



Volume III 2016

**2016 Great Lakes  
Floral Expo  
Review**

**Funeral  
Business,  
How It is  
Changing**

**A look at Mayesh  
Wholesale...  
Past and Future**

**2016 WUMFA  
Convention  
Recap**

**Doing  
Sympathy  
Flowers**

# the professional florist



**DIAMOND AWARD  
WINNING PUBLICATION**

**MSAE**  
MICHIGAN SYMPATHY AWARDS EXHIBIT



# QUALITY EDUCATION: A COMMUNITY COMMITMENT

## 2016 • Course Schedule

January 25-29 **5-Day Principle & Elements**

*Jackie Lacey, AIFD, PFCI, CFD*



*Jackie Lacey*



*Donald Yim*



*Anthony Swick*

February 28-29 **2-Day Bling to Ching, Prom and More**

*Anthony Swick, AIFD, PFCI, CFD*

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*Jackie Lacey, AIFD, PFCI, CFD*

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Volume III 2016

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Leanna Gearhart-Theye, AIFD, CF  
Horrocks Market  
Grand Rapids, Michigan

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**MichiganFloral**  
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Floral Consultant, Grand Haven, MI

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## LEADERSHIPREPORT

# Enhancing Your Sympathy Business

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



**A**t this year's Great Lakes Floral Expo, I had the good fortune to hear Robbin Yelverton, AAF, AIFD, CF, PFCI, present the business of sympathy and relationships. Robbin's presentation was spot on and very well received by attendees.

Some industry veterans who have been attending for many, many years commented it was the best sympathy presentation they'd ever seen.

Then a month later, at the WUMFA Annual Convention, Jerome Raska, AAF, AIFD, CF, PFCI, presented a main stage sympathy design session that was not only visually stimulating but also very thought provoking. I'd like to use our time together to review the key points from both presentations. Both incorporated findings from a survey conducted in the fall of 2014 by the Floral Marketing Research Fund, made possible by the American Floral Endowment.

The research produced the following statistics for the sympathy industry in the United States. We average 2,457,000 deaths per year. Twenty and seven-tens billion dollars is spent on funerals each year, with one billion being spent on flowers and plants. That averages \$407 spent on flowers and plants for each death per year. A new market is emerging in pet sympathy arrangements. If you're not offering sympathy tributes for pets (dogs, cats, etc.) in your store and on your website you should be.

The survey was sent to members of the National Funeral Directors Association via email. One hundred ninety-two directors responded, 11 from Michigan. Seventy-three percent were males. Here's what they said: After human comfort from family, friends, clergy, and funeral directors, flowers and plants provided the MOST comfort to the bereaved. Seventy-three percent of the directors believe their clients recall flowers and plants as comforting, and as a result 74 percent encourage flower and plants at the service. Sixty-four percent don't use the term "In Lieu Of" in funeral announcements, and 80 percent have a working relationship with at least one local florist.

It's very important to have a working relationship with your local funeral directors, 80 percent of those who responded have this relationship. The three most important relationship factors for directors are in this order:

**1. Quality and Value.** Flowers and plants must be fresh and beautiful. Items must be competitively priced, and the perceived value must be equal to or greater than the actual value.

**2. Florists must offer a 100 percent guarantee.** All flowers, plants, and services must come with this guarantee. Florists must back all products and services with customer satisfaction being the number one goal.

**3. Availability/Accessibility.** Florists must be available 24/7/365. This is accomplished by providing cell phone numbers and email addresses for owners and managers. Directors responded they use

cell numbers to report a product problem or issue, notify you in advance of a VIP client, place an order, or for special needs or requests. Providing your cell number is important!

Here are a few tips you can use to build your working relationship with your funeral director.

**1. Be Visible.** You, as the owner or manager, should take at least one delivery to the funeral home each month. Make sure you stop and say hello to the director and don't forget to checkout the competition's work.

**2. Be Prepared /Have Your House In Order.** Make sure your sales staff is compassionate and knowledgeable about your products and services. Make sure your designers are skilled and always on top of current trends and styles. Keep your delivery personnel trained, courteous, and in uniform at all times with clean vans equipped with professional delivery systems to help ensure your designs arrive looking like they did when they left your shop. Make sure your bookkeeping department is aware of any special needs or circumstances.

**3. Be Helpful / Provide the Goods and Services Required.** Always be ready to go the extra mile and do whatever it takes. Offer to come back and help transfer flowers and plants. Time is so important, have deliveries completed hours in advance. Help place last minute items, as many times directors will be busy with the bereaved prior to visitations. Avoid issues before they happen, always use top quality product, provide clear, concise information and make sure you write descriptions on the back of all sympathy cards.

**4. Offer a Partnership Program.** List your benefits and state your commitment to the program. Make sure to outline all the requirements and incentives for both parties. Always follow up on your promises and commitments with directors. Once a partnership is formed work on providing customized marketing materials. Provide directors with a fully priced color selection guide and talk about their website and links. It's very important the director understands how important it is for his clients to be directed to your website and only your website. Make sure all ordering procedures are clearly outlined.

**5. Strengthen Your Partnership.** You've worked hard to get this far now don't let it get away. You must always stay connected with your director; there are many ways to do this. Send tokens of appreciation at the holiday season, send birthday cards and notes, provide complimentary products or gift certificates, and custom labeled bottled water, just to name a few. I'm sure you can think of many more; the idea is to nurture, foster, and grow the relationship.

**6. Monitor the Results.** Always keep your eyes and ears to the ground and stay aware of your day-to-day work. Every so often have someone place anonymous test calls to see how things are handled. Check links on websites to insure clients are being directed to the appropriate web pages. Always follow up and correct any issues immediately.

As florists, you provide an invaluable service to your communities when they are grieving and in a time of need. If you are professional and follow up on your promises, the community will take care of you, and together you will grow and prosper. ✿



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RASKA



SHAWN MICHAEL  
FOLEY

## 2016GLFEREVIEW

# 2016 GREAT LAKES FLORAL EXPO



1. Kiersten Schulte, Eastern Floral, Grand Rapids, MI, poses with Brigette Rawls Bryant, from Blumz...by JR Designs, Detroit/Ferndale, MI.
2. Expo favorites Neville McKay, CAFA, PFCI, WFC, My Mother's Bloomers, Halifax, Nova Scotia, Canada, and Bob Friese, AIFD, Fruitport, MI.
3. Monica Vaccari, left, and Mark Nance, AAF, of BloomNet, Carle Place, NY, visit with Tammy Smith and Susie Estes, CF, from Lane Street Blooms, Blissfield, MI.
4. Tim O'Rear, Blumz...by JR Designs; Karen Bates, Flowers by Vogts, Sturgis, MI, and MFA President Jerome Raska, AAF, AIFD, CF, PFCI, Blumz...by JR Designs.
5. Megan DeMara, Mayesh Wholesale, Romulus, MI; Noemi Tierman, Schafer's Floral, Kalamazoo, and Consuelo Lovelady, Mayesh.
6. Tim Timinski, FloraCraft Corp., Ludington, MI, having fun with 2017 GLFE Chairman Alice Waterous, AIFD, CF, PFCI, Floral Consultant, Grand Haven, MI.
7. Shelley Adair, CF, Weddings and Celebrations Creations, Canton, MI, and Paul Sawyer, CF, Blumz...by JR Designs.
8. MFA Executive Vice President Rod Crittenden and association blogger Gail Pabst, AAF.
9. Connie Duglin Linens' Randy Laipply with Teresa Cytlak, Ridgeway Floral, Three Rivers, MI.
10. Janice Curran and Kathy Petz, AAF, CF, PFCI, from Teleflora with Marlene Korf, center, Country Girl Florist, Freeport, IL.
11. Cynthia Weisenberg and Alice Hansens pose with their friend, the AFLAC Duck.
12. Odesa Diones, Daisies Wedding Designs, Sterling Heights, MI.





13



14



15



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19



20



21



22



23



24



25



26

- 13. Boutonniere and corsage lady, Sarah Boetsma, Picket Fence Floral & Design, Holland, MI.
- 14. And the winner is...Joe Clifford from the Regency Group won the "Chopped" contest with help from his mentor Derek Woodruff, AIFD, CF, PFCI, Floral Underground, Traverse City, MI.
- 15. Design session presenter Jacob McCall, AAF, AIFD, FSMD, InBloom, Orlando, FL.
- 16. First time GLFE attendee, Alex Belonga, St. Ignace Greenhouse & Florist, St. Ignace, MI, right, with Brock Atwill, Flower Shop Network.com.
- 17. Past President Bob Patterson, CF, Patterson's Flowers, Big Rapids, MI, and MFA executive assistant, Cindy Ching, AIFD, CF.
- 18. Mark Anderson, FloristWare, and 2016 GLFE Chairman Kevin Adamo, Country Lane Flower Shop, Brighton, MI.
- 19. Garrett Skupinski, CF, CFD, Floral Today, University City, MO.
- 20. Wayne Castleberry, Chrysal, and Leigh Anne Jewison, CF, The Blooming Box, Okemos, MI.
- 21. Jane Sabo, Sunnyslope Floral, Grandville, MI.
- 22. Edward Smith, Country Lane Flower Shop, Brighton, MI.
- 23. Business presenter Anthony Swick, AIFD, FSMD, PFCI, Bay Bouquet Floral Studio, Tampa, FL.
- 24. Lauren Williams and Marie Cornell, Margaret's Garden, Grand Hotel, Mackinac Island, MI.
- 25. Rebecca Geary, CFD, Be Married, Ft. Wayne, IN.
- 26. King of the Selfies Rod Crittenden, and inimitable Bobbi Ecker Blatchford, AAF, AIFD, PFCI.

# 2016 MFA Design Contest Winners

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



**MFA Designer of the Year**  
Jason Rudicil  
Eastern Floral, Grand Rapids, MI



**Chuck Bannow Award**  
Angela Christie, CF  
Boyne Avenue Greenhouse  
and Florist Shop  
Boyne City, MI



**Academy Winner**  
Doug Bates, AIFD, CF  
Flowers by Vogt's  
Sturgis, MI

## PROFESSIONAL DIVISION



**1st Place**

### Theme 1: Blooming Memories

- 1st Place** – Kaitlyn Harlow  
Joliet Junior College, Joliet, IL
- 2nd Place** – Edward Smith  
Country Lane Flowers, Howell, MI
- 3rd Place** – Youngmi Hong, CF,  
Flora Culture, Gross Pointe Farms, MI



**1st Place**

### Theme 2: Surprise Package One

- 1st Place** – Paul Sawyer, CF  
Blumz by JR Designs, Detroit/Ferndale, MI
- 2nd Place** – Garrett Skupinski, CF, CFD  
Floral Today, University City, MO
- 3rd Place** – Judith White  
Picket Fence Floral & Design, Holland, MI



**1st Place**

### Theme 3: Surprise Package Two

- 1st Place** – Angela Christie, CF  
Boyne Avenue Greenhouse and  
Florist Shop, Boyne City, MI
- 2nd Place** – Garrett Skupinski, CF, CFD  
Floral Today, University City, MO
- 3rd Place** – Jason Rudicil  
Eastern Floral, Grand Rapids, MI



## 2016GLFEREVIEW



1st Place

### CF DIVISION

#### Theme: Together We Bloom

**1st Place** - Garrett Skupinski, CF, CFD  
Floral Today, University City, MO

**2nd Place** - Deana Gress, CF  
Norton's Flowers & Gifts  
Ypsilanti/Ann Arbor, MI

**3rd Place** - Paul Sawyer, CF  
Blumz by JR Designs, Detroit/Ferndale, MI



1st Place

### STUDENT DIVISION

#### College/Professional Novice

#### Theme: 50th Year Gala

**1st Place** - Sarah Todus  
Joliet Junior College, Joliet, IL

**2nd Place** - Martina Bode, Wesley  
Berry Florist, Detroit, MI

**3rd Place** - Samantha Lombardo  
Joliet Junior College, Joliet, IL



1st Place

### STUDENT DIVISION

#### High School Level

#### Theme:

#### Together We Bloom for Prom

**1st Place** - Ashley Pitman  
Alanson Public Schools, Alanson, MI

**2nd Place** - Ashley Pethers  
Alanson Public Schools, Alanson, MI

**3rd Place** - Sonya Lightfoot  
Alanson Public Schools, Alanson, MI

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# 2016 MFA Industry Award Winners



**Lifetime Achievement Award**  
Wayne Castleberry, MAC Horticultural Supplies, Richmond, VA



**Wholesaler of the Year**  
Mayesh Wholesale Florist  
Romulus, MI



**Retailer of the Year**  
Wasserman's Flowers and Gifts  
Muskegon, MI



**Certified Florist of the Year**  
Robbin Yelverton, AAF, AIFD, CF, PFCI  
Blumz...by JR Designs, Detroit/Ferndale, MI



**Retail Employee of the Year**  
Kim Larsen, Patterson Flowers  
Big Rapids, MI



**Wholesale Employee of the Year**  
Janna Herrington, Denver Wholesale Florist  
Flint, MI



**MFA Past President's Floriology Institute Scholarship Winner**  
Ron Thompson, Lane Street Blooms  
Blissfield, MI



**Young Person of the Year**  
Alison Ludema, Ludemas Floral and Garden  
Grand Rapids, MI



**Special Recognition Award**  
Barbara Gilbert, Editor  
*The Professional Florist*



**National Service Award**  
Dwight Larimer, AAF, PFCI  
Design Master Color Tool Inc., Boulder, CO

## 2016 Expo Prize Winners

Winner of the Amway overnight stay, donated by the Amway Grand Plaza Hotel, was **Skeeter Parkhouse** from Wasserman's Flowers & Gifts, Muskegon, Michigan.

A free weekend pass to the 2017 Expo was given to **Jeanette Schmid**, CF, Swonk's Flowers, Battle Creek, Michigan.

**FloraCraft, Inc.**, Ludington, Michigan, was chosen as the Best of Show trade fair booth.

Prizes also were awarded to winners of this year's trade show game "Together We Bloom".

**Helen Miller**, AIFD, CAFA, CF, Flowers & Such, Adrian, Michigan, received a free weekend pass while second place winner **Samantha Belonga**, St. Ignace Greenhouse and Florist, St. Ignace, Michigan, took home a set of Florapedia.

*The Michigan Floral Association thanks everyone for the donations!!!*

# In Appreciation

The Great Lakes Floral Expo would not be possible without the exhibitors, product donors, and volunteers who make the show a success. Please support these companies whenever possible. If your company would like to participate in the 2017 Expo, March 3-5, visit [www.mchiganfloral.org](http://www.mchiganfloral.org) or e-mail Rod Crittenden at [rod@michiganfloral.org](mailto:rod@michiganfloral.org).

## Thank you to the Expo Exhibitors!

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Flores Del Lago	Skyline Flowers
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*G. Christian & Sons Greenhouse	The Queens Flowers
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Golden Farms	
*Hyacinth House	
*Kennicott / Nordlie / Vans Floral Products	
Kitayama Brothers	
Knud Nielsen	
Lynn Dale Ferneries	
*Mayesh	

## Thank you to the Expo Volunteers!

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

The Michigan Floral Association would like to thank these fine sponsors for making the 2016 Great Lakes Floral Expo possible.



## 2016GLFEREVIEW

### 2016 GLFE Committee Chairs

MFA would like to thank the Great Lakes Floral Expo Committee Chairs and all their volunteers who make this weekend happen!



**CHAIR**  
**Kevin Adamo**  
Country Lane Flower Shop, Howell, MI



**AIFD SHOWCASE**  
**Helen Miller, AIFD, CAFA, CF**  
Flowers & Such, Adrian, MI



**APPRECIATION BOUQUETS**  
**Kathie Cottrell**  
Jackson, MI



**BANQUET DECORATIONS**  
**Libbie Conley, CF**  
Vogt's Flowers, Grand Blanc, MI



**BANQUET TABLE CONTEST**  
**DESIGNER LIAISON**  
**Garrett Skupinski, CF, CFD**  
Freelance Designer



**BUSINESS SESSION**  
**Kiersten Schulte**  
Eastern Floral & Gifts, Grand Rapids, MI



**CF SHOWCASE/VOLUNTEERS**  
**Lea Kuklinski, CF**  
Fruit Basket Flowerland,  
Comstock Park, MI



**CONFERENCE DECOR**  
**Marisa Rakowski, CF**  
Freelance Designer, Middleville, MI



**CORSAGE BAR**  
**Sarah Boetsma**  
Picket Fence Floral & Design,  
Holland, MI



**DESIGN CHOPPED**  
**Doug Bates, AIFD, CF**  
Designs by Vogt's, Sturgis, MI



**DESIGN CONTEST**  
**Jerome Raska, AAF,  
AIFD, CAFA, CF, PFCI**  
Blumz...by JRDesigns,  
Detroit/Ferndale, MI



**DESIGN KIOSK/REVIEW**  
**Alice Waterous, AIFD,  
CF, PFCI**  
Waterous Floral Consultant,  
Grand Haven, MI



**HANDS-ON WORKSHOPS**  
**James Lutke**  
Freelance Designer, Spring Lake, MI



**KIDS DESIGN SHOW**  
**Kathy Cunningham**  
Country Lane Flowers, Howell, MI



**MFA BOOTH**  
**Robert Friese, AIFD**  
Nature's Creative Edge, Fruitport, MI



**RAFFLE**  
**Steve Baron**  
Nordlie Inc./A Kennicott Bros.  
Company, Flint, MI



**REGISTRATION/  
FIRST TIME ATTENDEE**  
**Teresa Cytlak**  
Ridgeway Floral, Three Rivers, MI



**REGISTRATION**  
**Bob Patterson, CF**  
Patterson's Flowers, Big Rapids, MI



**RETAIL STORE CO-CHAIR**  
**Thomas Feeny**  
Greenville Floral, Greenville, MI



**RETAIL STORE CO-CHAIR**  
**Glen Powell**  
Greenville Floral, Greenville, MI



**SECURITY**  
**Scott Ballien**  
Gaudreau The Florist, Saginaw, MI



**STAGING**  
**Ronald Thompson**  
Lane Street Blooms, Blissfield, MI



**TRADE FAIR**  
**Jeanette Gaudreau-Ballien**  
Gaudreau The Florist, Saginaw, MI



**VOLUNTEERS**  
**Colleen Siembor**  
Cardwell Florist, Livonia, MI



**WORKROOM/PROCUREMENT**  
**Jackie Burrell, AIFD CF**  
Flowers from Sky's the Limit,  
Petoskey, MI

### With Appreciation

**BUSINESS SESSION CO-CHAIR**  
**Laura Parker, AIFD, CF**  
Freelance Designer

**CONFERENCE DECOR CO-CHAIR**  
**Allison Ludema**  
Ludemas Floral and Garden, Grand Rapids, MI

**DESIGN CONTEST CO-CHAIR**  
**Karen Bates**  
Designs by Vogt's, Sturgis, MI

**STAGING VICE CHAIR**  
**Dave Pinchock, CF**  
Vogt's Flowers, Flint, MI

**WORKROOM**  
**Debbie Patterson**  
Patterson's Flowers, Big Rapids, MI

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## SYMPATHYFEATURE

# Funeral Business, How It is Changing

BY STEPHEN WELCH, BENTLEY FLORIST AND GIFTS, BURTON, MI

*"Show me the manner in which a nation cares for its dead and I will measure with mathematical exactness the tender mercies of its people, their respect for the laws of the land, and their loyalty to high ideals."*

—Sir William Ewart Gladstone

**T**he eroding of the traditional funeral is both affecting our society and has a direct effect on our industry as florist professionals. Not so long ago a traditional funeral consisted of three days of visitation and the service on the third day. This allowed both family and friends to support one another and initiate the grief process, assisting us in attaining closure.

Without going into further detail on the positive effect of the traditional funeral on the grieving process, I would highly recommend the book "On Death and Dying" by Elisabeth Kubler-Ross, which describes the stages of grief.

Today it is not uncommon to have one day visitation with the traditional service the following day. It is even becoming more common to have a few hours of visitation with the service the same day.

Cremation as a means of final disposition is becoming more popular. Statistics from the National Funeral Directors Association (NFDA) show that in the mid 90s, cremation accounted for 15 percent of funerals. Today 48.2 percent of all funerals are cremations and it is predicted that cremations will surpass traditional funerals this year.

However, we must differentiate "cremations" from "direct cremations". Cremation is simply a form of final disposition. It includes a traditional funeral consisting of viewing, visitation, and a service celebrating the life of the deceased. Whereas, direct cremation eliminates most of the aforementioned elements of the traditional funeral. It is estimated that of all cremations, five percent are direct.

Many of these decisions are economic as well as the erosion of the generous benefit packages that were included in most union contracts. Most benefit packages included a generous death benefit. Over the past five years 40 percent of working adults have seen their employee sponsored benefits reduced or eliminated.

When making funeral arrangements, payment usually was made with an assignment on the life insurance policy in which the beneficiary would sign over the policy to the funeral home, and then two checks were drawn from the issuing insurance



## SYMPATHYFEATURE

company. A check would be made to the funeral home to cover the funeral cost and the beneficiary would receive a check for the remaining value of the policy. Cost on the funeral contract could include burial vault, opening and closing of the grave, and even the cost of flowers. Not that the funeral was free, but it didn't consist of any "out of pocket" cost.

We must all work on a better working relationship with our local funeral directors and encourage them to address the "in lieu of flowers" terminology. We should suggest an alternate verbiage such as "If desiring to make contributions, the family suggests."

Finally, obituaries in the local newspapers are disappearing. So many times one will learn of the death of a friend or associate after the final disposition.

We as florists must adapt to these changing trends since on average, 30 percent of floral sales can be attributed to sympathy tributes. We can address these challenges in many ways.

To address the occasion when your customer has missed the opportunity to express their condolences, I would use the same suggestion I used in my death and dying seminars. Part of the function of the traditional funeral is to facilitate the support of the grieving. During that process families are engulfed with love and support. At the conclusion of the funeral the families return to their homes and attempt to re-acclimate to their daily life. In the immediate ensuing days and weeks there is a big emotional void and amplified feeling of loss.

I always suggest that friends and family should either call or check in with survivors to help fill that void. Likewise, I suggest that sending a floral or sympathy gift tribute to the home is not only appropriate but also very beneficial to the healing process.

When sending a sympathy tribute to the funeral home when a shortened viewing is involved, many of my customers view the diminishing value of a floral tribute as "such a waste" for just a day or even a few hours in many instances.

An alternate suggestion is statuary, inspirational framed art, or chimes which can either be incorporated into a fresh arrangement or sent alone with a bow or other embellishment. There is such a wide variety of these alternate expressions of sympathy that they can be very personalized. Because of all the changing trends discussed here, these tributes are becoming a bigger percentage of our sympathy sales. When sending any floral tribute, I think it is imperative to offer to personalize it to reflect and celebrate the deceased and their life.

In conclusion, although the landscape of the traditional funeral has been changing rapidly, professional florists with the assistance and training offered by local florist associations need to continue to adapt and help facilitate the grieving process with their artistic and innovative abilities. ✿

*Stephen Welch is a graduate of Wayne State University with a degree in mortuary science. He is a state certified licensed funeral director in the State of Michigan as well as national board certified. He is president/CEO of Bentley Florist and Gifts, Inc, which he and his wife purchased in 1983.*



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## CFREPORT



BY CINDY CHING, AIFD, CF

### Design Style

# A Tribute in Flowers

**T**his sympathy arrangement is a portrait in flowers. The base is an Oasis® sculpting sheet. To outline the ballerina and keep the wet and dry Oasis separate, a length of wide silver flat wire was pushed into it. Preserved Silver Dollar on the base creates a textured pave effect. Pink Gerbera petals were glued to produce the bodice of the ballet dress, with blush carnations for skin color on the arms and legs.



Design by Leanna Gearhart-Theye, AIFD, CF

The skirt was fashioned with layers of crocheted pink bullion wire and silver metallic wire over the Gypsophila with pink Genista used to give depth to the skirt. The ballerina's hair is a mixture of bullion and metallic wire in black, brown and copper for color, depth and texture. A bun created with mixed wire rests at the base of her neck. Mega wire shapes the chair with metallic spool wire holding it in place. The floor is made of black flat cane held in place with uglu. Oasis pedestal foam cages were attached to the top and bottom of the "canvas" for the fresh arrangements and to hang the ballet shoes.

With any piece, it is attention to details that will make your design stand out. ✿

## Congratulations to Our New Certified Florists



From left: Amanda Stade, CF, Frederik Meijer Garden and Sculpture Park, Grand Rapids, MI; Bob Patterson, CF, Patterson's Flowers, Big Rapids, Reed and Cadillac, MI; Barbara Joseph, CF, Barb's Designs LLC, DeWitt, MI; Leigh Anne Jewison, CF, The Blooming Box, Okemos, MI, and Rose Allarding, CF, Frederik Meijer Garden and Sculpture Park, Grand Rapids, MI. All were inducted as Certified Florists at the 2016 Great Lakes Floral Expo.

Not pictured: Michelle Cox, CF, Michelle Rose Creative, East Lansing, MI; Aileen Kennison, CF, Go Bloom LLC, Ann Arbor, MI, and Melissa Manley, CF, Go Bloom LLC, Ann Arbor, MI.



New Certified Florists inducted at the WUMFA convention were, from left, Kimber Wasden, CF; Amanda Hammond, CF, and Alma Filipovic, CF, all from Harmon's Floral Department, West Valley City, Utah.

Not pictured: Shelley Hertz, CF, Garden Party Floral, Wausau, Wisconsin.

### NEXT CF TESTING

Sunday, June 12, 2016, at Michigan State University, East Lansing, Michigan. Get out your CF manual and make it your goal to become a Certified Florist.

### CF...WHAT'S IN IT FOR YOU? BY ALICE WATEROUS, AIFD, CF, PFCI

As you study the CF manual your professional and personal growth will be enhanced. The manual covers a wide range: flower and plant identification, principles and elements of design, care and handling of fresh product, customer relations, marketing and business practices. The Certified Florist designation is recognized nationwide by the National Alliance of Floral Associations and the American Institute of Floral Designers. AIFD also honors CF as a pathway to AIFD Certification.

As many community colleges and technical schools continue to reduce or eliminate programs, the CF designation becomes more valuable. Raising standards by certifying the fundamentals needed to be successful remains an important "Value Added" component to the floral industry. So call the MFA today and get started on your path to greater success.



DESIGNERSPOTLIGHT

# A Memorable Expression of Sympathy

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

**S**ympathy designs express empathy, assuring loved ones of the deceased they are in your thoughts and prayers. This design makes that statement and will be remembered.

Showcased are an array of bright, light-hearted blooms: rich purple Hydrangea, double red Tulips, orange Gerberas and hot pink Roses, highlighted by vivid green of the Bells of Ireland. These selected blooms are assembled into a tiered design with a distinctive flair. A duo of terraced cement garden containers are unified with a curve of Midollino running from the focal area of the lower vessel up and through the Bells of Ireland in the upper vessel. These containers are quite hefty, so offer to help place them at the funeral home and deliver to recipient after the service. Your funeral director will appreciate your thoughtfulness.

Cut the Midollino with a knife, rather than clippers for a sharper point. Since this is a wood-based product, moisture at insertion points will swell the strands and they will stay in place nicely. Making use of damaged Gerberas by removing petals adds texture and reaps treasure out of something that may otherwise be discarded. Accents of Myrtle and mini Pittosporum along with Green Trick Dianthus and Hypericum provide final punctuation to this offering. ✨



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## MEMBERPROFILE

# A look at Mayesh Wholesale... Past and Future

BY BARBARA GILBERT, EDITOR

**F**rom coast to coast, Mayesh Wholesale Florist has established itself as a leading wholesale entity. For florists in Michigan its location in Romulus is a destination for fresh flowers, wedding accessories and basic supplies.

The Mayesh story in Michigan begins with Southview Floral founded in 1958 by the Gaunt family as gladioli growers. The late Jim Gaunt took over from his grandfather and brought his three sons into the business. Today, Ric is a hard goods consultant for Mayesh, Dan is the corporate fresh buyer, and Tom is retired.

In 2006 Mayesh bought Southview and began its company presence in the Midwest.

Mayesh originally began as a flower shop in Los Angeles founded by Jack Mayesh.

The California based Dahlson family bought the shop in 1978 and gradually expanded into the wholesale business. They opened on the Los Angeles Flower market and began establishing wholesale houses all over California. Then they branched out to Las Vegas and Phoenix until today there are 17 branches in nine states from California to Florida with the latest being opened in Houston.

Customer service is a large part of their business. They service florists both online and at the walk-in location in Romulus providing help with special occasions, funeral work, and last minute event needs. The large supply department specializes in the basics along with a large selection of wedding products. Best sellers are glassware followed by ribbon and candles.

Andy Arthur is the fresh flower buyer in Michigan. Explaining how he does product sourcing and fulfillment, Arthur pointed out that Mayesh does some central buying for its locations. "The central buying is done for product out of Colombia and Ecuador. We have a clearing house in Bogota and an ownership stake in a handling facility and cargo agency in Quito, Ecuador.



I buy our California, Hawaiian, Costa Rican, and Dutch product direct. Right now we are also bringing in some new Italian flower varieties. Our location here has a 28,000 sq. ft. main cooler and a smaller one for orchids and tropicals."

The company has recently implemented the Komet online program. This allows Arthur to requisition product a week out specifying how many boxes, stem length, shipping date, and any other pertinent information..

The Romulus facility consists of a full salesroom of fresh and hard goods reps on hand to help both on site customers and phone orders. The front office is available for billing or invoice inquiries during all hours of operation. The operations team process, pack and prepare all in house pickups and shipments and the drivers service all local points in Southeast Michigan while a delivery service takes care of outlying orders.

"We try to hire people with floral experience and knowledge to help our customers with any event or project. In these economic times it is part of our job to help them keep up with new techniques, trends

and the most cost efficient ways of doing business. Most importantly, our advice to customers needs to be realistic as to availability, color, size, etc., so that they in turn can satisfy their customers."

Social media plays a large part in the company's marketing program. They make use of Facebook, Instagram, YouTube, Twitter, Pinterest and Linked-in. In addition the website at [www.mayesh.com](http://www.mayesh.com) provides a variety of options for the retail florist. The site's Resource Center contains videos, wholesale flower product guides, eBooks, a link to the Flower Library, and press releases. There is also an up-to-date list of current product availability.

To accommodate the contemporary floral designers' expanding role in large events, parties, and weddings, the Destination Events program provides a wide-range of supplementary services in addition to flower selection. This includes among other things work areas, design spaces and offices, coolers and refrigeration, and temporary personnel such as drivers, floral prep assistants, and set-up crew.

Mayesh has been a member of the Michigan Floral Association since it opened in Michigan 10 years ago. "We are proud to partner with the MFA and appreciate all they do for the floral industry in Michigan. We look forward to participating each year at the Great Lakes Floral Expo. It gives us the opportunity to meet new and old customers at our booth. We also support the organization with product and ads in the magazine," explained Arthur.

Commenting on company's mindset, Romulus general manager Tom Metzger observed "We Take the Extra Step" is the company's motto and Mayesh's mission statement is dedicated to providing floral professionals the best customer service and the highest quality, most unusual products sourced from around the world. ✿



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## WUMFA

# Wasn't That a Party?

BY PATTY MALLOY, AIFD, WUMFA PRESIDENT



**A**s florists, we are instrumental in planning and designing beautiful flowers for everyday events and special occasions. We are all

about making sure the flowers provide a great backdrop to make these events festive and fun. Well, the 2016 WUMFA convention was no exception.

It was all about pretty flowers, great people, spectacular blooms, good food, bodacious designs, and good times. Did I mention the flowers? With "Adventures in Wonderland" as this year's theme, it was a fantastic fairy tale party for all who participated in the many workshops, stage show presentations, and various events over the course of the weekend.

I have to admit, "Alice in Wonderland" is my all time favorite childhood fairy tale and the events at this convention really brought it to life. The Mad Hatter theme at the Saturday night awards banquet put everyone in a fantasy party mood right away. The banquet floral decorations were over the top thanks to Bob Larson and Melissa Maas along with the assistance of each of their design teams.

There were so many great character costumes and Mad Hatter hats worn by many of the evening's participants who really got into the themed dress up portion of the event. The Alice in Wonderland movie played during dinner, along with theme music later to fill the evening with additional atmosphere. The awards portion of the evening is always the highlight of the night and is such an honor to bestow recognition upon so many well deserving recipients. You can read about each of them on page 22 in this magazine. Congratulations to all of the award winners.

The winning vendor booth for best theme development was constructed by Rojahn & Malaney, and featured the Cheshire Cat with rows of color coordinated flowers. Great job! We truly appreciate all

of the vendor participation and the products they donate which help make the WUMFA convention possible. Thank you to all our wonderful vendors.

The design contest also brought the "Adventures in Wonderland" theme to life showcasing the abundance of talent in our part of the country. The contest designs were all very creative and all who competed deserve huge congratulations. It was great to see so many whimsical and fun design styles.

The hands-on workshops offered a smorgasbord of talented instructors featuring some of the floral industry's best AIFD designers. This was an opportunity to learn so much and rub elbows with top national designers. Read more about it in Loriann List's convention recap.

The stage shows were absolutely inspiring. If you were at the convention for the whole weekend I don't think anyone went home feeling disappointed. There were many beautiful design ideas and great business tips throughout the convention. I hope everyone has an opportunity to make some good solid plans to implement new design skills and new business ideas to put to use.

There is nothing like an exciting and fun weekend away from reality to get recharged and refreshed with new scenery in a party atmosphere. This convention offered many opportunities to network, visit with trade show vendors, and be inspired with fantastic new design ideas.

The WUMFA board will meet to recap the convention and get plans underway for next year's "floral party"! Check the WUMFA website [www.wumfa.org](http://www.wumfa.org) to find out about the date and location for the 2017 annual convention. The theme next year is "To the Future and Beyond". You'll want to mark your calendar to set the date aside for another great weekend of fun and learning.

In the meantime, be sure to check out the upcoming WUMFA workshops. Principles & Elements of Floral Design will be taught by Kevin Ylvisaker, AIFD, PFCI, in Green Bay, Milwaukee, and Eau Claire this summer. Registration forms can be downloaded on the WUMFA website. Be sure to reserve your space soon – these classes will fill up fast. ✿



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Kae Nilsson, Floral Consultants, Manitowish Waters, WI  
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Jenifer Denis, Bill Doran Co., Green Bay, WI

### WUMFA Staff

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

## WUMFA Elects New Directors

Members of the WUMFA have elected two new directors.

Tom Bauer from Kennicott Brothers, Milwaukee, Wisconsin, will be the new director of **Region 3 (608)**. He will serve a two year term.

Melissa Maas, Bank of Memories & Flowers, Menomonee Falls and Pewaukee, Wisconsin, was reelected as **Director at Large** for two years.

Following are recent appointments to fill open board of director seats:

**Region 1 (262)**, two-year term  
Laurie Wareham, Wear'Em Designs, Elm Grove, WI

**Region 2 (414)**, two-year term  
Phil Meyer, AIFD, Bill Doran Co., Milwaukee, WI

**Region 5 (920)**, two-year term  
Jenifer Denis, Bill Doran Co., Green Bay, WI

Completing their service on the board are: Judith Moehr, Fox Brothers Floral, Region 1; Carol Larson, English Garden Floral, Region 3, and Lisa Belisle, Flora Elements, Region 5. ✿

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

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**Thank You to All the Volunteers!**

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

*WUMFA would like to thank our fine convention sponsors!*



## My Bobbi Cup Experience

BY TONI PICCOLO, AIFD

My first emotion regarding my Bobbi Cup experience was at the moment I received a message from Loann Burke asking if I would consider being a competitor at this year's event presented by the North Central Chapter of AIFD at the Chicago Flower & Garden Show.

Of course, without hesitation I said yes. As time went by very quickly I realized this meant I was stepping into a place I had never been...Competition, a strong word that can be intimidating.

In preparation for this event, I had to prepare mind and spirit as I did two years ago while prepping for my AIFD testing. My mind kept telling me you have the skills now just do it. Even with that there is always that little voice of fear trying to ruin good thoughts.

With that said, I know that facing this unknown word competition had to be done. It was just another part of the truly great experience that has been my 30 year floral journey.

To see the younger student designers and their competition pieces was wonderful and to be part of a group of fantastic and talented competitors was an honor. But it is a little scary standing on the stage with all this talent around you and having to create a floral design in 30 minutes with some curve balls thrown in for excitement. Wow! An experience that I will never forget.



As designers we live for the moment when you can let your creative mind do whatever comes out of your heart. No order, no one telling you what to do, just letting your passion and talent run free.

Walking away from my design I felt content. Now came the waiting. Standing there waiting to see if your name will be called is just a little stressful. Then you hear third place, second place and are lucky enough to be the first place winner. Well, surreal would be the only way to describe the moment.

As my mind gradually came back to reality with the help of a glass of wine, I had a proud moment kicking fear right in the butt. I would like to thank

AIFD members, Bobbi Ecker Blatchford for her amazing energy, and Loann Burke and Laura Parker for their marvelous presence.

It is an honor to be part of AIFD and this amazing industry. ✨

*Toni Piccolo is the owner and designer at gia bella flowers & gifts, Burlington, Wisconsin*

## WUMFA

# WUMFA Spring Convention Recap

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

A wonderland of delights greeted attendees at the 2016 WUMFA convention held in Green Bay, Wisconsin. "Adventures In Wonderland" began on Friday with an in-depth designing experience at the event hands-on workshop with Jacob McCall, AAF, AIFD FSMD, sponsored by FTD. Attendees created composite flowers, practiced wiring techniques, and learned about gluing, waxing and painting. His wealth of knowledge gave folks from as far away as Utah something they could even use in their daily work. Assuming the office of president is Patty Malloy, AIFD, Florisun LLC, Eau Claire, WI. President Elect is Denise Barnett, Snapdragon Floral, Elm Grove, WI, while Diane Schulte, CF, WMFM, Metcalfe's Floral Studio, Madison becomes past president.

At the trade fair reception, Brian Karthaus and The String Along Band entertained while visitors got their first chance to shop and check out all the amazing new products in the trade fair.

Marty Loppnow and Susan Wilke, AIFD, PFCI, took the stage Saturday morning for "Plants mean Profits!" Sponsored by Karthaus, they playfully reinterpreted text lingo into terms we can appreciate. So now YOLO means Yellow, Orange and Lavender Orchids.

Rick Rivers, sponsored by FloristWare, presented "Marketing to the Affluent and Building Better Corporate Sales." "It's not about the sales, it's about the profit". He tracks customer sales and keeps his best happy by delivering great service. He builds his corporate sales by distributing marketing materials when his drivers are on delivery. Referrals and retention are the keys to building and keeping customers.

Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, led a fast paced hands-on sympathy class "Lasting Memories" where he challenged students to create stackable and multi-component arrangements. His sense of humor and ability to keep even the novice designers on pace made his class productive and entertaining. The class was sponsored by Teleflora and featured Syndicate Sales products.

"Weddings are Very Special Events!!" was presented by Alice Waterous, AIFD, CF, PFCI, sponsored by Smithers-Oasis and the Wisconsin Florist Foundation. Her time saving tips created modern

sophisticated bouquets that won't send you down the rabbit hole and make you late for the party. Bouquets featured orchids, beads and lots of textures in the foliage which was provided by Fern Trust.

Members decked out in their finest hats and costumes paraded through the trade fair as the evening concluded with the Hall of Fame reception, recognition, and awards banquet. WUMFA acknowledged industry leaders and volunteers for their service as well as awarding the design contest winners. The Wisconsin Florist Foundation handed out two scholarships.

Sunday began with an early hands-on class: "Decorative, Radial, Waterfall or Free Form?" Sponsored by Smithers-Oasis and the Wisconsin Florist Foundation and conducted by Alice Waterous, the class gave participants a chance to learn some unfamiliar techniques in radial and waterfall design. They were able to practice foliage techniques, embellishments and perfect floral placement in their bouquets.

Rick Rivers returned on Sunday morning with "Marketing Like the Fortune 500", sponsored by FloristWare. We are not only selling flowers, we are selling service. He recommends bringing back the salesmanship to flowers. He believes in selling packages and streamlining holiday sales for simpler, more efficient, more profitable sales.

Jacob McCall presented "Trend Forward Weddings" sponsored by FTD, featuring Accent Décor containers. His designs highlighted Southern flair and the farm to table movement with fresh fruit added for texture. Dahlias and orchids were featured prominently in bohemian bouquets filled with luxurious color and textures.

Sunday's final program was Jerome Raska's "Putting the "FUN" in FUNeral Design", sponsored by Teleflora. Many years of experience have taught him to always find new ways to foster a close relationship with his area funeral directors. He demonstrated ways to fulfill requests in an updated fashion by selling keepsakes to make the work more distinctive and personal.

Sunday concluded with a tea time product auction. Attendees left with better ways to create celebrations from wedding to funerals. ✿

## 2016 WUMFA Hall of Fame Award Winners



**Grower of the Year**  
Shlomo Danieli, Blooming of Beloit  
Beloit, Wisconsin



**Special Services Award**  
Dee Otto, DJ Custom Designs  
Wind Lake, Wisconsin



**Retailer of the Year**  
Enchanted Florist  
Green Bay, Wisconsin



**Wholesaler of the Year**  
Bill Doran Company  
Green Bay, Wisconsin

## Welcome New WUMFA Members!

### ACTIVE RETAIL MEMBERS

**Abbey's Flower Nook – Nakia DuPree**  
2131 W. Capital Drive, Milwaukee, WI 53206  
Phone: (414) 873-7200  
Website: [www.flowersatabbeys.com](http://www.flowersatabbeys.com)

**All Season Floral & Gifts – Attn: Susi Collick**  
1702 Ash Street, Ishpeming, MI 49849  
Phone: (906) 485-6662 • (800) 884-6662  
Website: [www.allseasonsfloralandgifts.com](http://www.allseasonsfloralandgifts.com)

**Arbuckle Floral & Decorating – Jessica Haak**  
504 Madison Avenue, Cascade, WI 53011  
Phone: (920) 917-3867  
Website: [www.arbucklefloral.net](http://www.arbucklefloral.net)

**Brilliant Blooms – Tami Gasch**  
562 W. Ryan, Brillion, WI 54110  
Phone: (920) 756-3939  
Website: [www.brilliantblooms.com](http://www.brilliantblooms.com)

**Charles the Florist of Appleton – Susan Soczka**  
219 E. College Avenue, Appleton, WI 54911  
Phone: (920) 734-8793  
Website: [www.charlesthefloristappletonwi.com](http://www.charlesthefloristappletonwi.com)

**Pioneer Floral and Greenhouse – Robert Slenske**  
323 E. Main Street, Wautoma, WI 54982  
Phone: (920) 787-2038  
Website: [www.pioneerfloral.com](http://www.pioneerfloral.com)

**Three Lakes Floral – Margaret Smith**  
4503 Camp Four Road, Rhinelander, WI 54501  
Phone: (715) 272-1797

**Woods Floral and Gifts – David Buechel**  
36 N. Main, Fond du Lac, WI 54935  
Phone: (920) 922-5370  
Website: [www.woodsfloral.com](http://www.woodsfloral.com)

### WHOLESALE ACTIVE MEMBER

**Flower Shop Network – Cindy Prichard**  
P.O. Box 786, Paragould, AR 72451  
Phone: (870) 215-5444

**Reliant Ribbon – Mike Homyak Jr.**  
125 Columbine Lane, Shakopee, MN 55379  
Phone: (952) 496-9014  
Website: [www.reliantribbon.com](http://www.reliantribbon.com)

# 2016 Design Contest Winners

**1st Place**



### Professional Division

Theme 1 – What is Your Wonderland Adventure?

#### 1st Place –

Lori Cook, Alfa Flower Shop, Wauwatosa, WI

#### 2nd Place –

Amy Sharkey, Sharkey's Floral & Greenhouse, Crivitz, WI

#### 3rd Place –

Georgia Edgington, Len Busch Roses, Plymouth, MN

**1st Place**



### Professional Division

Theme 3 – The Mad Hatter

#### 1st Place –

Michelle Hobbins, Malley's Blooms, Whitefish Bay, WI (left)

#### 1st Place –

Lisa Belisle, Flora Elements, Countryside, IL (right)

#### 2nd Place –

Judith Moehr, Fox Brothers Floral, Hartland, WI

#### 3rd Place –

Jae Rasmussen, Memorial Florist & Greenhouse, Appleton, WI

**1st Place**



**1st Place**



### Professional Division

Theme 2 – Take Me To Prom

#### 1st Place –

Lisa Belisle, Flora Elements, Countryside, IL

#### 2nd Place –

Diane McNulty, Emerald Iris Events, Hartland, WI

#### 3rd Place –

Jae Rasmussen, Memorial Florist & Greenhouse, Appleton, WI

**1st Place**



### College/Trade School/ Novice Division

Theme – Alice in Wonderland?

#### 1st Place –

Heather Rupp, Gateway Technical College

#### 2nd Place –

Kassidy Griffin, Pick-N- Save of Ripon

#### 3rd Place –

Jessica Fitzsimmons, Gateway Technical College

### Lifetime Achievement Award

Bill and Muriel Olson  
Olson's Florist and Christmas House  
Mt. Horeb, Wisconsin



1. Alice Waterous, AIFD, CF, PFCI, created a beautiful pergola/chuppah as part of her wedding show.
2. All dressed up at the Saturday evening costume party.
3. Anthony Rojahn and Debbie Virga of Rojahn & Malaney Co., Milwaukee, WI, welcomed visitors with the "Chester the Cat" and won the Best Booth Award for carrying through the "Adventures In Wonderland" theme.
4. The girls from Alfa Flower Shop, Wauwatosa, WI, left to right, Dana Ellis, Katie Grogan, and Lori Cook.
5. WUMFA treasurer Anthony Rojahn flanked by Gregg Wilke and Mark Cole from Karthaus & Sons.
6. Best hat and costume winners Bob Larson, AIFD, and his wife JoAnn.
7. Jacob McCall, AAE, AIFD, FSMD, presented a wedding show filled with beautiful flowers and designs.
8. Visitors at the Kennicott Brothers Co., Milwaukee, WI, booth.
9. Rick Rivers presenting one of his three marketing business sessions.
10. "The Mad Hatter", MFA President Jerome Raska, AAE, AIFD, CF, PFCI, and "The Queen", WUMFA President Patty Malloy, AIFD, stop for a quick photo with Chester the Cat.
11. The String Along String Band featuring Brian Karthaus & Friends entertained for over two and a half hours Friday evening. Many thought Johnny Cash was in the house!
12. Susan Wilke, AAE, PFCI, and Marty Loppnow of Waukesha Floral & Greenhouse, presented a wonderful plant program.







# Doing Sympathy Flowers

BY JUDITH MARIE MOEHR, FOX BROTHERS FLORAL, HARTLAND, WI

**W**e express emotions with flowers and sitting down to discuss sympathy flowers is a most emotional time. The tears will flow so have Kleenex nearby. Sit around a table because people will relax more at a table versus standing at a counter. Listen to what customers are talking about to learn what the deceased's hobbies were, their interests, or what important jobs they held in life.

One of my favorite books to have on display is Randy Wooten's "Jubilation" which suggests flower designs to celebrate the deceased's life. Once a family member starts looking at this book, they start to talk about all the things their loved one has done, making our job easier. I then ask if they could bring back special items to incorporate into the flower design.

My best story was many years ago when I owned a coffee shop and flower shop next to each other. A few days after I sent a sympathy arrangement for a young high school student who had passed, I received a call from an out of state flower shop, with a thank you from the grandparents.

I was glad to hear that the grandparents liked what I did, because I took a chance by creating a somewhat traditional funeral piece, then incorporated a fishing bucket and fishing pole into the design. When I got off the phone a couple in the coffee shop who had overheard the conversation, said "Thank you for listening, that person was our son."

There were close to 75 arrangements at this funeral and this was the only one that the parents took home to keep. They later added

a picture of their son fishing to the tin bucket.

One of my other favorites was for a lady of 93, who owned enough jewelry to start a store, so we incorporated some of her favorites in the design. Another was an arrangement for a gentleman carpenter, using his hat, saw and a bench he made.

I work in a small community, and don't get a lot of funeral orders, except from customers who have done business with us or come as a referral from a friend. Therefore, I always create something within the person's budget and style, but that will stand out from all the rest. I like to show what we can do. Think about all the people who attend a funeral, they could be your future customer.

Most of all I want that call or thank you note from my clients who have been comforted by personal designs.

Take pictures of all your work, whether you use it to help improve your design skills, or put it in a picture book later with that thank you note. As your sympathy clients are deciding, pictures of things you have already done may help them plan something fitting for their loved one.

Best advice: Make sure all your flower sympathy design works can withstanding moving around; not tippy, no excess water. Ask if it will be a two day service, especially if you are supplying all the main family flowers. You may want to call the next morning or ask funeral director if you can come by to freshen up the flowers.

I hope that I have inspired you and given you at least one good piece of advice. ✨

## A Great WUMFA Education Opportunity

### Principles & Elements of Floral Design

*Don't miss this all day hand-on class with award-winning designer Kevin Ylvisaker, AIFD, PFCI!*

*Kevin will review the Principles & Elements as they apply to current design with a focus on color. He will make several sample designs for discussion. Designers will create five hands-on projects including a modern vertical design, floral jewelry, a cascade bridal bouquet, and a contemporary round form.*

Sunday, July 31, 2016 – Bill Doran Co., 1255 Bellevue St, Green Bay, WI 54302

Sunday, August 7, 2016 – DWF-Milwaukee, 425 W. Walnut St., Milwaukee, WI 53212

Sunday, August 28, 2016 – Chippewa Valley Technical College, 620 W Clairemont Ave, Eau Claire, WI 54701

All class times are: 9:00 a.m. to 4:00 p.m.

**WUMFA Member Price: \$195 • Non-Member Price \$270 • Limited to 30 Attendees**

**Register Now at [www.wumfa.org](http://www.wumfa.org)**

## MFAYP

# Nothing Rhymes with Orange

*Nothing Rhymes With Orange is a new column which will cover a potpourri of interesting topics and ideas.*

BY DEREK C. WOODRUFF, AIFD, CF, PFCI

### Introducing: The Michigan Floral Association Young Professionals (MFAYP)



**T**his year at the Great Lakes Floral Expo, the Michigan Floral Association introduced the Young Professionals, a dedicated group of floral industry individuals including designers, suppliers, managers, marketers and many others who are 40 and under.

In recent years, we have noticed that younger people within our industry are not participating in the governing body of industry leadership. We know young professionals are out there, and we want

to encourage them to work more closely together as a group by becoming a dedicated committee.

With encouragement from leadership, the MFA Young Professionals was born. The response has been overwhelming. We were pleasantly surprised at the number of YPs that immediately wanted to be a part of this group. In the coming months, we will continue building this council and we welcome anyone and everyone who is ready to take part in becoming the future of our great industry.

#### The MFAYP Mission:

*Working in the floral industry in Michigan has become more than just a sales position at a local flower shop. Thanks to strong business practices, entrepreneurial spirit, and the*

*Michigan Floral Association, it is now a career where young professionals can be creative, build relationships and have a positive impact on an ever evolving industry. As an extension of the MFA, the Young Professionals Committee, or MFAYP Committee, gives YPs a voice, a network, and opportunities to develop into the next generation of leaders.*

If you are interested in joining the MFAYP's, please reach out to me: Social Media: facebook.com/derekwoodruffaifd, Email: [Floralunderground@gmail.com](mailto:Floralunderground@gmail.com), Mobile/Text: 231-621-6550, Old School Mail: Floral Underground, 140 E. Front St., Traverse City MI, 49684. ✿

*Derek Woodruff is the owner of the Floral Underground in Traverse City, Michigan and is noted for his cutting edge floral designs.*

### Coming Soon to Your Area! Michigan Floral Association Regional Meetings

Hosted by your Regional Director

Featuring informational and educational meetings to reenergize and position you for success in the industry.

#### Educational Programs, Roundtables, Meet & Greet

Your participation and feedback is important and will help determine the topics and locations of future meetings. These meetings are for Owners/Managers/Employees.

First meetings will take place this July/August.

Watch our website for more details and "Like" us on Facebook

[www.michiganfloral.org](http://www.michiganfloral.org)

<https://www.facebook.com/groups/57361609771/>

<https://www.facebook.com/michiganfloral/>

The Floracraft booth at this year's Great Lakes Floral Expo honored the company's 70th anniversary with a timeline collage displaying all of their products. The booth won Best of Show trade show booth.





## DESIGN TIP

### Incorporating Throws in Sympathy Work

BY DOUG BATES, AIFD, CF  
FLOWERS BY VOGT'S, STURGIS, MI  
2016 MFA ACADEMY WINNER

**W**oven throws have become a staple item in many of our stores. They come in a wide variety of themes – religious, patriotic, inspirational – making them an easy

sell for sympathy work. The not so easy part is making them look like more than just a mass of fabric at the visitation or funeral.

One way we've found to remedy this problem is to supply the local funeral homes with an easel or two specifically for the purpose of displaying the throws. We simply take a standard wooden easel, and zip tie a 3/4" dowel horizontally across the top, making sure that it is secure to the easel. The woven throw can then be draped over the top, creating a beautiful showing for the services. We've worked it out with our local funeral directors to keep

the easels in storage and then pull them out whenever they are needed. This is win-win for both of us.

Another option, while more costly, gives us the opportunity to showcase even more of our creativity. We display the throw spilling from the center of a seasonally decorated permanent wreath. Simply gather the top of your throw and bind with paper covered wire. Lay the throw over the bottom of the wreath. Then, attach the bind wire to the top rear of the wreath. This makes for a showy display, and is a double keepsake for after the services. ✨

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# Valentine's Day 2016... Not One for the Record Books

BY PATRICIA LILLY, WF&FSA EXECUTIVE VICE PRESIDENT

**"A Sunday holiday..."**

**"Extremely cold temperatures in the mid-Atlantic and Northeast..."**

**"Flower production exceeded demand..."**

**W**F&FSA members cited these as the main reasons this year's Valentine's Day holiday was not one for the record books. In the annual survey of members following the holiday, 46 percent of responding members reported that this holiday was pretty much what they expected it would be, while 36 percent reported the holiday did not meet their expectations; yet 18 percent had a better holiday than expected.

**Additional highlights include:**

**Cut Flower Sales Dollars** – Cut flower sales dollars were generally down compared with 2015 while 8 percent reported sales were flat and 29 percent saw cut flower sales increase.

**Pre-Rose Book Quantities** – The majority of respondents, 37 percent, reported that rose pre-book quantities were worse than expected, while 29 percent reported that pre-book quantities were comparable with 2015.

**Rose Prices** – Survey results also showed that rose prices were generally down or flat compared with last year.

**Inventory Levels** – More than 16 percent reported they had a lot of product left, while 45 percent reported product was not nearly sold out and 38 percent reported they were nearly sold out.

**Credit Requests** – A majority, 53 percent, reported that credit requests were few to none, while 42 percent reported a normal number of credits.

Looking ahead to what one might do different next year, respondents reported:

- Pre-book less with growers and buy as we need.
- Try to pre-sell more, earlier.
- Watch the market closer.
- Improve labor efficiency.
- Keep less inventory on hand.

Members noted that orders were coming in last minute and that it will be a challenge to plan for next year going from a Sunday to a Tuesday holiday. Speculating what will be hot from year to year is becoming increasingly difficult. ✨

*Reprinted from the WF&FSA Blog "Thought In Bloom".*

*Attention Designers – The Michigan Floral Association Presents*  
***Two Fantastic Education Sessions!***  
 Cindy Ching, AIFD, CF, will conduct two outstanding programs at the MFA Professional Education Center in Haslett, Michigan.

**Steps to Certification**  
 June 8, 2016  
 10:00 a.m. – 4:00 p.m.  
 Do's & Don'ts for Testing  
 Methods & Mechanics for Hands On  
 Insight & Answers

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. Includes all flowers/supplies. Lunch on your own.  
**You must bring your own tools.**

**Class enrollment limited to 10.**  
**COST: \$149.00 members • \$199.00 non-members**

**Introduction to Design**  
 August 1-5, 2016  
 Monday thru Friday • 8:00 a.m. – 4:30 p.m.

This comprehensive course will introduce beginning students to the exciting field of floral design. Principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color are the focal points.

For those desiring to become a Certified Florist, this class is a great first step. Time will be divided between lecture and hands-on design. All materials are included in the course fee and students will have a completed design to take home each day. Topics include: vase arrangements, symmetrical triangles, asymmetrical triangles, and horizontal centerpieces, round designs, hand-tied bouquets, corsages, and boutonnieres. There are 40 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. Lunch on your own.  
**Bring your own tools, knife will be provided.**

**Class enrollment limited to 10 to ensure personal attention.**  
**COST: \$1,000.00 members • \$1,250.00 non-members**

**Visit [www.michiganfloral.org](http://www.michiganfloral.org) for more information • Call (517) 575-0110 for availability**

## CLASSIFIED ADS

### HELP WANTED

**Wholesale Job Opportunities:** Nordlie, Inc., Michigan's largest wholesaler, has excellent opportunities for high energy staff in numerous capacities. Inside sales, route sales, designing, or merchandising – stop by our Warren, Flint, or Grandville stores. Full benefit program. Contact any one of our store managers: Tom Figueroa, AIFD, CF, Warren, 586-755-4200. Mike Anderson,

Flint, 810-767-8883. Leslie Walton / Deb Durrant, Grandville, 616-534-6883.

**Floral Designer Wanted:** If you are an experienced floral designer looking for a change, Smith Floral and Greenhouses is looking for someone who will be partially responsible for wedding consultation and design. This is a great opportunity to work in a family owned and operated

company that has been around since 1903. If you are interested, please call Krista Bearman at 517-484-5327 or email her at [smithfloral@tds.net](mailto:smithfloral@tds.net). Pay to be negotiated based on experience.

**Floral Designer Wanted:** We are a small, award winning shop with the emphasis on custom, creative designs. We are looking for a floral designer... creative, artistic – **internship is a possibility** – to join our team. Person **MUST** have a passion for the industry, be creative/artistic, a team player and possess outstanding customer skills.

We provide a great working environment, in the downtown village of Lake Orion. Please send resume to [amazingpetalsflorist@yahoo.com](mailto:amazingpetalsflorist@yahoo.com) or call Beth at Amazing Petals Florist 248-814-9755 for further information.

**Floral Designer Wanted:** Join the team at Ludemas Floral and Garden in Grand Rapids! We are family owned and have been proudly serving West Michigan for 5 generations! We are looking for an experienced floral designer who looks forward to creating beautiful arrangements for all occasions on a daily basis. Position is flexible and can be part-time to nearly full-time. Our designers interact with our customers on a daily basis by taking orders, assisting walk-in customers and by filling day-to-day orders as well as some event and wedding work. Please send resume to Allison Ludema, [aludema@ludemas.com](mailto:aludema@ludemas.com).

## BUSINESS CARD ADS

### CONSULTANTS



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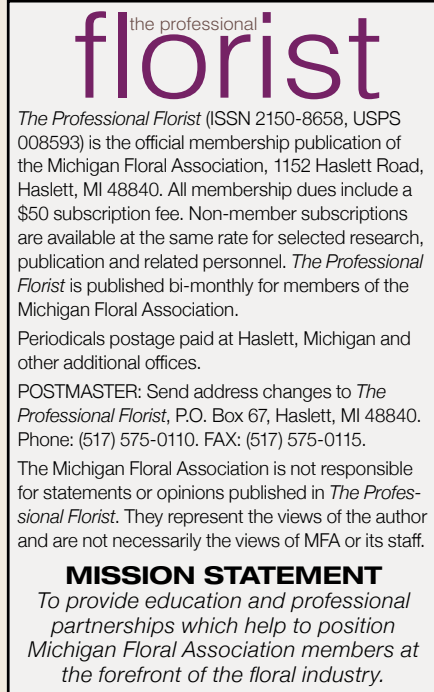
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*Annette Hentz | Owner, Carver Country Flowers & Gifts*

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