



Volume III 2013

**MFA
Representatives
Visit Congress**

**Reflections
on the Expo
Experience**

**2013
MFA Design
Contest
Winners**

**Wedding
Decor
Trends
2013**

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2013 Expo Recap

DIAMOND AWARD
WINNING PUBLICATION
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LEADERSHIPREPORT

MFA Representatives Visit Congress

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



The Michigan Floral Association was well represented at this year's Society of American Florists Congressional Action Days held March 11-12 in Washington, DC.

On the morning of March 12 Tim Galea and Nancy Hooper from Norton's Flowers in Ypsilanti/Ann Arbor; Mike Romansik from FloraCraft Corp. in Ludington; Lorence Wenke from Wenke Greenhouses in Kalamazoo, and myself called Senators Debbie Stabenow (D) and Carl Levin (D).

That afternoon we made personal visits to the offices of Congressmen Benishek (R-1st), Huizenga (R-2nd), Upton (R-6th), Rogers (R-8th) and Dingell (D-12th). We spoke in depth with each on Comprehensive Immigration Reform, the Farm Bill, and Tax Reform concerning Charitable Contributions. Each is an important topic that SAF's legislative committee feels could see some action in this session of Congress.

Comprehensive Immigration Reform is very important for the growers in our state. Many Michigan flower growers have immigrant workers on their payrolls. These workers own homes, pay taxes, and are raising their families here in our state. They work very hard every day and many of them fear what could happen if they are pulled over for even a simple traffic violation.

Every legislator that we spoke to understood the need to address this problem. This topic seemed to be high on everyone's priority list so it will be interesting to see if they can actually get comprehensive reform passed this session.

The Farm Bill passed in the Senate last year but stalled when it hit the House. Many Republicans in the House felt it was unnecessary to have food stamps tied to the bill so it was never introduced on the House floor. Food stamps have always been a part of the bill so if they want to take them out they will need to find a new way to fund this program.

Senator Stabenow and her team worked very hard on getting the Farm Bill through the Senate this past year. We met with Christopher Adamo, her staff director, and Jaclyn Schneider, a member of the Senator's senior professional staff. They were glad to hear that we planned on visiting our representatives that afternoon to stress the importance of getting the bill passed in the House.

The Specialty Crop Block Grants are part of the Farm Bill. These are what funded the Make it a Real Michigan Christmas promotional campaign for the past two years. We are hoping to keep this program



Left to right: Tim Galea and Nancy Hooper from Norton's Flowers in Ypsilanti/Ann Arbor; Mike Romansik, FloraCraft Corp., Ludington, and Lorence Wenke from Wenke Greenhouses. Kalamazoo, MI.

alive and build upon the success of the last two years. If the Farm Bill does not move this year, we will have to look for alternative sources of funding to keep this program active.

There is currently no legislation pending concerning Charitable Contributions. We just wanted to make our lawmakers aware that we need to make it easier for our members to be able to deduct all charitable contributions.

It was the end of the day and we had made all of our pre-scheduled appointments so Mike Romansik and I decided to make one more cold call to Congressman Dan Benishek's office. Congressman Benishek is a first term congressman from northern Michigan and is the only Michigan representative appointed to the House Agriculture Committee.

Left to right: Mike Romansik, Congressman Dan Benishek (R) 1st District Michigan, and Rod Crittenden.



He will have a voice at the table when it comes to getting the House to act on the Farm Bill in 2013, so we thought we should at least try to see him while in town. We walked into his office at 4:35 pm and to our surprise he invited us in for a photo and to talk briefly about our issues.

He asked if we had time to explain our issues in more detail and if we did he would be happy to call in his top legislative correspondent Matthew Lee. We gratefully accepted and then spent the next 30 minutes reviewing the need for action on the

Farm Bill this year. This is why I love our country! Nowhere else can you walk into your elected official's office unannounced, sit down with them, and talk one on one about your concerns.

It was a very positive and productive experience and I would encourage all to try and participate in SAF's Congressional Action Days 2014. No matter what you think about our government, it is still the best in the world. I have faith in our leaders and will continue to pray for them to put our people before politics and make good, sound decisions everyday. ✿

Welcome

New MFA Members!

ACTIVE MEMBERS

The Giving Wreath – Tim Vesely

5355 Northland Dr. NE Suite C
Grand Rapids, MI 49525
www.thegivingwreath.com
Phone: (469) 223-2042

White Lake Greenhouse – Christine Merten

703 E. Colby
Whitehall, MI 49461
www.whitelakegreenhouse.com
Phone: (231) 894-9011

Marshall Flower Haus – Penny Jump

116 E. Michigan Ave.
Marshall, MI 49268
www.theflowerhaus.com
Phone: (269) 781-9128

Victoria's Floral Design, Inc – Victoria Mekas

7117 South St. Unit A
Benzonia, MI 49616
www.victoriasfloraldesign.com
Phone: (231) 882-5144

Robin's Nest Floral and Gift Shop – Robin Tuttle

842 North Detroit St.
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In Appreciation

The Expo would not be possible without the companies and volunteers who donate their products and time to ensure its success, Please support these companies whenever possible. If your company would like to participate in Expo 2014, visit www.mchiganfloral.org or e-mail Rod Crittenden at rod@michiganfloral.org.

Thank you to the Expo Exhibitors!

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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 you and we thank you for your hard work and dedication. ✿

Thank You to the Sponsors!



2013GLFEREVIEW



Reflections on the Expo Experience

Wholesalers, retailers, growers, designers, educators and vendors...all were on hand at the 2013 Great Lakes Floral Expo. Below are some of their observations and thoughts on the show.

Tom Gaunt – Mayesh Wholesale Florist Romulus, MI

I always tell customers that the GLFE is a great venue for education and inspiration. I believe the business programs and design shows are top notch. Each year we meet several new customers, which make the show worth our time and investment. It's an opportunity to network with people we only see a couple of times each year. To me, the show is the first sign of spring and I thoroughly enjoy being around all the creative energy that is on display. We will continue to support and show at the convention every year because we believe in a strong Michigan Floral Association.

Tracy Park – Park Place Design Battle Creek, MI

I started attending GLFE about five years ago when I knew I wanted to take my small business to a new level. I signed up for design classes and workshops and never looked back. I have learned so much about all aspects of my job as a designer/owner. The best part is sharing knowledge with all the new found flower friends I have made over the years. You don't have to be a member to attend the GLFE but being a member does have its perks. I feel if I just learn one thing, take it back to my shop and implement it the trip was worth it.

John Klingel, AAF, AIFD, PFCI South Florida Center for Floral Studies West Palm Beach, Florida FTD Sympathy Workshop Presenter

Success in anything involves connecting with people. The 2013 Great Lakes Floral Expo was one of the best opportunities I've seen to experience that. As an educator, I share information and I learn, too. The only place that can be accomplished is at a gathering of passionate professionals. It has always been amazing to me what one could learn by sitting at a table of

florists during a luncheon or dinner event. We are in an industry where people are so generous with their knowledge but, there is a catch. You have to participate and participate they did. I was impressed with the many florists who traveled hours to attend the GLFE. Surely, that in itself is a testimonial to the value of this event. In conclusion, I found the GLFE to be one of the best and most economical avenues to expand my knowledge and field of contacts. Thanks for inviting me.

Kiersten Schulte – Eastern Floral Grand Rapids, MI

As the 2013 GLFE Business Chair, my perspective was on how to expand the class offerings to reach groups that do not have the chance to continue education within their shops. With the help of great sponsors, some of the industry's most recognized business coaches gave attendees a leg-up on integrating new business techniques, and knowledge, into their day-to-day functions. We are at the brink of change in the floral industry and the overall feeling at the 2013 GLFE was one of optimism for the future.

Angela Christie, CF – Flowers from Nature's Gardens Petoskey, MI

This is my second year attending the GLFE and I was especially excited because I was receiving my certification. It's exceptionally rewarding to feel like part of an industry such as this. Working with other designers and shop owners is a unique experience. Everyone who is involved in the Expo is very dedicated and we all work together as a unified team to make the event spectacular. I got to do a display table this year and I hope to be lucky enough to eventually do a stage show. I feel very fortunate to be a part of the MFA team and will continue to attend the convention every year. Also, I would like to add that Jackie Burrell, the backroom coordinator and overall "Flower Mother" to all of us designers, kept us organized, focused and even fed... with her wonderful cookies and snacks. I believe I speak on everyone's behalf, when I say thank you to Jackie Burrell for your dedication and commitment to the industry.

Roy Sabo, AAF, MCF – Sunnyslope Floral Grandville, MI

Business. That is what we do. And the beauty is that we actually get to work with beauty as our business everyday. The 2013 GLFE is a premiere event helping us find ways to combine beauty with new insights and new skills. This year's GLFE (and every GLFE!), helps us grow, renew and refresh ourselves. If that was all there was to the GLFE that alone would be well worth the modest cost. However, the primary reason we attend the Expo is for the business sessions. While they may not be "glamorous" or "fun", they are essential to our businesses. The MFA business sessions are local. They are florist focused. They are timely. They are a bargain - with most being included with the registration fee!

Doug Bates, CF – Designs By Vogt's Sturgis, MI

We appreciate that at GLFE we get the chance to see friends we wouldn't normally get to see throughout the year. So often, we feel chained to our work benches. GLFE is a great opportunity not only to get out and socialize with our friends in the industry, but also to make new contacts with other designers and florists from across our region, as well as vendors from all over the country. I think the networking and learning opportunities at GLFE make it well worth the investment. The hands-on classes help us hone our skill in design. The business sessions give us the tools to run our shops more effectively and efficiently, and the main stage design shows help us bring it all together. We look to the GLFE for inspiration, refreshment, and encouragement. With such a diverse offering, GLFE never fails to deliver! ✿

2013GLFEREVIEW

2013 Great Lakes Floral Expo



1. Colleen Siembor, Cardwell Florist, Livonia, MI and Debbie Royal, AIFD, CF, Royal Expressions, Blissfield, MI.
2. Brad Youngstrom, CF, Wild Hare Studio, Grand Rapids, MI.
3. Richard and Cheryl Gleason, CF, McComb Community College.
4. Randy Anderson, Tim Vesely, Pete Weiblen, The Giving Wreath, Grand Rapids, MI.
5. Jerry Baker, CF, Wesley Berry Flowers; Jerome Raska, AAF, AIFD, CF, PFCI, Blumz by JRDesigns, Detroit/Ferdale, MI; Tom Butler, AAE, PFCI, Teleflora.
6. Karen Wilson, Country Flowers, Harrison, MI.
7. Dannielle Goodrich and Michelle Domenick, DeBrand Fine Chocolates, Ft. Wayne, IN.
8. Angela Christie CF, with her daughters, Ameilia and Jaimasen, and Flowers from Nature's Garden, Petoskey, MI.
9. Rod Crittenden, MFA, presents Dannielle Goodrich from DeBrand Fine Chocolates with the "Best Booth" award.



10



11



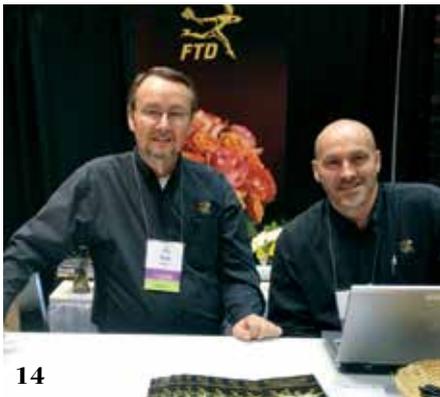
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16



14



15



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17



18



20

- 10. Mike Romanski and Tim Timinski, FloraCraft Corporation, Ludington, MI.
- 11. Sympathy workshop with John Klingel, AAE, AIFD, PFCI, South Florida Center for Floral Studies.
- 12. Kiersten Schulte, Eastern Floral with husband David Miller.
- 13. Sarah Boetsma, Karen DeJonge, and Anita Varga from Picket Fence Floral Design, Holland, MI.
- 14. Bob Martin and Mike Satterfield, FTD, Downers Grove, IL.
- 15. Alan Josephson and the ladies from Josephson & Associates, W. Bloomfield, MI.
- 16. Helen Miller, AIFD, CF, Flowers & Such, Adrian, MI, puts the finishing touches on her AIFD awareness display.
- 17. Frank Feysa, AIFD, preparing for show.
- 18. Derrick Myers, CPA, CFP and Rick Rivers fill the business sessions.
- 19. Jackie Burrell, AIFD, CF, Flowers from Sky's the Limit, Petoskey, MI, and Deb Patterson, Patterson's Flowers, Big Rapids, MI.
- 20. Carolyn Clark Kurek, AIFD, opening ceremony.

2013GLFEREVIEW

2013 MFA Design Contest Winners

SPONSORED BY THE CALIFORNIA CUT FLOWER COMMISSION, SMITHERS-OASIS AND TELEFLORA



The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Winners receive certificates, cash awards and recognition in *The Professional Florist* magazine. In addition, the individual named "MFA Designer of the Year" will be the featured "Designer

Spotlight" designer in six issues of the *The Professional Florist*. The contest serves as an exceptional opportunity for designers to learn and exchange new ideas while competing, receive professional recognition for their work, and is an excellent opportunity to gain publicity for you and your shop. ✿

MFA Designer of the Year

Jerry L. Baker, CF
Wesley Berry Flowers
Detroit, MI



Academy Winner

Robbin Yelverton,AAF, AIFD, CAFA, CF, PFCI
Blumz...by JRDesigns, Ferndale, MI



High School Division: Theme - Buffet Table

- 1st Place:
Elizabeth Couling
Jackson Area
Career Center
- 2nd Place:
Lainey Wheeler
Wexford Missaukee ISD
- 3rd Place:
Chloe Cotton
Oakland Tech.
Schools SE



Chuck Bannow Award

Bradley Youngstrom
The Rare Hare Studio
Grand Rapids, MI





**Professional Division:
Theme – In Loving Memory**

- 1st Place: Bradley Youngstrom
Rare Hare Studio, Grand Rapids, MI
- 2nd Place: Loma Fowler, CF
Crystal Springs, Benton Harbor, MI
- 3rd Place: Debbie Royal, AIFD, CF
Royal Expressions, Blissfield, MI



**Professional Division:
Theme – Surprise #1
Hostess Gift**

- 1st Place: Deana Gress, CF
Wesley Berry Flowers, Detroit, MI
- 2nd Place: Debbie Royal, AIFD, CF
Royal Expressions, Blissfield, MI
- 3rd Place: Jerry Baker, CF
Wesley Berry Flowers, Detroit, MI



**Professional Division:
Theme – Surprise #2
Concierge Arrangement**

- 1st Place: Leanna Gearhart-Theye, CF
Horrocks, Grand Rapids, MI
- 2nd Place: Loma Fowler, CF
Crystal Springs, Benton Harbor, MI
- 3rd Place: Jerry Baker, CF
Wesley Berry Flowers, Detroit, MI



**College/Professional
Novice Division
Theme – Garden
Wedding Bridal Bouquet/
Boutonniere**

- 1st Place: Perry Harlow
Joliet Junior College
- 2nd Place: Jennifer Smith
Michigan State University
- 3rd Place: Aranza Monoz
Joliet Junior College

On the Road at GLFE!

BY DOUG BATES, CF, DESIGNS BY VOGT'S, STURGIS, MI
GLFE RETAIL TOUR CHAIRMAN

What a great weekend! You know, Karen and I look forward to GLFE every year. There's so much to do and see and learn, that we can hardly fit it all into just a few days.

This was our first year hosting the industry tour. Just imagine a bus full of friends, new and old, on a progressive dinner tour through area businesses. We began the evening at bokay by Eastern Floral, and were welcomed into their "European Flower Shop" with delicious appetizers and to-die-for pomegranate martinis.

Then, we were off to Nordlie's of Grandville, where Deb, Leslie, and the gang had prepared a wonderful salad course in Nordlie's sumptuous showroom. The luxury motor coach then whisked us away to Kennicott/Vans Floral Products for an amazing main course at tables set with unique and creative centerpieces.

After dinner and some great conversations, we were on our way to Fruit Basket Flowerland for coffee, dessert, and a fun scavenger hunt. Finally, we boarded our motor coach one last time to head back to the Amway Grand Plaza. It truly was an exciting night with great friends.

If you've never been on the Progressive Dinner Tour, you're missing a great night out with folks who share your passion: FLOWERS! Karen and I had a wonderful time hosting, and would like to thank bokay by Eastern Floral, Nordlie's of Grandville, Kennicott/Vans Floral Products, and Fruit Basket Flowerland for opening their businesses to us. We appreciate your support of the Progressive Dinner Tour, and the Great Lakes Floral Expo!! 🌸

2013GLFEREVIEW

2013 MFA Industry Award Winners

MFA Past President's Floriology Institute Scholarship Winner

Leanna Gearhart-Theye, CF, CFD
Horrock's Market, Kentwood, MI



2012 Lifetime Achievement Award

Kathy Petz, AAF, CF, PFCI
Teleflora, Los Angeles, CA



National Service Award

Dr. Bridget Behe Ph.D, CF
Michigan State University, East Lansing, MI



Special Recognition Award

Deb Patterson
Patterson's Flowers
Big Rapids, MI



Retail Employee of the Year

Kiersten Schulte
Eastern Floral & Gifts, Grand Rapids, MI



Retailer of the Year

Norton's Flowers & Gifts
Ypsilanti, MI



Wholesale Employee of the Year

Chris McGahey
Nordlie, Inc., Flint, MI



Supplier of the Year

FloraCraft Corporation
Ludington, MI



Young Person of the Year

Doug Bates, CF
Designs by Vogt's, Sturgis, MI



Certified Florist of the Year

Lea R. Kuklinski, CF
Fruit Basket Flowerland, Grand Rapids, MI



DESIGN TIP: A Quick Fix Green Prep

BY BOBBI ECKER-BLATCHFORD,
AAF, AIFD, CFD, PFCI

While back when the famed Bill Hixon was teaching his elegant and efficient design styles, he demonstrated what I call The Leatherleaf Life Saver. Leatherleaf fern is a staple in our industry and remains one of the ageless beauties in the foliage family.

Whether you are greening a one sided design, a centerpiece or prepping production pieces, this is a quick and easy way for a Quick Fix.

STEP 1

- Assemble ¼ block of saturated wet floral foam in a container of your choice.
- Select four stems of leatherleaf fern.



STEP 2

- Cut stems of leatherleaf to about three inches long.
- Save stems and fold over to create a natural greening pin.
- Remove bottom fronds of leatherleaf and save to finish prep.



STEP 3

- Turn fern stems over and insert one stem in each side of foam.
- Gently fold two fern stems one at a time, with the middle of the tip at the center of the foam. Hold the tips with your fingers and pin them down with the natural greening pin.



STEP 4

- Repeat Step three with remaining two stems of leatherleaf.



STEP 5

- With four fronds of fern securely pinned, strip excess foliage off remaining bottom fronds, cut on an angle and insert to mask remaining foam.



STEP 6

- Proceed to finish the arrangement with additional flowers and foliage.



STEP 7

- Voila! The finished product.

Even though this method takes a bit of practice and is a bit shocking at first try, you will find the leatherleaf is happily inserted in the foam and the tips of the fronds are comfortably pinned to absorb moisture from the top of the foam. I've used this method in many different ways during the years. Thank you, Bill Hixon and leatherleaf for introducing me to this unique time saver. ✿

*Photos courtesy of Al Cooley Photography.
Leatherleaf provided by the Florida Leatherleaf Growers Alliance.*

Thank you to the Sponsors of the iPad Give-A-Ways

BloomNet – Winner: Renee Zuchnik, CF from Country Garden Flowers & Greenhouses, Bay City, MI

Flower Shop Network – Winner: Kim Slocum from Your Gardener, Pinckney, MI

FTD – Winner: Chris Mekas from Victoria's Floral Design, Inc., Benzonia, MI

Teleflora – Winner: Nancy Mertz, CF, Dexter, MI



Thank you to the Sponsor of the Kindle Fire Drawing

FloraCraft – Winner: Doug Glomb from Chalet Floral, Muskegon, MI

Congratulations to the Winners!

MEMBERPROFILE

Brown Floral... 148 Years and Going Strong!

BY BARBARA GILBERT, EDITOR



Owners Chris Grostefon, right, and Diane Jonas, center, pose with designer Crystal Lowe.

1865 ...the Civil War ends, Lewis Carroll publishes *Alice in Wonderland*, and Frederick "Fritz" Von Kempf comes to America to make his fortune.

The founder of Brown Floral emigrated from Germany, landed in New York, and made his way across the country to Jackson, Michigan. He began his career in the retail grocery business working for Alexander and Clara Brown. Eventually, he became a partner in the business and the focus was changed to flowers and funeral work.

The business was renamed Clara Brown and Company (after the death of Alexander). Since that time a member of the Kempf family has always been involved in running the business. The name was changed to Brown Floral in 1866.

Christine Grostefon and Diane Jonas are fourth generation members of the family. They are the daughters of Robert who represented the third generation following his father Milton who took over from his father, Fritz.

The sisters are co-owners, and both work in the store located at 908 Greenwood Ave. Chris noted: "I have worked here practically all my life starting at age 11. I could never leave, it is in my blood. I think the best florists are family businesses."

Her career did have a bump or two early. In fact, she was actually "fired" when she was a kid. "I was playing on the way home from school and was late for work. My Dad fired me but my Grandpa hired me back."

Diane also began working in the shop at an early age. Not professionally trained as a designer, she learned on the job. "This is the only job I've ever had. I started working part-time in high school and had a knack for designing. I think to be a good designer you need a good eye and have to put your heart in it."

In addition to her other duties, Chris takes care of the 3,000 square ft. greenhouse. They are not growers but finish products in the greenhouse. The shop has five other employees including three designers.

As a full service florist shop, Brown's does the usual weddings, funerals, and party work.

According to Chris, "Wedding work is not what it used to be. We are not doing as many big weddings. I remember when we had to dress up, go to the wedding venue and pin on the



A picture history of the shop and a plaque honoring the company as a Michigan Centennial Business.



This upside down Christmas tree was featured during the holiday season.



Keepsake items are often used in the shop's funeral work.

boutonnieres and corsages." Diane concurred remembering that they used to do every part of a wedding from corsages, to table arrangements, to wine fountains.

The shop specializes in custom arrangements. "If the customer tells us to do an arrangement and then does not like the result because it is not exactly what they had in their head we will always redo it. We will not make anyone take what they don't like. It only takes one bad experience to lose a customer." These custom arrangements are the shop's best sellers along with green and flowering plants. Recently, they began carrying a new line of annuals for spring and summer from Hort Couture.

Everything in the shop is tied to floral gift giving. They carry chocolates, stuffed animals, containers, silks, and balloons. Due to the shortage of helium, they are putting the balloons on sticks to use in arrangements.

They also use gardening stones and bird baths in funeral work. "We like doing items that people can save as a remembrance," said Chris, "We also do afghans with sympathy sayings on them, mounted on easels. These sell well in Ohio and southern Indiana and are gaining in popularity in Michigan."

The shop holds their annual holiday open house the week before Thanksgiving offering 20 percent off all holiday items. It is a week long to give people a chance to come over during lunch or after work. During the open house they always have an "open door" policy where customers can see a designer working at a table in the front of the store. Sometimes they even want to

participate and tell the designers where to place the flowers.

If the shop had an official motto, it would probably be "pleasing the customer is the most important thing." Chris explained, "All we have is service, skills and knowledge. That is what keeps us in business. Many floral shops have closed because they do not have good customer service or because they have tried to diversify into areas that have nothing to do with floral. We pride ourselves on exceptional customer service...no job is too large or too small. Our customer base is loyal and consistent."

Brown's makes use of social media through its Facebook page, Brown Floral Co., and their website, www.brownfloralco.com. Chris likens Facebook to a snowball, going downhill, gathering speed. "If people like you on Facebook, all their friends automatically like you. People live on Facebook so the exposure you get is tremendous."

Chris' favorite part of the floral industry it is hands down customer interaction and the ability to incorporate imagination into each and every arrangement. Diane loves the creativity of designing and the fact that everyday brings a different set of challenges. Generations of customers have come through the shop. Diane commented, "I have done weddings for mothers, daughters, and granddaughters."

Looking toward the future, Chris and Diane will concentrate on maintaining their high levels of customer service and satisfaction. This is an integral part of the tradition that has lasted almost 150 years. ❀

WEDDINGFEATURE

Wedding Decor Trends 2013



BY ROBBIN YELVERTON, AAF, AIFD, CF, PFCI
BLUMZ... BY JRDESIGNS, FERNDALE AND DETROIT, MI

Wedding bells are ringing. New hosts of excited brides are eager to plan the "wedding of the year". It is safe to say that these weddings will not all be the same. However, whether traditional or non-conformist, the brides all want to know the same thing... "What are the latest trends?"

Here at Blumz, we have been surfing the web, reading the blogs, watching the style mavens' latest YouTube posts, and listening to the brides themselves. The following is a list of the Top 13 Wedding Decor Trends for 2013. Let's see if you agree.

1. "Formally Speaking" – Formality is taking on renewed emphasis as a result of the pendulum swinging back from the DIY casual look of the last few years. This rebound is noticed in a renewed interest in more upscale elements such as decorative chargers, chandeliers and crystals, even when they may be featured in a more casual or relaxed setting. Mason jars, burlap and jute twine need not apply.

2. "Neutral Ground" – Neutral color palettes, i.e., white, grey, blush or taupe with splashes of black or a punch of color is a nice alternative to the "all white and cream" setting. The presence of black (another trend) in décor acts like a black bow tie on a tux or little black clutch with a cocktail dress. This is a sophisticated, classy and understated look.

3. "Passionate for Peony" – The flower of the year for the third year running, the peony is lush, feminine, lovely and due to price and seasonality, exclusive. Not always readily available, hardly ever cheap, the peony is the epitome of romance and riches. Other favorites are hydrangeas, garden roses, and dahlias, all very round, voluptuous, full-figured flowers.

4. "The Lounge" – Lounge settings were strong in 2012 and are getting stronger in 2013. Used in the place of the traditional high and low cocktail tables, this themed setting allows for more personalization and creativity. Not just a simple collection of soft side furniture, it also serves as a great spot to feature signature drinks, microbrews, the photo booth, etc... Think of it as a "family/game room" away from the dance floor.

5. "Midas Touch" – Whether in dresses, accents, print, décor, flatware, containers, gold is everywhere. Its warmth and

luster adds elegance, richness and depth to the wedding scene. It seems that silver has always reigned supreme, but gold is becoming the rage for those who truly want "something different".

6. "That's Great, Gatsby!" – 1920s glam is the bee's knees. It's vintage, elegant, romantic, retro, neutral, elegant, feathers, fringe, lace and bling all rolled into one very pretty timeless package. Channel your inner flapper gangster moll and step back in time for a blast from the past. Don't forget to arrange for that speakeasy lounge area!! You'll need a secret password to get in!

7. "It's MINT To Be" – Stronger than Emerald the 2013 Pantone Color of the Year, mint is making its presence known. Traditionally a "Mother of the Bride" color, mint is a strong contender for the popular vote in the color of the year contest and works wonderfully with vintage style. Mixing well with blush, peach and ivory, dresses, jewelry, décor, cakes and more are now available in this very easy to please color that looks good on just about anyone.

8. "Beauty Within" – A strong look from the last couple of years that seems to have settled in. Look for covered or enclosed flowers, i.e., terrariums, glass bell jars, lidded containers, apothecary jars, flowers inside the vase and other versions of this clean look. It can be interpreted as botanical and natural or contemporary and sleek.

9. "Put This Behind You" – Unique backdrops or backgrounds behind the ceremony, head table, etc...beads, fabric, laser cut images, printed phrases, to name a few options, help to set the stage particularly in non-traditional settings. These settings may not have been primarily designed to serve as a wedding space but, through the use of a creative backdrop, can be transformed into something more suitable and fun.

10. "Prints, How Charming!" – Striped, chevron, paisley, polka dot, herringbone... these patterns are being spotted in items such as invitations, table linens, dress fabrics, cake icing and more. Their repetition can assist in creating a unified look or "brand" as well as in some cases add a touch of light heartedness to an otherwise stiff formal occasion.

11. "Loco for Local" – Local artisan goods, i.e., microbrews/craft beer, custom mini cakes/pies, local honey, handcrafted favors; these products bring a regional flavor to the occasion. Private labeling can also allow for personalization and creativity when coupled with an overall theme.

12. "In the Black" – Sleek Black, clean detailing, heavy black presence in décor, print and clothing. This trend is not to be confused with simply bridesmaids' dresses in black. It is a more conscious use of black as an element and in areas that are non-traditional or out of the box.

13. "Camp ChiChi" – Rustic themes (will include use of birch bark, chicken wire, beer, tents and camping themes/elements) mixed with NON-rustic elements (crystal, silver, gold, orchids, chandeliers outside,) for contrast and elegance. Think posh picnics or dinner on the ground provided the ground is carpeted. Amenities are top shelf and hot dogs are vegan, organic, gourmet served on artisanal multigrain gluten-free buns!

So what do you think? Do you agree with our picks? There are a multitude of other trends out there if these thirteen do not align with your taste. Just remember, it's all about personalization and individual preferences. If when the guests walk into the event space and say "Oh my goodness, this is SOOOO the bride and groom!" then you have done your job well. Enjoy!! ✿

For more information regarding Blumz... by JRDesigns visit Blumz website, www.blumz.com or check us out on Facebook and Pinterest.

★Important Reminder★ **MFA Scholarship!**

The deadline to apply for MFA's Scholarship Program is June 30!

Winners use the MFA Scholarship to attend the Great Lakes Floral Expo, for Professional Education Center classes and for the Certified Florist program.

Applicants must be employed and working in the floriculture industry or show proof of enrollment in a course of study directly related to the retail floriculture industry. Applicants must have clearly defined career goals, which relate to the industry's course of study.

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Applications must be received by June 30.



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WEDDINGFEATURE

Taking Care of Those Wedding Flowers



Pink peonies, light pink roses, and dusty miller are wrapped by fabric and pearls.

BY GAIL PABST, MARKETING DIRECTOR, KENNICOTT BROS. WHOLESALE FLORIST



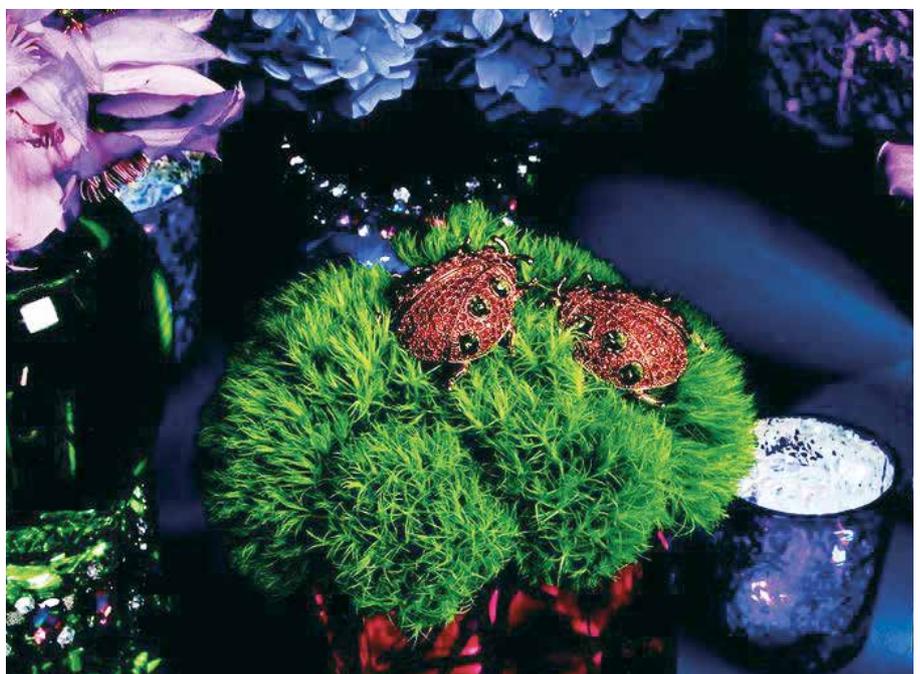
No matter if the wedding is held at The Ritz or done at the courthouse, flowers are part of the celebration. Think about it, flowers create the mood, tie

the theme together and share with all the significant people of the day. In 2011, there were 2,081,100 weddings in the US according to The Wedding Report. The flower industry has plenty of opportunity to shine...or to wilt, it all depends on the care the flowers have before the couple says "I do!"

Take a Moment and Fine Tune Your Flower Care Now...

- **Start With a Fresh Cut** – Take about 1" off the bottom of the flower stem so the flower has a clean waterway for hydration and food. Remove any foliage that is damaged or will be below the waterline to keep the solution clean.

- **Hydrate, Hydrate, Hydrate** – Flowers have to be fully hydrated or turgid to make it through the day. Receive your flowers early enough in the week to have plenty of preparation time. You cannot rush hydrating and conditioning of the flowers. Use a hydration solution or dip to clean the stem and give that extra push for water absorption.



Green trick and jeweled ladybugs highlight this table decoration.

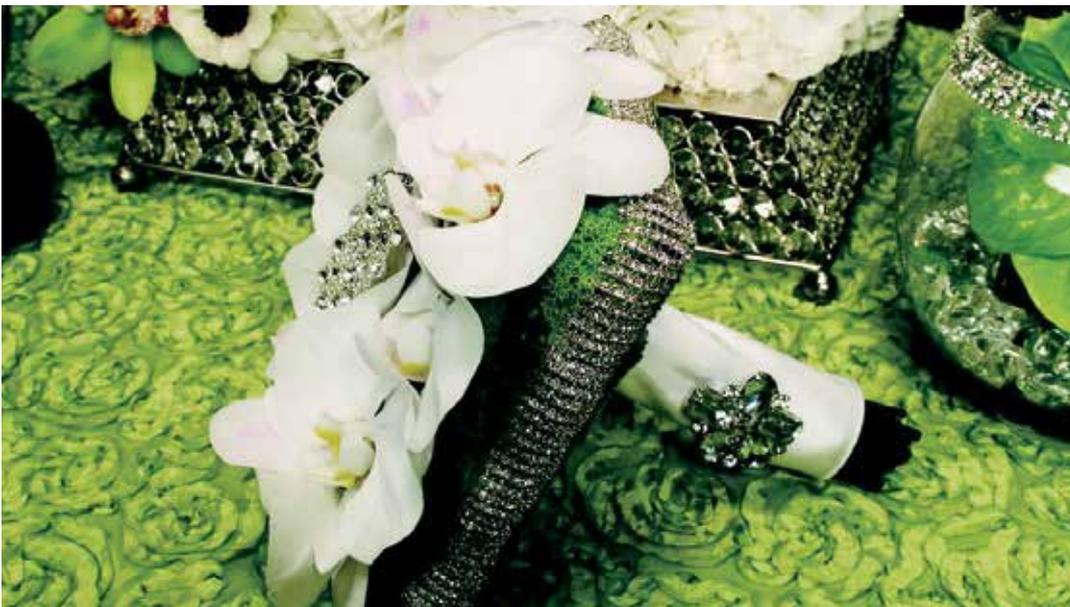
WEDDINGFEATURE

- **Food is Essential** – All fresh flowers, if left without any outside food source, will begin to break down the food inside itself and deteriorate. Flowers will live longer, open fuller and have better color when kept in a food source. Also, fresh flower food decreases stem-plugging microorganism growth. The biggest tip, use the correct amount of flower food! Too little or too much decreases the life of the flower and is a waste of money!

- **Refrigerate for Keeping** – After conditioning the flowers, place them into a 34-38 degree F cooler. When you need to open flowers to the desired look, hold the hydrated flowers outside the cooler until you get the opening you want. Then place the flowers back in the cooler. If the flowers continue to open, check the cooler's temperature, usually it is too warm. Old flowers or some variety differences can also cause difficulty.



An heirloom bouquet uses succulents, roses, berries, and gypsophila.



This bouquet features phalaenopsis orchids and jeweled accessories.

- **Cleanliness is a Necessity** – Begin the wedding season with a good cleaning. Stop and clean everything, tools, benches, buckets and coolers. These items should be cleaned often but sometimes an extra-powered "Wedding Cleaning" is a great start.

Top Wedding Flowers Care Tips:

- **Peonies** – The number one wedding flower for the third year in a row is easy to care for if you remember a few recommendations. Peonies are harvested in bud form, showing little color and often look dehydrated and limp from their long journey. Don't be alarmed; with proper hydration they will be dazzling! For wedding or event work, place the peonies into a fresh flower food solution at room temperature and keep out until they open to the desired stage. Then store them in solution in the cooler until you are ready to use them.

- **Garden Roses** – Another popular wedding flower that needs time to open is the garden rose. Recut, hydrate and place in fresh flower food in the cooler. Once hydrated, take the roses out of the cooler to fully open. This can take four to five days so be prepared. After they have opened, place back in the cooler until needed.

WEDDINGFEATURE

- **Succulents** – These are hot, hot, hot! Succulents should be anchored above the solution level. Flower food and antidessicant sprays offer no benefit to them.
- **Phalaenopsis Orchid Spray** – Not too cold! Orchids need to be held in temperatures between 50 and 60 degrees so leave them out of your primary cooler. Remember a little re-cut off the stem and fresh water will prolong life.
- **Hydrangeas** – Hydrate, Hydrate, Hydrate! Hydrangeas wilt easily. Combat that by placing in a hydration solution and leaving out of the refrigerator for maximum solution uptake. If the flowers rewilt, you can try a number of different ideas to rehydrate them. Test and see what works for you. One idea is to re-cut the stem in hot water and place the flower stem in hot water for a few hours outside of the cooler. Or you can place the head and foliage upside down in a bucket of cold water for rehydration due to the absorption of water by the flower petals and leaves. Make sure the flower heads and foliage are dry before using.
- **Garden Favorites** – This year's bridal favorites include Dusty Miller, Scented Geraniums, Fever Few, and Green Trick. Give them a fresh cut, place in a hydration solution and put in the cooler in a bucket with fresh flower food to keep them at their best.

- **Dahlias** – These bright beauties should be given room to “breathe”, the petals need to stay dry or botrytis will damage the petals.

- **Callas** – The flower can bruise easily so always keep flowers in tall containers to support their stems. Look for open callas when purchasing. Many growers cut their callas too tight; it causes less damage in shipping. However, they never open to full beauty. To open callas, here are a few ideas: Re-cut the stem every few days and place in warm water. Gently pry open the calla's spathe and place wet cotton inside it, down by the spadix bottom. Let the cotton stay inside for a day or two, and then remove it. Do it gently so not to bruise the flower.

Changing Scenery

Transportation to the site in hot weather can cause dehydration and wilting. Remind your clients to keep bouquets fresh by transporting the flowers in pre-cooled boxes and vehicles.

Brides and grooms who are pleased with their wedding flowers can become lifelong flower purchasers! Just think two million satisfied customers in just one year!! ✿

Gail Pabst is marketing director at Kennicott Brothers Company. If you have any additional questions she can be reached at gailpabst@yahoo.com.



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DESIGNERSPOTLIGHT

The Perfect Way to Greet Spring

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

A miniature wooden park bench provides the “container” for this nature lover’s design. The arrangement can be used for many occasions such as a celebration of spring, a hospital gift, a sympathy design or as a great conversation piece in an office or reception area.

Using a medium sized wooden bench, I was able to wedge in the perfect mache after taping in my foam. Wanting an L shaped arrangement to show more of the bench and avoid covering its detail, I used fantail pussy willow (*Salix*) for height. This added length gives the design an airy, interesting look. Weaving in Italian ruscus creates a great natural vine look.

Cheerful yellow tulips and “Free Spirit” warm orange roses, a variety that looks like a garden rose, are perfect for this natural looking design. Add a cute squirrel to finish the park bench feeling! ✻

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CFREPORT

Chairman's Report



Congratulations to Our New Certified Florists

BY TIM LATIMER, CF, CF CHAIRMAN



I am very excited that so many florists have taken this step forward. Certification shows your commitment to excellence, to the industry, and to your own professional development. Join me in welcoming the newest inductees into the ranks of Certified Florist. Congratulations to you all.

Next year I would love to see your name here! The next testing will be June 9, 2013, at Michigan State University.

The MFA Profession Education Center is here to help you prepare for the test. The next Steps to Certification class will be held June 4, 2013 at the MFA headquarters and is a great

warm-up for the test. This workshop, taught by Cindy Ching, AIFD, CF, will provide advice for studying and test taking and guide you through the process of the hands-on portion of the exam.

If you are interested in a more in-depth preparation The Education Center offers a 12 week Basic Floral Course beginning on June 5, and an Intermediate Course beginning June 6. Both are taught by Tim Latimer, CF, and are designed specifically to prepare the student to become a Certified Florist. Contact the MFA office at www.michiganfloral.org for more information and to register for class. ✿

CONGRATULATIONS NEW CERTIFIED FLORISTS!

Angela Christie, CF – Flowers from Nature's Garden, Petoskey, MI

Josephine Coffey, CF – Maureen's Designs, Saline, MI

Jennifer Egan, CF – The Petalist Floral Design, Lansing, MI

Cynthia Fink, CF – DC Design LLC, Ann Arbor, MI

Rebecca Geary, CF – McNamara Florist, Ft. Wayne, IN

Youngmi Hong, CF – Wesley Berry Flowers, Detroit Metro Area

David E. Pinchock, CF – Vogt's Flowers Inc., Flint, MI

Nancy Mertz, CF – Dexter, MI,

CF FLOWER of the Month PEONY (*Paeonia lactiflora*)



Peonies in white, pink, rose, and burgundy are one of the most popular flowers for wedding work and other special events. A resilient flower, their shape, simplicity and large size add elegance to bouquets and centerpieces. Flowers can be as large as eight inches across and forms are single, double or anemone-flowered. They are available March through June from both domestic and international sources.

FLORAL TIP: USING SOCIAL MEDIA!

Is your shop connected to social media? Consider starting a Facebook page for your business. You will be able to reach your customers with information and pictures of your shop specials, new products and events and the cost is minimal.



(From L to R) Jennifer Egan, CF; Youngmi Hong, CF; Angela Christie, CF; Josephine Coffey, CF; Nancy Mertz, CF; David Pinchock, CF. Not Pictured: Cynthia Fink, CF; Rebecca Geary, CF.



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October 10, 2013



Harrison "Red" Kennicott III

The Michigan Floral Foundation is proud to announce the induction of Harrison "Red" Kennicott III, AAF into the MFF Hall of Fame.

The event will take place on the campus of Michigan State University in East Lansing, Michigan.

Watch for more details in the next issue of *The Professional Florist*.



MichiganFloral
ASSOCIATION



A carpet of flowers greets visitors at the Miracle Garden.

Dubai's Miracle in the Desert

BY BARBARA GILBERT, EDITOR

Recently, I vacationed in Dubai. Located on the Arabian Gulf, it is a combination of Disneyland, Miami Beach, and Las Vegas. Aside from the amazing architecture, the Emirate has now added the Miracle Garden.

This garden in the middle of the desert features over 45 million flowers. It is planted in traditional flowerbeds, topiaries including hearts, pyramids, stars and animals, hanging baskets and a variety of other landscape designs. The Dubai Miracle Garden is currently the largest natural flower garden in the world covering 236,217 square feet with over two miles of pathways.

Among the flowers on display in March were calendulas, marigolds, petunias, roses, and pansies. These are flowers that have never been planted in the Gulf Region before. The flowers will be changed seasonally so that visitors can get different views of the garden. In addition, the landscape architects have built a flower wall approximately 1,095 yards long that may qualify for a Guinness world record. Trees are being planted to act as a windbreak.

The garden will be closed during June through September when the average temperature is 100 degrees and can reach 120 degrees.

Miracle Garden was made possible through the use of drip irrigation and the reuse of waste water. According to the Dubai Chronicle, "It is part of the Emirate plan for increasing the number of green areas and is expected to bring in at least one million tourists annually." ❀



Colorful hanging plantings abound throughout the garden.



These beautiful floral pyramids are over 32 feet high.



Heart topiaries cover one of the walkways.

INMEMORIAM

Two Floral Industry Leaders Eulogized

Wholesaler Jacob Van Namen, 90,
and Retailer Frank De Vos, 87

BY BARBARA GILBERT, EDITOR

Born in Holland in 1922, Jacob Van Namen worked with the Dutch resistance when the Nazis invaded his country. In 1955 he came to America with his wife Rita and sons Jack and John and settled in the Chicago area.



After several different jobs he went to work at DeBoer Wholesale Florist, became a partner and then bought the business. The company was first called Van's Wholesale Florist, then Vans Floral Products, and expanded to 12 business units in six states (IL, IN, MI, MN, GA, CO). Mr. Van Namen played a significant role in the floral industry throughout his career and served as president of WF&FSA in the late 1970s.

His reputation as a tough businessman belied a warm, humorous, and compassionate personality. "My father helped dozens of people behind the scenes – employees, friends, family members and ministry

workers – and he became a father figure and mentor to many," said eldest son Jack.

His family was all-important. At one point, all of his children, Jack, John, Tony, Jim, and Joyce and some grandchildren worked in the business.

I personally will always be grateful for his friendship and advice and know that he will be missed by all who knew him.

A scholarship has been established in honor of Jacob and Rita Van Namen through the American Floral Endowment. Friends and colleagues can also make a memorial gift to Trinity Christian College in Palos Heights, IL, which Mr. Van Namen supported with his time and resources for many years.



Frunk DeVos' name was a fixture in Grand Rapids, MI. He came into the floral industry by chance when he responded to an ad for a floral shop for sale. His company, Eastern Floral, had over 200 employees when he sold it in 1998.

His love of flowers and gardening blossomed through the years and he



learned to design and create beautiful landscape gardens. His gardens were featured in several publications.

Known for his perseverance and dedication to hard work, his business

was successful because of the personal relationships he cultivated with employees and customers. Family and friends were a top priority to Mr. DeVos. Daughter Nancy Stehouwer said, "He was a mentor, a role model, a father, a dad, to so many people."

Bing Goei, current Eastern Floral owner and CEO, considered Mr. DeVos "a great personal friend with a heart as big as his passions. His adventurous spirit was deeply inspiring and a blessing to have witnessed. He touched the lives of countless people in his work...he will be missed by everyone who knew him."

Inducting Mr. DeVos into the Michigan Floral Foundation Hall of Fame in 2010, MFF Chair Jeanette Ballien said, "If one word could describe Frank, it would be genuine."

Contributions to the MFF can be made in his honor by contacting the MFA office at (517) 575-0110 or visiting www.michiganfloral.org. ✿

<p>It's All About Flowers</p>		<p>Save the Date 2014 Great Lakes Floral Expo</p>
		<p>2014 Great Lakes Floral Expo</p>
		<p>Weekend of March 7-9, 2014 Amway Grand Plaza Hotel / DeVos Place Grand Rapids, MI For More Information Check www.michiganfloral.org</p>



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Certified Florist Manual & Testing

Did you know? MFA's Certified Florist (CF) program is a comprehensive program that covers all aspects of professional floristry and is the most affordable program available to florists today. And the most convenient: You can self-study at your own pace with this great manual/reference resource. The Certified Florist accreditation is nationally recognized and an approved pathway to AIFD accreditation. MFA offers an optional, educational "Steps to Certification" class to help prepare for certification. Other Certification or Certified Floral Designer programs available today would cost you over \$1,000 and could take you years to accomplish! But not this program:

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

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

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

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

The CF Manual consists of the following chapters and books:

1. Care & Handling
2. Product Identification
3. Customer Relations/Sales
4. Delivery
5. Marketing
6. Accounting
7. Gluing
8. Lighting
9. Basic Floral Design (this topic is covered using two books that are included with your manual purchase.)
Florists' Review Design School and
Flower Arranging... Step by Step Instructions for Everyday Designs
10. Study Guide & Evaluation Forms



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

Spend the Day on the Golf Course with the Michigan Floral Association!

Wednesday, August 7, 2013

We'll be playing at Eldorado Golf Course in Mason, MI. (www.eldorado27.com) The day will begin with check-in and range balls at 9:00 a.m. at the Club House, followed by a 10:00 a.m. shotgun start. Dinner and an awards ceremony will follow the round. Each 4-person team will play a scramble format. All players receive prizes, so don't worry about your score or skill level – this is a day of fun and networking!

COST: \$75 per golfer, \$250 per 4-person team: includes 18 holes of golf, cart, lunch, dinner, game holes & prizes

Golf Outing Sponsorship Opportunities

Eagle Sponsor – \$1,000, includes 4-tee sign @ \$100, 1 4-team @ \$250, \$350 donation, and designation as Major Sponsor in *The Professional Florist* magazine and on the MFA Web site

Birdie Sponsor – \$500, includes 2-tee sign @ \$100, golf for 2 @ \$150, \$150 donation, and designation as a sponsor in *The Professional Florist* magazine and on the MFA Web site

Par Sponsor – \$250, includes 1-tee sign @ \$100, \$150 donation, and designation as a sponsor in *The Professional Florist* magazine and on the MFA Web site

Bogey Sponsor – \$150, includes 1-tee sign @ \$100, and \$50 donation

Tee Signs – \$100, includes company name and logo

Sponsors as of 5/4/13

Hyacinth House

Michigan Horticulture Industries Self-Insured Workers' Compensation Fund

"FORE" more information on playing and/or sponsoring, call Rod Crittenden at (517) 575-0110, or e-mail rod@michiganfloral.org

"Don't miss this day of fun, networking and golf with your fellow floral industry members. Hyacinth House is proud to once again be a sponsor of this event. I look forward to seeing you on the course!"

–Jim Schmidt, co-owner of Hyacinth House, 2013 MFA Golf Outing chairman



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PROFESSIONAL EDUCATION CENTER

Steps to Certification

Instructor: Cindy S. Ching, AIFD, CF

Member \$149

Non-Member \$199

Tuesday, June 4, 2013

10:00 a.m. – 4:30 p.m.

Lunch Included

Cindy will guide those who plan on becoming a Certified Florist. This session will cover do's and don'ts, methods and mechanics, insight and answers. This is a hands-on experience. Tips on how to prepare for both the written and design portions of the test will be given. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the exam, using all the new CF written and hands-on sections! Attendees will leave with a clear understanding of what it takes to pass the prestigious national CF exam.

Class will run from 10:00 am to 4:30 pm with a half hour break for lunch, which is included in the registration fee. Call the MFA office at (517) 575-0110 to register.

Bring your tools.

Floral Design School: Introduction to Design

Instructor: Tim Latimer, CF

Member \$900

Non-Member \$1000

12 weeks of class

Beginning Wednesday, June 5, 2013

6:00 p.m. – 9:00 p.m.

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

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

bouquets, corsages, and boutonnieres.

The class will meet for 12 weeks beginning June 5. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams.

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

Intermediate Floral Design Certified Florist Prep

Instructor: Tim Latimer, CF

Member \$900

Non-Member \$1000

12 weeks of class

Beginning Thursday, June 6, 2013

6:00 p.m. – 9:00 p.m.

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination.

(Students who do not wish to take the CF exam will still be welcome.)

The CF manual is the text for this course. You may purchase this manual at: www.michiganfloral.org or call 517-575-0110. This manual is recommended but not required.

All other materials will be included in the registration fee.

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

The class will meet for 12 weeks beginning June 6. There will be no class Thanksgiving week. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no graded exams. Limited enrollment of 12 will ensure that each student receives personal attention.

Back to Nature

Instructor: Tim Latimer, CF

Member \$199

Non-Member \$250

Wednesday, August 21, 2013

10:00 a.m. – 5:00 p.m.

Lunch Included

Floral design is, at its core, a way of honoring and appreciating nature. In this hands-on workshop natural botanical materials are combined to create designs that bring nature's beauty indoors.

The workshop, held at the Michigan Floral Association in Haslett, MI, will show participants how to use seasonal locally grown materials combined in non-traditional ways to create naturalistic designs with a modern flair. You will learn to utilize negative space, framing, basing, binding and more to create vegetative and landscape inspired designs. All fresh products will be provided for you.

Bring your tools.

the professional
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MISSION STATEMENT

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

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

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Wedding Floral And Event Consultant

Join the premiere floral and event team in west Michigan: If You: • Love helping people make their dreams come true • Have a keen sense of style and fashion and an artistic nature • Have a passion for flowers and the beauty they bring

- Are outgoing, friendly, positive and able to relate to people of all ages and backgrounds
- Are organized and capable of handling multiple projects at once • Desire to be part of a dynamic team working for one of the leading flower shops in the industry.

Then we are looking for you.

We offer: • A fun and engaging environment working with a family owned and operated company • Opportunity for growth in an expanding segment of the company • On the job training • Competitive pay, medical benefits and paid vacation • An opportunity to live and work in Grand Rapids, Michigan, one of the best places to live and raise a family per *Forbes*, *Money Magazine*, *Marketwatch.com*, and many more.

Eastern Floral is looking for a special person to be our wedding floral and event consultant. You will work with our brides to help create their perfect wedding day through the use of flowers and décor. You will also work with brides using our banquet facility to create a beautiful and unique environment for their special day.

Eastern Floral is a local leader in wedding flowers and décor, and for multiple years has been chosen by local brides as Best of the Knot.

Send resumes to jobs@easternfloral.com or apply online at <http://www.easternfloral.com/Jobs>.

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

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

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

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

Designer: Would you like to be part of a creative-trendy team? Experienced floral designer and hard working sales person needed.

If you are... an experienced floral designer • Computer proficient • Comfortable on the phone • Clean and organized • Someone that moves quickly • Dependable • Happy, cheerful, fun • Reliable, honest, hard working.

We Offer... fun, friendly environment • Nature all around you: Flowers, plants, birds, fish.

• The opportunity to make people happy by designing beautiful flowers • Helping people

through the happiest and saddest times of their lives • Employee discounts • Bonuses with a job well done.

Experience is a must. Please do not apply if you have no professional floral design experience. Benzie County 231-882-5144

Experienced Floral Designer: Our business is growing! We have an opening for an experienced, creative, professional floral designer. If you are friendly, motivated and skilled in floral design, this could be for you. Funeral flower experience a must. Flexible hours. email n.t.florist@gmail.com or call (313) 937-3858.

Designer: Margaret's Garden/Grand Hotel, Mackinac Island, MI looking for a full-time floral designer with basic floral industry knowledge for the upcoming season, May thru October 2013. Interested parties should contact Suzie Ashley at 517-349-4600 or fax resume to 517-349-5504.

Designer: Terry's Enchanted Garden is looking for an experienced designer. If you feel you have what it takes to complement our store with your creative designs, please set up an appointment to grace us with your talent. We have a pleasant work environment and we would be excited to see what you can do. Please give us a call. Ph: 310-707-5695 Fax: 281-664-5832.

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, MCF, Warren, 586-755-4200. Cathy Davison, Flint, 810-767-8883. Leslie Walton / Deb Durrant, Grandville, 616-534-6883.

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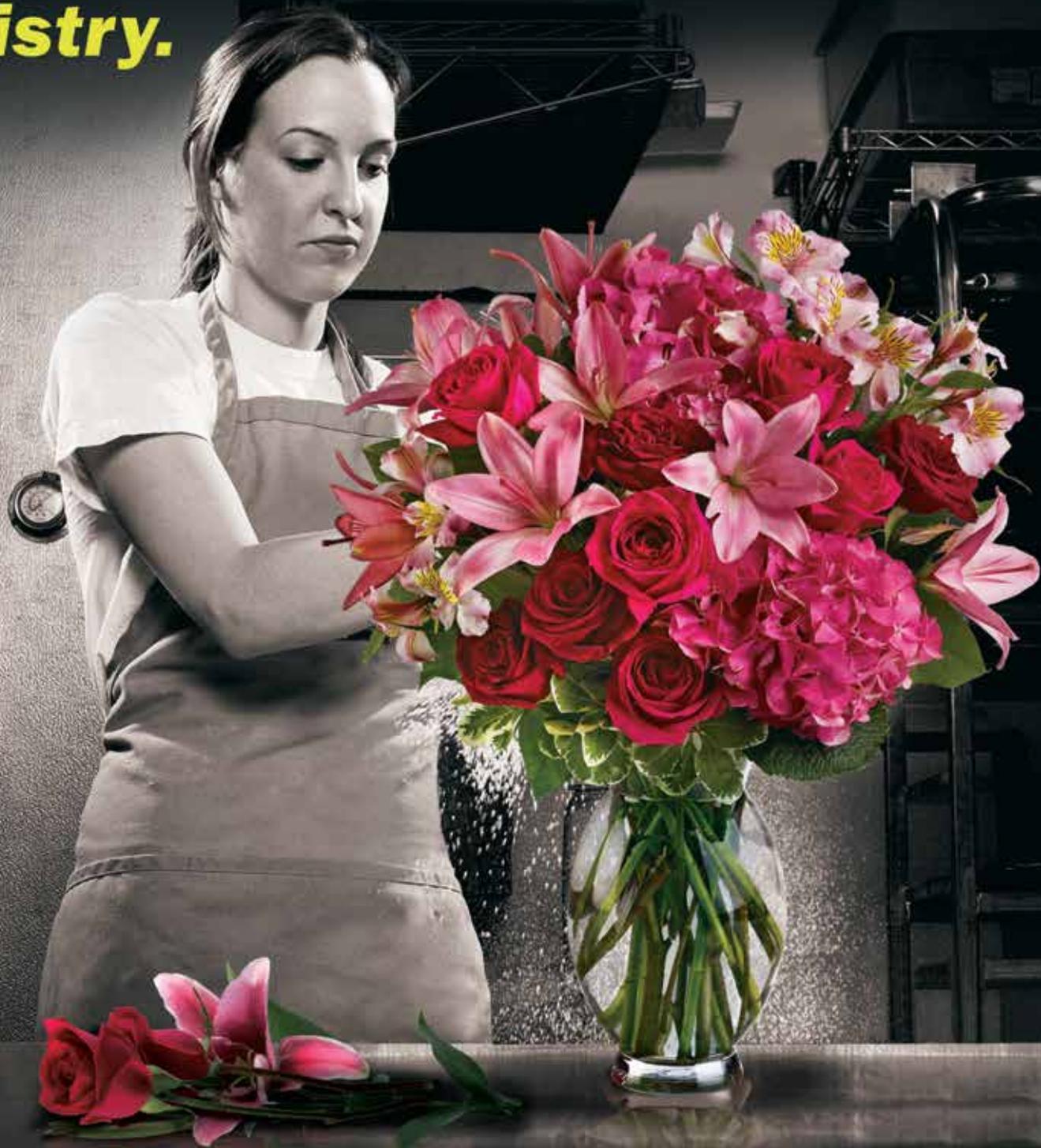
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