase the manual at www.michiganfloral.org or call (517) 575-0110. The manual is recommended but not required. All other materials are 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, and intermediate floral design. Design topics include: vase arrangements, bridal bouquets, corsages, boutonnières and sympathy. Designs will incorporate contemporary techniques of grouping, layering, basing, framing, and more. Each week you will take home your designs.

This 12 week class will meet every Wednesday for 12 weeks. There will be no class on May 10. There are 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. Limited enrollment of eight ensures each student receives personal attention.

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

An Outstanding Introduction to Floral Design

Twelve Week Course

Thursday Evenings

April 6, 2017 - June 29, 2017

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

Member \$1000 • Non-Member \$1250

Includes all flowers and supplies.

This 12 week comprehensive course introduces beginning students to principles and elements of design, proper mechanics of construction, care and handling of fresh materials and color theory. For those desiring to become a Certified Florist, this 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 day. Topics include: vase arrangements, symmetrical triangles, asymmetrical triangles, horizontal centerpieces, round designs, hand-tied bouquets, corsages, and boutonnières. There will be no class May 11. You will receive 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. Limited enrollment of 12 ensures each student receives personal attention.

A floral knife will be provided.


AIFD Prep Workshop

Do you want to become AIFD? The MFA education committee is committed to helping you become an AIFD designer by improving your floral skills. We would like to schedule this workshop in 2017. If you are interested in attending please call Cindy at MFA (517) 575-0110 by January 13, 2017.

Visit www.michiganfloral.org for more information • Call (517) 575-0110 for availability

BUSINESS CARD & CLASSIFIED ADS

RETAILERS



DOUG BATES
AIFD, CFD, CF

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

Ridgeway Floral & Gifts

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



HELP WANTED

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

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

VENDORS

RELIANT RIBBONS
BOWS & TRIMS

Mike J. Hornyak
Director of Sales Systems
cell (612) 804-5872
tel (952) 496-9014 / (800) 886-BOWS
fax (952) 518-5169

Main Office / Factory 838 21st Avenue Paterson, NJ 07513 USA
tel (800) 886-2697 fax (856) 221-4686 www.ReliantRibbon.com

Whether it's covering your employees or your family, we've got you under our wing.

TO LEARN MORE ABOUT AFLAC, CONTACT:
Cindy Weisenberg Jackson
517-599-9207
cynthia_weisenberg@bus.aflac.com

Aflac
An American Family Life Insurance Plan

Coverage is underwritten by American Family Life Assurance Company of Columbus.



FOR SALE

Flower Shop: Well established flower shop in university town. For more information call: 248-685-7696.

FRESH CUT • HARD GOODS • BUCKETS & ARRANGEMENTS • PLANTS • EDUCATION

Koehler & Dramm
wholesale florist

2407 East Hennepin Avenue
Minneapolis, Minnesota 55413

612-331-4141 • 877-KOEHLER • www.koehlerdramm.com

Serving floral & event professionals since 1955

DWF
Where our Customers, Partners and Employees Flourish

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

DWF Milwaukee,
425 W. Walnut St.
Milwaukee, WI 53212
Phone 414-263-8400
Fax 414-263-8427
dwa@dfwholesale.com
www.dfwholesale.com

SEEKING DONATIONS

MFA Scholarship Committee Seeks Donations for the 2017 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 and download a Silent Auction donation form (PDF file).

Krueger Wholesale Florist, Inc.

10706 Tesch Lane Rothschild, WI 54474
Phone: 715-359-7202 LD: 800-275-6132
www.kruegerwholesale.com



ROJAHN & Malaney Co

1005 N. Edison St.
Milwaukee, WI 53202
www.rojahnmalaney.com

Phone: 414-276-7316
Toll Free: 800-657-0753
Fax: 414-276-7846
sales@rojahnmalaney.com

KARTHAUSER & SONS, INC.
WHOLESALE FLORISTS SINCE 1957

Plants • Cut Flowers • Floral Supplies

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

W147 N11100 Fond du Lac Ave. Germantown, WI 53022
(262)255-7815 (800)538-8620 www.karthausers.com



The NUTMAN CO.
USA, INC.

(262) 628-4771
www.Nutman.com
info@nutman.com
Hubertus, WI 53033

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

CONSULTANTS

alice waterous floral consultant llc

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

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



A Beautiful Advertising Opportunity

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

the professional **florist**

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

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

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

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

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



Powerful, Affordable & User-Friendly POS/Shop Management Software

I have visited many shops running FloristWare and they all love the features, support and ease of training.

Tim Huckabee | Sales Trainer and President, FloralStrategies

The company is superb – friendly, responsive and dedicated to the support of their customers.

Annette Hentz | Owner, Carver Country Flowers & Gifts

You guys are awesome – I am telling every florist I meet they need to switch to FloristWare!

Amra Kolasinac | Owner, Scent & Violet

I love working with you and your team.

I appreciate ALL that you do!!

Lisa Pritchett | Owner, Lilium Floral

Save time and money while increasing sales and profits. All the features without the cost and aggravation of wire service systems. Freedom and flexibility without the limitations of other independent systems.



Call 888.531.3012 or download free trial from www.floristware.com



drop-shipping got you down?



cheer up with teleflora.

When other floral companies are turning their backs on you, rest assured that we'll always have yours. In fact, we are now the only major floral service that channels 100% of all orders to local florists. We've been a faithful partner for over 80 years, and we'll continue to support you for years to come. So smile—our future together is looking bright.

myteleflora.com

teleflora[®]

(800) 421-2815