

Volume IV 2016

**Holiday Greens  
from Forest  
to Consumer**

**Celebrating  
Christmas in  
Frankenmuth**

**Christmas Pricing  
Tips to Increase  
Sales and Profits**

**Garnering  
Commercial  
Holiday  
Décor Sales,  
Mining for Gold,  
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Volume IV 2016

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## LEADERSHIPREPORT

# Don't Get Left Behind! \$5 Billion Visa /MasterCard Settlement

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



I recently had a phone call from Chris Smith at Retailers Processing Network, our preferred credit card processing vendor. Chris wanted to discuss the details of the recent class action lawsuit filed against Visa/MasterCard and how the MFA and our members should act soon. The class action lawsuit claims that merchants paid more fees than they should have for accepting Visa and MasterCard as payment from consumers between January 1, 2004, and November 28, 2012.

When he explained that businesses could be eligible to receive hundreds or even thousands of dollars from this class action settlement based on Visa / MasterCard payments processed during this time frame, my ears perked up. Even though the actual return to your business cannot be guaranteed, I think it would still be in everyone's best interest to pursue a claim. It's quick and easy to do.

The settlement is in the final stages of court proceedings and the claim submission process may start shortly. To assist the MFA and our members in recovering our share of the settlement, Retailers Processing Network has partnered with MCAG, a class-action settlement expert. This is meant to simplify and streamline the filing process to recover your share of the more than \$5 billion in settlement funds.

Claim forms are not available yet, and the filing deadline for claim submission has not been announced, but that does not mean you need to wait to take action. You can engage MCAG now to ensure that a proper and timely claim is filed on behalf of your business. To enroll in this service simply email me at [rod@michiganfloral.org](mailto:rod@michiganfloral.org) and I will email you back the Enrollment Form needed, or visit <http://www.michiganfloral.org/about-mfa/mfa-news/> and search for the **MFA VISA/MC Class Action Enrollment Form Link**. You may also visit <https://mcagvmc.com/portal>, and enter code **FLORAL** to enroll online.

The line for payment of more than \$5 billion in Visa / MasterCard lawsuit settlement funds will be long. Get a head start with help from the Michigan Floral Association application specialist and enroll in this service today. ✿

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*Disclaimer: Claim forms are not yet available from the Class Administrator. When claim forms do become available, class members are not required to sign up with any third-party service in order to participate in the monetary relief, but may instead file their claim directly with the Class Administrator. The claim form will inform most class members of their actual or estimated interchange fees on which it is proposed their claims will be paid. You may accept or dispute this estimate with the opportunity to submit additional information. No-cost assistance will be available from the Class Administrator and Class Counsel during the claims-filing period. For additional information, class members may visit [www.paymentcardsettlement.com](http://www.paymentcardsettlement.com), the Court-approved website for this case*

## MFA Present at Michigan Funeral Directors Association Annual Convention



MFA Executive Vice President Rod Crittenden poses with Michigan Funeral Directors Association Executive Director Philip Douma in the MFA booth.

For the fifth consecutive year, the Michigan Floral Association made its presence known at the Michigan Funeral Directors Association's annual convention. The meeting was held at the MGM Grand Hotel, Detroit, Michigan.

Executive Vice President Rod Crittenden talked with attendees about the importance of working directly with local florists. He stressed that funeral directors should make sure their websites link to a local professional and not an order gatherer. He also promoted using alternative phrases for "In Lieu of Flowers".

Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, Blumz...by JRDesigns, MFA president, Detroit/Ferndale, Michigan, provided beautiful flowers for the booth and he and Tim Galea, MFA director at large, Norton's Flowers & Gifts, Ann Arbor/Ypsilanti helped staff the booth. ✿

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Visit the MFA website <http://www.michiganfloral.org/flowers-for-funerals-are-important/> to download a PDF handout for your funeral directors.



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## HOLIDAYFEATURE

# Holiday Greens from Forest to Consumer

BY KIM TOZIER, ASSISTANT SALES MANAGER,  
HIAWATHA EVERGREENS, SHELTON, WA

**U**nless you are a super early shopper most prefer not to think about Christmas in the middle of summer... or you are associated with a business or company where July marks the month to begin planning for a successful holiday season.

At Hiawatha Evergreens, Christmas planning begins on January 2, and continues until production starts in October. This means the harvesting of greens takes place at the end of summer when the temperature outdoors is still quite warm presenting unfavorable conditions that introduce a challenge for maintaining freshness.

Hiawatha's unique cold chain method means that weather will never be an issue when it comes to guaranteeing the delivery of fresh, premium, quality greens. Moreover, the consumer can be confident that the product they purchased will retain prolonged life lasting through the holiday season.

The temperate forests in the Pacific Northwest function as a natural air conditioner in the summer months as the canopy of trees provide shade and coolness to the vegetation below. Also, in higher elevation, where much of the Noble Fir and Silver Fir grows and is harvested, it is several degrees cooler than at sea level.

When the boughs are cut from the trees they are bundled and brought directly to the Hiawatha plant located in Shelton, Washington. The raw material is placed in wood crates and immersed in a large vat of chilled water to remove the heat. Like all living tissues, harvested vegetation continues to respire throughout its postharvest life. Thus, reducing the rate of respiration extends the postharvest life of the product.

Once dipped, the crates are drained, placed inside a huge cooler, and stored until the product is manufactured. All raw materials are kept at a controlled temperature between 34-38 degrees Fahrenheit throughout the process, which results in a fresh, high-quality product for consumers with a longer shelf life. Storing enough raw materials, as well as the finished decorator items, requires substantial space.

*Boughs being dipped in chilled water.*



*A Christmas greens arrangement.*

Hiawatha has 75,000 square feet of cooler space in the Shelton plant alone, possessing the largest refrigerated warehouse in the industry.

Continuing through the cold chain process, the raw greens are removed from the cooler to make decorator items, such as wreaths, garlands, swags and centerpieces. The bulk of the native greens used are Noble Fir and Western Red Cedar, followed by Princess Pine, Douglas Fir, Silver Fir, Juniper, and Hemlock among other varieties. Once the finished products are made and cased they are placed back into the cooler until they are shipped to the customers. Finally, refrigerated semi trucks are backed up to the loading dock, the cased and often non-cased items are

*Assorted cased boughs*



*Greens being helicoptered off Mt. St. Helen.*



*Outdoor hanging basket.*



Workers on the wreath production line.



The Hiawatha operation in Shelton, Washington.



Entryway decorations.

loaded into the trailers and shipped to various distribution centers across the United States and Canada.

A question often asked is does Hiawatha use a preservative solution for dipping their evergreens? The answer is no, No and NO. I think it's fair to say that a floral greens company that is nearly 80 years old has tested it all when it comes to formulas for preserving the life of evergreens. Hiawatha discovered long ago it was best to avoid them, because in fact, they can have the opposite effect.

In a comparison test between two wreaths, one using a preservative dipping process and one which did not the following results were shown. In less than two weeks the treated wreath started to turn brown and dry while the non-treated wreath stayed fresh. The preservative dipped wreath had more needle drop, less moisture retention and less shelf life.

Hiawatha has done much of its own experimentation over the years and found the solutions do actually cause the product to prematurely deteriorate. It makes sense when you understand that a large conifer tree can pull up to 100 gallons of water out of the ground per day. Water sustains trees. not chemicals.

Even with all measures taken to ensure the fresh greenery arrives to the distributors and wholesalers in excellent form, the responsibility essentially lies with the customer to sustain the life of the product until it is purchased by the retailer or consumer.

Hiawatha's cased greens are all clearly marked; PERISHABLE PROTECT \* PROTECT FROM HEAT AND FROST \* KEEP AT 2-4 C (34-38 F). The ideal location to store greens is in a cooler; however once the product is brought out for display it should hold its freshness as long as it is not exposed to elements such as direct sunlight, wind or heat. Centerpieces all have hydrated floral foam, which holds water; therefore does not require watering at store level.

Wreaths, swags and garlands do not have a water source and can begin to dry if exposed to harsh elements. They are best stored outdoors in cooler climates and indoors in warmer climates where there may be air conditioning. Misting with water is recommended if turnover is slow where product may sit for a few weeks before it sells.

In the Pacific Northwest, where the greens naturally flourish, wreaths made with Noble Fir can be seen hanging on doors as late as February and yet still look as fresh as the day they were purchased. This would not be the situation for the southern states where hanging wreaths outdoors are short lived. Indoor centerpieces are a better choice and the wreaths would probably even do best indoors in warmer climates.

Ultimately, if Christmas greens are cared for following the methods discussed the consumer will be pleased with their purchase and be able to enjoy their fresh, fragrant décor throughout the holiday season. They may even wish to purchase bunches of raw materials to create their own designs or as they say, "Deck the Halls" with boughs.

Christmas decorations in the US and Canada essentially share similar traditional form such as wreaths, garlands and centerpieces. Yet, there are some differences in fresh décor from one side of the country to the other.

For example, many states in the East use branches of fresh Christmas greens to decorate their window boxes and porch urns. It is a great way to remove the remains of brown, expired summer flowers and make those empty containers look alive again with fresh evergreens. The branches are merely inserted into the soil to hold them in place. The array of greens in the planters is generally adorned with balls, bows and cones creating beautiful outdoor holiday centerpieces. Urns are particularly popular with the Canadians from Alberta east, which makes sense in geographical areas with fewer natural evergreens amid mostly barren, deciduous trees.

Expired hanging baskets are another outdoor item where Christmas greens can be added to create a lovely hanging arrangement presenting a focal piece for a covered entry. There are numerous ideas that can be found on YouTube videos, giving instructions for creating fresh holiday décor.

Hiawatha supplies wholesale florists, garden centers and many grocers who offer their customers assortments of fresh cut Christmas greens, sold either boxed or in single consumer bunches. Just bear in mind, the greens you buy should have nice color without evidence of browning or yellowing. Branches should be pliable and not brittle with minimal needle drop.

With all things considered, there are important decisions to take into account when purchasing Christmas greens and in their care and handling. Be your own advocate. Understand the processes and sources so when you choose a supplier you know they have implemented a system that guarantees a fresh, beautiful product that you can offer your customer. Choose a supplier who also values the partnership with their customer and can provide innovative products and programs to help grow a successful holiday program. So for all you early planners ... "Merry Christmas in July". ✿

For more information on holiday greens, you can contact Hiawatha at 1-800-421-4791.

## HOLIDAYFEATURE

# Celebrating Christmas in Frankenmuth

BY VITA HOPP, FRANKENMUTH FLORIST, FRANKENMUTH, MI

**I**t is no wonder Christmas is big in Frankenmuth. We are located in a town well known as a tourist destination; home of the world's largest Christmas store, Bronner's Christmas Wonderland.

Christmas has always been an exciting holiday at our shop but our emphasis is a little different and much more unique than what you see downtown. We host a Christmas open house every year on the second weekend of November which kicks off our holiday season.

Our planning for the season/event starts in January when we attend buying shows, usually Chicago and Atlanta and set our Christmas themes for the coming year (approximately six to eight). By March, all of our purchasing is done, i.e. silks, giftware, ornaments, ribbon, etc. Merchandise starts arriving in July and is priced and sorted according to theme.

It is the first of September when the decorating flurry begins. We usually start in the rear of the store and move forward, saving the premier tree closest to the front door for last. This tree/vignette is decorated the weekend before open house as an element of surprise.

Frankenmuth Florist is 106 years old and has been on the same site since its opening. Several add-ons to the building over the past years have lent themselves to small vignettes which we use as our six themed areas. We usually have a Christmas tree in each with coordinating giftware and silks. Permanent botanical arrangements, silk swags and wreaths for doors or walls as well as our specialty bows for the trees or outdoor décor are some of the custom items we are known for.

Our customers purchase items off our decorated trees. They can take the picks, garlands, bows, and giftware directly from the



decorated trees. Ornaments are not a big seller here as our customers are looking for unique items that they cannot find anywhere else. Just as you would purchase an outfit off a mannequin, our customers see the trees fully decorated and can visually place the items on their trees at home. We have on several occasions sold a whole decorated tree from that event.

During our open house we offer discounts, have drawings, giveaways, and refreshments, making it a festive occasion and an event our customers look forward to every year.

The Monday after our open house we are full swing into home decorating indoor and outdoor. In Frankenmuth most households are fully decorated outside by Thanksgiving weekend ready for the lighting ceremony on Friday night. The event starts at the Riverplace Mall where the local pastors conduct a short ceremony and then everyone walks by candlelight to the Chamber of Commerce where the main tree in the plaza is lit. Homeowners will be ready to light their houses that night as well.

Our handmade mixed evergreen wreaths, kissing balls, and garland are always gorgeous additions to outdoor décor. Our indoor contracts begin that week as well, putting up and decorating trees for our customers.

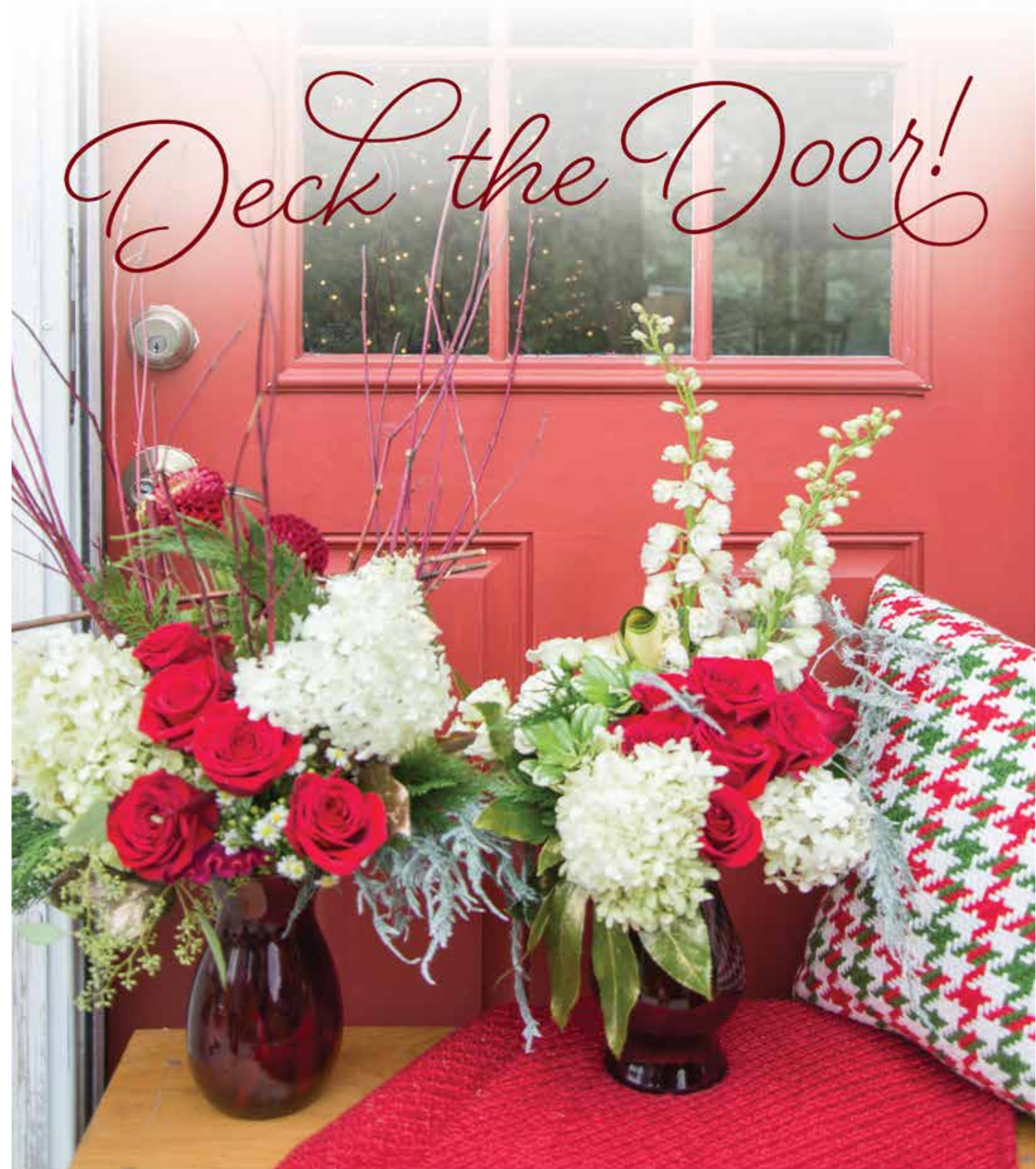
Every year brings something new and fun. One year it was a 12 foot decorated wreath lit with 5,700 lights for a business in Saginaw and last year we were asked to decorate a local news station. We added décor and trees to their set as well as two of their lobby areas, a fun project.

We all know, once December 1 hits, floral designers are busy with Christmas centerpieces for parties and events. Unique is our motto and we always try to do something out of the ordinary. We have nine employees full time and part time working hard to make the season delightful for all. This is our longest season by far, but most enjoyable. Come January 1 we are ready to start all over again.

Wishing you all a very prosperous and Merry Christmas! ✿



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## HOLIDAYFEATURE

# Christmas Pricing Tips to Increase Sales and Profits

BY MARK ANDERSON, PRESIDENT, FLORISTWARE. TORONTO, CANADA

### The Right Way To State A Price

Heading into Christmas you are likely to quote prices countless times over the phone. It seems simple, but research shows that there are right and wrong ways to do it. The right way leads to larger purchases.

The goal is to use the fewest syllables possible. Instead of saying “forty-nine dollars and ninety-nine cents” (10 syllables) you are much better going with just “forty-nine” (three syllables).

Researchers Keith S. Coulter, Pilsik Choi and Kent B. Monroe at the *Journal of Consumer Psychology* put it like this “When price information is presented and encoded in verbal format, then increasing the syllabic length of the price information will (a) increase the amount of time required to process that information, and (b) increase consumers’ perceptions of its numerical magnitude.”

But the short version is that a price with fewer syllables sounds smaller and seems more affordable.

### Use Charm Pricing Most Of The Time

Most prices that we encounter end in the number nine – a practice known as charm pricing.

It might seem silly. Surely we all recognize that there is very little real difference between \$49 and \$50 but the research overwhelmingly shows that charm pricing consistently outsells round pricing, *even when the charm price is higher*. One famous study showed conclusively that the same items sold better at \$49 than at \$44, at \$59 that \$54, etc.

Want an example closer to home? Order-gatherers and direct shippers use charm pricing almost exclusively. They have the resources to do extensive testing, and it seems like they’re getting all the orders. If they’re using charm pricing it’s because charm pricing works.

Too many florists ignore this because they think that charm pricing is transparent or tacky, but what we think we like and what we respond to as consumers are two different things. The research here is clear. A consumer is more likely go with a price of \$49 on an order-gatherer site rather than \$44 on a real local florist site. Don’t ignore the power of charm pricing.

### Use Round Pricing For Prestige

There is a time for round pricing, and high-end retailers like Tiffany know this. If for example you have a “Deluxe Centerpiece” or “Ultra-Premium Poinsettia” round pricing is proven to make those items feel more deluxe and ultra-premium.

But very few of us can claim to have Tiffany-type status. It’s ok to use round pricing to differentiate some higher-end offerings, but unless you truly are in Tiffany territory charm pricing should be your default.

### ALWAYS Use Charm Pricing For Sales and Specials

Even high end retailers that love round pricing get a crush on charm pricing when it’s time to have a sale or a special. \$400 yoga pants are reduced 50 percent to...\$199. Unless charm pricing is used it just doesn’t feel like a deal and customers won’t be interested.

This is relevant if you have any kind of special for people that order well in advance, or for companies that order for multiple customers. If you want them to believe that your offer really is a good deal you need to use charm pricing.

### It’s Just...

Context matters, and research shows that changing your message to include details like “a small \$10 delivery fee” or “just \$10” increases sales. This can be used anywhere. If a customer calls and starts off with “How much are your Christmas centerpieces?” you can assume they are somewhat sensitive to price and respond with something like “Our beautiful holiday centerpieces start at just...”

### Use Anchor Pricing

Introducing higher priced items into the conversation subtly shifts expectations and moves spending upwards. A “Centerpiece Spectacular” at \$500 might not sell, but casually mentioning it is likely to help move customers that wanted to spend \$40 a little higher. It also helps brand your shop as the kind of place where people do spend that much on centerpieces.

High end brands do this all the time. For example they put a \$20,000 handbag that isn’t likely to sell at the front of the store to get attention and enhance their image, and sell \$2,500 handbags that are a close alternative by the dozen farther back.

### Bundles

People love bundles, multiple complimentary products sold together at one price. Just take a look at the menu at a fast food restaurant, or the snack bar at your local movie theater.

There are several reasons for this but a big one is that customers generally assume that bundles include a discount even when they do not. Bundles also represent a lower “ordering cost”. The cost here refers to effort rather than money. Rather than try and think about what they need and doing mental math they can just make a single selection.

Lower ordering costs also benefit the merchant, especially during peak periods. Would you rather introduce and sell three items over the phone or just one? A Christmas bundle might include a



## HOLIDAYFEATURE

centerpiece, a poinsettia and delivery. A bigger bundle might include a wreath as well.

Not every customer is going to be interested, but a line like “Would you be interested in one of our special Christmas bundles with a centerpiece, a premium poinsettia and delivery?” will stream the ones that are.

### Keep Prices Different

Not every price in your store can be unique, but when offering products or making suggestions be sure to offer products with different prices.

*In one experiment, researchers gave users a choice of buying a pack of gum or keeping the money. When given a choice between two packs of gum, only 46 percent made a purchase when both were priced at 63 cents. Conversely, when the packs of gum were differently priced – at 62 cents and 64 cents – more than 77 percent of consumers chose to buy a pack.*

If prices are the same customers are less likely to buy than if they are even slightly different. The reason is simple. Prices tell a big part of the story, and if all the prices are exactly the same information is effectively missing.

That makes the decision harder, which makes the customer hesitate and quite possibly call another shop or visit another website that makes the decision easier.

So if for example a customer says they want to spend \$50 dollars on a gift you might suggest a centerpiece at \$49 and a premium poinsettia at \$50. That small difference provides a wealth of

information to the customer. The centerpiece is perceived as a better value and the poinsettia is perceived as more premium. The customer knows exactly which of those roads they prefer and can make the choice quickly and easily.

### Discounting Selectively With Hurdles

Discounting is an excellent way to generate more sales from price-sensitive customers (those less likely to buy without a discount) but how do you do that without also discounting to customers that would happily pay full price. You want to avoid cannibalizing those full price sales.

One way to do that is by introducing a “hurdle” the customer has to jump over to get the discount. If well constructed only those serious about saving money will try, and the rest will pay full price.

Christmas is a great opportunity for this in the form of a toy or food drive. Email all of your customers and explain that if they drop off a toy or non-perishable food item they are eligible to receive a discount of X percent on any in-store purchases made during that visit.

This appeals strongly to the people that are most interested in saving money, and is likely to generate a sale you would not get otherwise. It appeals much less to consumers that place a higher value on flowers and delivery, and they will continue to pay full price using regular channels. It is also great PR for your shop, especially if you can tie it in with a larger food drive underway in your community. ✿



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## HOLIDAYFEATURE

### Garnering Commercial Holiday Décor Sales

# Mining for Gold, Silver, Glitter and Shine

BY ALICE WATEROUS, AIFD, CF, PFCI, ALICE WATEROUS FLORAL CONSULTANT LLC



A "Blue Christmas".



Holiday decor.



Christmas decorations for the city of Holland.



Decorating the mantle.

**A**dmittedly my Christmas décor business started by being at the right place at the right time. A client I had worked with (through a company that had recently closed) was in last minute need of a sizable Christmas installation. This client realized I knew the job, was capable of getting their needs taken care of, and the rest is history.

You can become the "Christmas Elf" by accident, but it usually takes some work. So put on your mining hats, grab your toolbox and start chipping away looking for those gold and silver nuggets hidden in your business community. Spreading glitter and shine requires imagination and excitement to convince retail and service providers you have the holiday décor they are missing.

So much of what we do, as any florist knows, centers on relationships and trust. Networking groups within the floral industry such as AIFD, SAF, MFA and WUMFA, etc., help build a list of folks who may recommend you and your company. What and who you know does count. For instance, gaining the Lions/Ford Field account was the result of a long time professional and personal relationship with Marsha Gray, of the Michigan Tree Growers Assn.

In your community, look for a way to get your toes in the water. Several years ago, at the request of a personal friend, we donated holiday décor goods and services to the local historical museum. They needed décor for a space they rent for local events. We agreed to the first year as a donation, retained ownership of the materials which we also store, and then the museum was able to budget an amount for their décor in following years. The museum, being an

active social venue, has given us great exposure and recommendations, and remains a loyal holiday client.

We have done something similar with the local library, also a hub for community gatherings. Early last December, we decorated their trees, so they would look terrific for a naturalization ceremony when 120 persons gained their U.S. citizenship. We are now in their budget for 2017 Christmas, their staff and board loves us and all who attended appreciated the lovely setting.

I know: How many things do we need to give away? Everyone loves free stuff. How do we get them to pay? We limit this type of activity to non-profits and choose carefully. Organizations with local boards of directors are good places to start, since board members are people of influence, and can spread the news about your quality services. Non-profit budgets also work ahead at least one year, so a call in 2016 may not realize a sale until 2017.

#### QUICK TIPS:

- Know your staff, especially if they will be decorating private homes. They must be trustworthy.
- Take good care of staff; see that they get fed, remember to thank them, pay on time.
- Show up when you say you will, or be sure to contact clients if there is a last minute change.
- Some venues like museums may not appreciate glitter. We know it's like herpes, and never entirely goes away once introduced.
- Clean up after yourselves, take plenty of trash bags and clean up tools/supplies.
- Invest in good, lightweight ladders and quality tools. Clearly mark your ladders and make a list of what goes out on each job. Some venues will have ladders, but don't count on it.

## HOLIDAYFEATURE

“In Kind” opportunities, such as an area symphony may trade program advertising and tickets for your décor. What a way to show your work off. Large numbers of attendees at holiday concerts will see what you can do.

Oddly enough, many businesses do not do much Christmas décor because no one has approached them. Put together a brief portfolio or leaflet of your work along with a taste of suggested prices (Everyone wants to know: How much ?) and ask for an appointment. Sample pricing will sort out those who are serious

prospects and those who are not. You certainly will get some “no thanks”, but who knows how many will gladly sign up ?

Sales appointments need to be well in advance of October scheduling and November installs, allowing time to secure needed trees, garlands, ornamentation and staff.

Consider employing someone who is willing to sell on commission, allowing you the ability to gain those accounts without disrupting your already busy schedule. Hard to think about Christmas in June or July, but waiting until October or November is just too late. ✿

## INDUSTRY INFO

### WF&FSA Hosts August Management Institute

This year’s WF&FSA Management Institute will be held at the Embassy suites, Rosemont, Illinois, August 3-5. On the agenda are topics covering sales, improving profits, and human resources.

Speakers included Al Bates, chairman of the Profit Planning Group, a research and executive educational firm; Nancy Combs, president of CEO, HR Enterprise, Inc., and Paul Reilly, president of Reilly Sales Training. An “emerging leaders road trip” is planned for August 3.

### SAF Moves to New Building

The Society of American Florists has moved to a new location: 1001 North Fairfax Street, Suite 201, Alexandria, VA 22314.

SAF will own a 9,000 square-foot office condo on the second floor of a six-story building that houses 22 other associations and non-profit organizations. The new headquarters provides more efficient office space to better match the needs of the organization and foster more collaboration through an open layout.

The American Floral Endowment, which is housed in SAF headquarters, will also be moving to the new space.

### World Flower Expo Moves to Las Vegas

World Floral Expo 2016, held this year in Los Angeles, drew just under 800 attendees. The attendance was ten percent lower than 2015 but was considered was a success because of the quality of visiting buyers.

Thanks to the California Association of Flower Growers & Shippers, there was a large contingent of California flower growers and other suppliers combined with flower growers from several other flower producing continents.

“Next year World Floral will move to Las Vegas”, said Dick van Raamsdonk, spokesman of the trade show. “The USA is big and this requires the industry to move around the country. Only then we can assure the presence of a good attendance of flower buyers. This means that from now on we will move to another city every year. Together with our exhibitors we will decide which city will be next.”



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## MEMBERPROFILE

# “Let’s Put on a Show”... the Birth of Lane Street Blooms

BY BARBARA GILBERT, EDITOR

**I**n the old (very old) Mickey Rooney, Judy Garland movies the highlight of the film was when they decided to “put on a show”. Tammy Smith and Ron Thompson’s “show” was the opening of Lane Street Blooms in Blissfield, Michigan, located forty miles south of Ann Arbor, close to Toledo.

The shop, previously known as Royal Expressions, had been closed. Tammy and Ron who had both worked there decided the town needed a flower shop. Ron noted, “Blissfield is a town of slightly more than 3,000 residents and has always supported a flower shop.”

It took from around Halloween 2014 until after Mother’s Day 2015, June 5 to be exact, to reopen as Lane Street Blooms. The 2,000 square foot shop specializes in the usual events such as weddings, holiday and everyday flowers. They also concentrate on corporate functions and interior design service for homes. Funerals are the biggest source of income.

About 80 percent of their customers ask for unique arrangements that incorporate various home decor items from pictures to statues to gift items such as jewelry. For example, designer Susie Estes, CF, created a



Owners Rod Thompson and Tammy Smith.



memorial piece incorporating farm related items per the widow’s request. She also received a request to include ships and lake related items in another memorial piece. Susie commented, “These arrangements stand out and create a story for the customer.”

“Since we seem to specialize in sympathy work these have become my favorite arrangements. We are located in a rural area,



we use a lot of sunflowers in the summer and wheat in the Fall. We like to keep it earthy.”

They also do work for the Blissfield dinner train, a popular local tourist attraction. The train runs from Blissfield to Palmyra, and serves dinner while riders take part in solving a mystery on board. They do arrangements on the train at Christmas and send arrangements for special events like birthdays.

The shop employs four people. Tammy deals with customers and does the ordering while Ron and Susie create the floral designs.

Ron has been in the floral industry for over 30 years. Prior to working for Royal Expressions he worked at a flower shop in Toledo, Ohio. He likes to design unique sympathy arrangements celebrating the person’s life.

“I like working with people to make their wishes come true. We have made the shop very welcoming. Both the back and front door are always open to customers. We are like a little country store. We sit down in the back in our little country kitchen complete with an old fashioned stove and talk about what we can do for them. We take pride in our customer service, listen to their wants and needs, and offers suggestions to fulfill those needs.”

Tammy does the giftware, display and merchandising, buying all the home decor and gift items. These including pictures candles, jewelry, and signs. She also does interior design work using the shop’s lamps, wall hangings, and mirrors. Additionally, she orders the flowers, processes them and takes care of the cooler.

## MEMBERPROFILE

"Our best sellers are crosses since we do a great many funerals. In fact the week after we got back from the Great Lakes Floral Expo we had nine funerals".

Susie began her floral career in high school taking vocational courses and then attended the South Florida School of Floral Design. She worked in several shops and tried to learn from others to improve her skills.

Their marketing presence on Facebook is a key to their success. They also use the Mail Chimp program to send out email coupons and specials to customers. Other marketing programs include giving away arrangements to schools, doctors' offices and downtown businesses. Direct mail is used to reach out to people who are not familiar with social media. Several commercials have been created which run on Facebook.

This was their first Mother's Day and Ron reported, "Although we have nothing to compare it to, we were busy and things went pretty well. Our most popular items were

callas, carnations, and interestingly Stargazers. Red roses were not very popular although colored roses did fairly well."

In discussing their success, Tammy commented, "We credit our success to our loyal customers. We do our best to go the extra mile for every customer. We offer many contests for free flowers and support many local organizations. Our plans for the future are simple, we look to continue to cater to the village of Blissfield and the surrounding communities. Expanding our customer base will allow us to grow and become a mainstay in Blissfield for years to come."

Lane Street Blooms motto is "We are here for the community, not for ourselves." Tammy and Ron professed, "Our favorite part of the floral industry is the pure satisfaction of seeing the smile on our customers' faces, especially when they receive flowers. It is a heartwarming feeling and shows us over and over that we are here to serve the community and brighten everyone's day." ✿



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## CFREPORT



BY CINDY CHING, AIFD, CF

### Design Style

# A Vertical, Monochromatic Design

**T**his vertical design would work in many areas, for example, a great tablescape with a light blue or soft lavender tablecloth and perhaps blue gems or rocks around the base. Holiday décor if you added a little glitz. The “in” colors for 2016 are Serenity Blue and Rose Quartz, so this arrangement is right in style. In the principal rules of vertical design style standard height is extended and the design generally contained within the width of the container. These designs have a dynamic appearance of power and strength. They also give a feeling of formality and dignity. The monochromatic element of color is a single pure hue of any or all of its tints, tones and shades. This arrangement has great texture with the blue delphinium and pussy willows. Seafoam statice adds the soft texture and cedar provides a medium texture. The wood slab and succulent feature provides heaviness at the base and steel grass adds lightness at the top of the design. It is easy to make this type of arrangement appear too sparse or too cramped. This one has the right textures and right amount of flowers and fillers. ✿

Arrangement by  
Dave Pinchock, CF, Vogt's Flowers,  
Flint, Michigan, 2016 GLFE.



## FFA Testing Draws 435 Students to MSU

**E**ach year the Michigan Floral Association hosts FFA testing at Michigan State University in cooperation with the Future Farmers of America. This year a record number of 435 high school students participated in the floral design division, well above last year's 211 students. Thirty six tested to become Student Certified Florist.

MFA is happy to encourage students who may be interested in floral industry careers. Being involved with this FFA/MFA initiative allows them to appreciate the knowledge, creativity and work it takes to become a professional florist. ✿



Arlon Slagh, CF, giving high school students instructions for the hands-on test.

Students designed a round arrangement “duplicate” from a picture and a wired and taped corsage. Those doing certified testing also created a vase arrangement.



Many thanks to the evaluators: From left, Alice Waterous AIFD, CF, PFCI; Laura Daluga, AIFD, and Dave Mansfield. Not pictured: Tim Galea, Tammy Grimes, CF, Peg Long, CF, Allison Ludema, Teresa Price, Marisa Rakowski, CF, and Lisa VanderMeer.

### CF NEWS

Become Certified! Make this year the year!  
Next Steps to Certification course is September 28, 2016.  
Next CF testing is October 9, 2016, at Michigan State University, East Lansing, Michigan.



## DESIGNERSPOTLIGHT

# It's Beginning to Look A Lot Like Christmas!

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

A perfect holiday statement piece for a business lobby or one's foyer, this woody but chic design makes good use of space with sparkling, faux botanical manzanita branches. The branches add perceived value to the overall size of the design.

The arrangement features rose gold tinted succulents, fresh burgundy carnations and a few stems of rose gold tinted salal. Mix these items with permanent iridescent poinsettias accented with permanent pine as shown here, or fresh pine in season, and you have a design that will last for weeks.

Succulents are popular and easy to work with. Simply take

a sharpened wooden pick, and insert it into the stem of the succulent. It will hold firm, but if you are worried about it holding up, you can always dab a bit of corsage glue on the pick before inserting.

The curvature of the manzanita branches helps the eye focus on the rose gold embellished candle. Rather than leave the candle as is, dress it up a bit with a touch of the same tint used on the foliage and succulents. This design has silver sparkling deer antlers that curve nicely around the candle, and add to the woody feel of the design. ✨

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## NEVILLEONTHELEVEL

# GLITTER! Did Someone Say, GLITTER??

BY NEVILLE MACKAY, CAFA, PFCI, WFC



I love the holiday season and all that comes with it: the long nights, the sticky blobs of pine balsam, and of course the glitter. My poor David said last year he could see me in the dark from all the sparkles over me, and our black cat was even glittery.

I really do, however, enjoy the smells of the season as we first start using the winter foliage, as well as the artistic license (and when I say “artistic license”, I mean, of course the freedom to splatter glitter and gaudy colored baubles wherever we see fit) that comes at this time of color, vibrancy and celebration. I know, I know, there’s a trend to offer a more natural and “organic” look to designs now, but let’s face it, even an organic apple enjoys a little glitter now and then, right?

Like most, I start getting pre-glittered by late July, especially when I start the design show season. I’m doing a series across Western Canada this fall with quick turnabouts, which means leaving directly to the airport in some cases. I only hope I sit next to a big ol’ bruiser from the woods who hasn’t seen civilization for ages, and I can enjoy hours of uncomfortable silence after his gasp of horror seeing this slightly (be kind) overweight, yet oh so fashionable man in the adjacent seat, covered in glitter. I’m sure I’ll make a lifelong friend.

I know that you’ve got a different situation than we do here in Canada, as our Thanksgiving is in October, allowing us a much longer opportunity for holiday display, without turkeys and Autumn leaves fighting it out with Santa and the gang in late November.

That said, it’s important to get your holiday out there in the best way possible to make the world want more. There are ways to do it of course, and most of us are great at visual merchandising, so skip the next bit if you’re a know-it-all.

I love a transitional window display. I often create a look that can be adjusted on a weekly or sometimes daily basis as the

season turns from Autumn to Ho Ho, by using a lot of natural, often fresh for the smell, greenery, branches and some colored leaves as a base.

Then things that are seasonal can be added or removed easily without taking too much precious time that we just don’t have. By the time Thanksgiving is over, you’ll have had several fresh displays done and dusted, and can do a bang up job with the main event for December.

If you don’t take photos and post them all over social media, then get at it...now. I am known as the Queen, I mean, King, of constant posting, and it has certainly helped my business create a buzz about town and beyond. I love to show works in progress, teasers of what’s to come, events we are doing, etc., as well as pictures of those I work with. Look, it’s amazing how many people come in and say they’ve seen my Sarah on Facebook making a beautiful arrangement.

I don’t do a lot of open house events at the shop but I know they are very profitable for many, so go for it if you choose. I go to a lot of events, demonstrating at other’s open houses, emceeding charity fundraisers and that sort of thing, which draws many to our store. I’ve got the mic, so I’m going to advertise.

We also host a “Brunch with Neville and Friends” in November with proceeds going to AIDS Nova Scotia which is huge draw to our business. If you’re interested on how to do this sort of thing, send me a note and I’ll tell you.

Look, there are so many ways to get the job done, and this is the time to get those brains working. Wear a flower, toss glitter on yourself. It’s gonna wind up on places glitter should NEVER be anyway. Enjoy the madness that this time of year brings. Oh, and don’t forget to stock up on back pills and Tylenol! ✿

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*Neville MacKay, CAFA, PFCI, WFC, lives in Halifax, Nova Scotia, Canada. He is on the Smithers Oasis (North America) design and education team, speaks and designs internationally, appears regularly on TV and radio, and hosts tours to the UK. Neville has designed for many heads of state and celebrities. He opened his floral shop, My Mother's Bloomers, in 1992, info@mymothersbloomers.com.*

## Blumz...by JRDesigns Named Florist of the Year

Congratulations to Blumz...by JRDesigns named 2016 Florist of the Year. The award is presented by co-sponsors Florists' Review and the Wholesale Florist & Florist Supplier Association. The business was nominated for the award by Nordlie, Inc. Blumz has three locations in Michigan: Detroit, Ferndale, and a bridal consultation location in Ann Arbor. Pictured are Blumz co-owners Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, president of the Michigan Floral Association, and J. Robbin Yelverton, AAF, AIFD, CF, PFCI. The award is based on a variety of criteria including visual merchandising, store image, marketing, and flower variety and quality.



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## WUMFA

# Plants... a Great Holiday Decoration!

BY PATTY MALLOY, AIFD, WUMFA PRESIDENT



**H**ome for the holidays...what a great time to decorate with live plants.

For this Christmas issue, I decided to talk about some ideas for including plants as a welcome addition to festive holiday decorations. So this "report" is all about what you can do to dress up your "botanical friends". Expanding the traditional list of holiday designs to include decorated plants is a fast and easy way to fill the shelves.

What is your favorite holiday blooming plant? And more importantly, what are you doing to promote some unique and festive holiday plant designs? Blooming plants can be easily upgraded with some extra sparkle to generate the feel of a fresh floral design. And so quick and easy to do. Just add a wire collar and some holiday baubles to the top of a colorful ceramic pot. Then drop in a blooming plant and it becomes a pretty, long lasting table centerpiece.

So what are the best bloomers to promote for the Christmas season? The following is a list of some of the most popular holiday plants that make delightful decorations.

- Azaleas offer a profuse number of blooms and are easy to dress up in any style of container. They have long lasting lush flowers and bring the real feel of a flower arrangement to any table.
- Orchids offer blooms that will last weeks and even months. They prefer to be in a dry heat away from cold drafts so they will need to adorn a cozy table away from exterior doorways.
- Amaryllis is a fun bulb plant to watch grow. Amaryllis is available in many interesting varieties in pink, white, purple, copper, or multicolor. It's trendy to set bulb plants in clear glass vases in an inch or so of water at the base of the bulb. Aluminum

wire can be used to decorate the vases for an additional upscale look.

- Paperwhites are another popular bulb plant and it's fun to dress up this white bulb in any color combination or accent.
- Cyclamen offer unique long lasting blooms and interesting foliage. This plant is available in pastel and bright pink, lavender, red, or white color spectrums. They like to dry out some between watering.
- White potted flowers such as Cyclamen, Star-of-Bethlehem, and Kalanchoe can be dressed up with shimmery silver ornaments for a great winter feel.
- Christmas Cactus has been a family treasure throughout the years and thus a traditional standby for the holiday season. Bring them in to the shop for early sales at the very beginning of December. These also will sell well in late November.
- Poinsettias are the most well known and popular plant of the season. Dress them up with Ting Ting or glitter branches for extra value and sparkle appeal. When all else fails, add glitter spray to the colorful leaves for a quick sale near the end of the season. Oh, and after the holidays, why not take a well deserved trip to Mexico to see where Poinsettias grow naturally outside in their native country.

There are so many great looks to pick from for a unique long lasting plant design. It's easy and quick to dress up blooming plants for the holidays. By offering a variety of blooming plants, already decorated, customers will have easy choices to make for unique gifts to give or table decorations for their home. It also gives you a chance to have fun showing off your special talents to create one-of-a-kind blooming plant centerpieces. Be sure to group your special designs in themed vignettes throughout your store. Place the plant designs in prime locations so they are upfront for the best visibility and impulse sales.



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If you offer gift baskets, collect items for an indoor plant care basket for additional sales. Blooming plant food, a plant water meter, a plant care book, watering can, novelty plant picks, and potting soil, along with a small festively decorated plant make great items to add to a holiday gift basket.

Be sure to take pictures of your fabulous creations and post them on your website, Facebook, Instagram, etc. And have a great holiday selling season! ✿

## Welcome New WUMFA Members!

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# Time to Think about Christmas!

BY DIANE SCHULTE, CF, WMFM, WUMFA PAST PRESIDENT

**I**t may be a scorcher outside, but the best time to plan for Christmas is during the summer months. I, like you, find it hard to think about winter just as we welcomed the warm sunny weather. In order to have a profitable holiday season it is best to prepare, think, and strategize when we have less frenzied working hours.

First, take out your notes from last Christmas to review what worked, what to eliminate and what to build upon. Notes are crucial to jog your memory of how the last season unfolded so nothing of value is forgotten this year.

## Yeah Team! Go!

Involve your staff in a team meeting to come up with new designs and price points. Plan placement, color themes, and merchandise for in store displays to carry out the holiday theme. All this creates "an experience" for shoppers which in turn creates larger sales. Then develop a timeline from start to finish to keep the team on target. Holiday giftware, botanicals, and containers usually begin shipping in July or earlier. This helps in developing the displays and merchandising. Treat the team with food, cocktails, and rewards as you plan together. Let the creative thoughts flow!

## Ordering

When ordering, consider what is offered by the national delivery services you subscribe to and compare it with your in-house designs. Tweak the fresh procurement needs to support the new menu of designs and wire service arrangements along with plant needs. Place these orders as soon as volume discount merchandise is available from your partner wholesalers. Taking advantage of these discounts puts more money in your pocket. You'll be happy with the saving results and your wholesaler will be happy to secure the order early. It's a win-win.

## Marketing

Another important aspect in reaching your profit potential is developing a marketing schedule and target audience. There are many avenues of marketing these days so which should you use? Should it be Facebook, Instagram, company website, radio, newspaper, newsletters, loyalty cards, etcetera? Consider your customer demographics as you pick the best combination. If you have a POS system to help you, even better, in finding the best mix for your audience. Also are there any cost savings by connecting with your marketing professionals months in advance?

## Delivery

Crucial to getting the job done is a well running fleet of vehicles and personnel. We've all had a vehicle breakdown during the busy delivery season. Keeping your fleet of vehicles on a maintenance and repair schedule will prevent delays in delivery and possible customer dissatisfaction. The delivery team member is your final chance to make a positive expression with customers and recipients. Review your expectations and procedures, and allow delivery personnel to be a part of the decision process.

## Customer Service

Now is a great time to go over your procedures for handling customer questions, concerns, or complaints. New hires need to be brought up to speed with how to treat customers. At the very least there should be one go to person available each shift. Everybody on staff is key in keeping a customer coming back. I find a monthly review keeps everyone focused on what is important. Happy customers and happy team members equal a happy bank account.

Happy holidays floral friends and may your planning result in a profitable and blessed season. ✨

## WUMFA Goes to the State Fair

Join WUMFA members at the 2016 Wisconsin State Fair State Fair, Thursday, August 4 through Sunday, August 14. Ten booths will be devoted to flowers and plants including the WUMFA cart display. On Saturday August 6, there are four stage presentations starting at 9:30 a.m. The Grand Champion Floral Challenge is scheduled at 2:00 p.m. WUMFA members who would like to participate in the fair can contact Susan Wilke, AAF, PFCI, at (414) 659-8799.

## A Great WUMFA Education Opportunity

### Principles & Elements of Floral Design

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*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)**

## TRADESHOW

# International Floriculture Expo Show Deemed Successful

BY BARBARA GILBERT, EDITOR

The International Floriculture Expo drew wholesalers, retailers, growers, and mass market buyers to its 2016 show held once again at McCormick Place in Chicago, Illinois. More than 5,000 were expected to attend the business to business trade show.

A variety of products were on display from fresh flowers, plants, and supplies to gift items, marketing programs, and transportation services. Additionally, a full program of educational sessions were scheduled. Topics covered included floral purchasing trends, creative marketing, post harvest care and handling, and merchandising.

One of the highlights of the three day event was the Iron Designer Competition. Ten designers had 20 minutes to create a design following the theme "Still Life: Fusion of Produce and Floral". Using fresh cut flowers, fruits, and vegetables, their



Christmas was on display at the Hiawatha Evergreens booth manned by Kim Tozier, assistant sales manager, and Mark Thompson, general manager.



Michiganders Derek Woodruff and Laura Deluga took part in the Iron Designer contest. Deluga won the People's Choice Award.



WUMFA Grower of the Year Shlomo Danieli, Blooming of Beloit, Beloit, Wisconsin, shows off his locally grown product at the IFE show.



Patty Malloy, WUMFA president, visits with Brian Walrath, SAF membership manager, in the SAF booth.



Red Kennicott, left, and Gustavo Gilchrist, Kennicott Brothers Co., pose with MFA blogger Gail Pabst, AAF.

arrangements were inspired by European still life paintings.

Winner of the contest was Adam Havrilla, CFD, ICPF, Artistic Blooms, Chicago, Illinois. He received a cut glass vase and \$300. Laura Daluga, AIFD, from the Department of Floristry, Ann Arbor, Michigan, was chosen by the audience for the People's Choice award and took home a cut glass vase. Also competing was Michigan's Derek Woodruff, AIFD, CF, PFCI, Floral Underground, Traverse City, Michigan, and Wisconsin's Lisa Belisle, Flora Elements.

Jim Daly from Smithers-Oasis/Floralife, was honored for his significant contributions to the industry at the 7th Annual Flower Naming Ceremony. He had a flower named after him by a panel of industry leaders. Ceremony flowers were bred and grown by Ball.

Next year's show will return to Chicago, June 13-15 at McCormick Place. ✿

Iron Designer winner was Adam Havrilla, center, with commentators Pieter Landman, left, and Jacob McCall, AAF, AIFD, FSMD, right.



# DESIGN TIP

## It's Christmas in July!

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

**W**ith the chaos of May behind us, it's time to turn our attention to the next big floral holiday: CHRISTMAS!

Soon, boxes of new merchandise will arrive at our stores. While the kid in us wants to tear into them like it's Christmas morning, the smart business owner knows better. If you're like me, you've got a box (or two, or...never mind!) of last year's items. You know that it's not generating income for you while it sits on the shelf. Why not consider having a Christmas in July sale to move your older inventory. Offer it at substantial discounts, you want it to sell.

For those items you just don't want to mark down, spruce them up or revamp them. Dresden Clear Glaze does wonders for making tired winter foliage look new. Sprinkling a bit of gold or silver glitter onto the foliage before the glaze dries adds a nice effect. Clear Twinklets can be used the same way to create an iced look. Baby powder is another useful product. "Shake'nBake" using a large trash bag. Simply give your product a heavy coat of Dresden Clear Glaze, drop it in, shake it up, and the baby powder will give it a cool frosted look.

Be diligent when you're sorting out boxes.

Make it a personal goal. If you touch it, you have to use it. Take the little bits and pieces of ornaments or sparkly branches, sort them by color and keep them close at hand to tuck into fresh and permanent designs. Once you're confident about organizing and moving your old materials, feel free to dive into all that new merchandise.

Using up old inventory allows you to clear out space and remove the time consuming clutter. But as floral professionals, it is our task to create new and clever ways to present it. Enjoy opening those boxes, unleash the creativity and look forward to a season of joy, excitement and profits. ✿

### INMEMORIAM

**SIDNEY (SIPKE) KASPER**, has died at the age of 77. He and his wife Marian moved to Ionia, Michigan, in 1967, where they opened Sid's Flower Shop. He was a member and

supporter of the Michigan Floral Association for 49 years, a past member of Ionia Chamber of Commerce and of Ionia Jaycees. He enjoyed raising exotic animals and birds.

He is survived by his wife, Marian; six sons, three brothers, four sisters, two sister-in-laws, 21 grandchildren and three great grandchildren. ✿

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# MFA Annual Golf Outing

## A Day of Fun and Networking!

Wednesday, August 3, 2016 • 8:00 a.m. - 6:00 p.m. • Eldorado Golf Course, Mason, MI

The 2016 MFA golf outing will be held Wednesday, August 3, 2016, at Eldorado Golf Course in Mason, Michigan. The day will begin with check-in and range balls at 8:00 a.m. followed by a 9:00 a.m. shotgun start, with lunch at the turn. All golfers will meet at the clubhouse following the round for an awards ceremony. The event is a 4-person scramble format. Don't worry if you don't have a foursome. We'll pair you up with some fun golfers. All players will receive prizes. This is a day of fun and networking so don't worry about your score or skills.

### Golf Outing Sponsorship Opportunities

**Eagle Sponsor** – \$1000 includes 4 tee signs @ \$100, 1-4 person team @ \$300, \$300 donation and designation as a major sponsor in *The Professional Florist* magazine and on the MFA website.

**Birdie Sponsor** – \$500 includes 2 tee signs @ \$100, golf for two @ \$160, \$140 donation, and designation as a sponsor in *The Professional Florist* magazine and on the MFA website.

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

**Bogey Sponsor** – \$150 includes one tee sign @ \$100 and \$50 donation.

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

### A Big Thank You to the 2016 MFA Golf Outing Sponsors

Eagle Sponsor:

**Hyacinth House**

Birdie Sponsor:

**MHI Self-Insured Work Comp Fund**

Par Sponsor:

**BloomNet**

Tee Sponsor:

**DWF Flint**

**FloristWare • Teleflora**

*"Come join us for a day of fun and networking with fellow floral industry members. Hyacinth House is proud to be a sponsor of this event. I look forward to seeing you at the course."*

—Jim Schmidt, Hyacinth House,  
2016 MFA Golf Outing chairman

*"We look forward to this event every year. It's a great time to visit with our customers outside of the flower shop."*

—Sharon Novasel, Regency Group

For more information and registration forms go to the MFA website, [www.michiganfloral.org](http://www.michiganfloral.org) or call the MFA office at (517) 575-0110.

## 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](http://www.michiganfloral.org) or call 517-575-0110 and register today!



*Plan Now to Attend The Michigan Floral Foundation*

*Hall of Fame Awards Dinner Honoring*

**Del Demaree, Jr., AAF**

*Wednesday, October 18, 2016*

*University Club, Michigan State University*



**Del Demaree, Jr., AAF**, is a second-generation owner who took his family business, Syndicate Sales, to new heights.

In 1967 he became president of the company which took off due to his vision and entrepreneurial drive. By this time, products such as the Aquapic, the Design Bowl and Everlastin' Baskets were three widely used staples. In 1968 he introduced Fronzwood containers, the Candelite Cardette and Hoosier Glass. In 1981, the company unveiled a full line of wedding products, and in 1994 began offering floral preservatives and foam, Aquaplus and Aquafoam. Syndicate was the first company to use barcode shipping to add a new level of transparency and accountability into the supply chain. He also pushed Syndicate to become among the first in the industry to implement online ordering. He has an unsurpassed commitment to the floral industry and to the American Floral Endowment. He has led many industry organizations, notably as SAF president and as treasurer for the Wholesale Florist & Florist Supplier Association. He received the American Institute of Floral Designers Award of Merit, WF&FSA's Leland T. Kintzele Distinguished Service Award and was named the MFA Wholesaler Tradesman of the Year.

**Tickets for this event are available by calling the Michigan Floral Association at (517) 575-0110.**

**Don't miss this exciting evening of fun and fellowship.**

*The Michigan Floral Foundation supports the industry through various educational opportunities and community enrichment activities. It provides financial aid to those seeking to become a Certified Florist. Contributions are tax deductible. Donations can be made in honor of a birthday or anniversary or in memory of a loved one. To donate contact the MFA office (517) 575-0110 or visit [www.michiganfloral.org](http://www.michiganfloral.org) and click on the MFF in the menu bar.*



**MichiganFloral**  
FOUNDATION

## NOTHING RHYMES WITH ORANGE

# Global. Art. Fashion. HAIR...AND FLOWERS!

BY DEREK C. WOODRUFF, AIFD, CF, PFCI



This spring saw the return of a high-energy, fundraising event called Global. Art. Fashion. HAIR., organized and funded by a group of Traverse City area business owners. Global, for short, began as a New York style fashion show with the intention of raising money for a local beneficiary which changes each year.

Initially, the event was a small couture fashion show at the City Opera House, but each year it has grown in popularity and success, and it now takes place at the Grand Traverse Resort and Spa, accommodating twice the number of attendees. Each year showcases a new creative theme and the crowds and sponsors flock to see a performance unlike anything else in northern Michigan.

Fleur Couture Cabaret, a fresh flower "themed" cabaret troupe led by myself and co-director, Melissa May, has participated in the event each year since 2012.

This year's event, which benefitted AC Paw, a local animal adoption organization, was titled "Animalesque". It showcased beautiful wild-animal themed dresses, accessories, and shoes from local retailers in addition to what has been dubbed the "Avant Guard" portion of the show, talented models and dancers displaying couture, costuming, wigs, makeup, etc. While the pieces are mostly constructed of hair, this designer's craft found the

PHOTO CREDIT GREY SCALE GROUP



*Snapdragons galore.*

spotlight as well in the form of...flowers!

Conceptualizing flower couture was not easy for an animal themed show, but Fleur Couture Cabaret saw flora and fauna come to life by connecting animal inspiration to botanicals in characters such as: Bird of Paradise, Foxglove, Butterfly Bush, Snapdragon and Tiger Lily, to name a few. Each of the models or dancers were adorned in their costume's inspirational flower in addition to many other textiles to make the character come to life. Using foam-core, wigs, paint and even handmade dresses, flowers hit the Global stage like never before.

Flowers were also present in a more



*A rare Bird of Paradise.*



*Table decorations featured flowers and an animal print.*

traditional fashion (pun intended), although in a not-so-traditional style, for the centerpieces of the VIP tables. Foam heads, sponsored by FloraCraft, Ludington, Michigan, were covered with animal print tights and a floral fashion headpiece. Other tables featured animal print stilettos adorned with fresh flowers.

A team of creative individuals including floral designers, makeup artists, hair stylists, a seamstress, choreographer, models and dancers helped Fleur Couture Cabaret give a special audience a fresh and exciting way to see flowers. This year's project raised over \$7,500 for AC Paw. To see additional photos or to learn more about the event: Global. Art. Fashion. HAIR visit [facebook.com/Global.Art.Fashion.HAIR](https://www.facebook.com/Global.Art.Fashion.HAIR) or visit: [fleurcouturecabaret.com](http://fleurcouturecabaret.com). ✿

*Derek Woodruff is the owner of the Floral Underground in Traverse City, Michigan and is noted for his cutting edge floral designs. He has been in the floral industry since he was 15 and continues to look for new ways to contribute to its success.*



**SAVE THE DATE! March 24-26, 2017**  
**WUMFA Annual Convention**  
 Chula Vista Resort – Wisconsin Dells

- Main Stage Shows! • Business Sessions!
- Hands-On Workshops • Trade Show Shopping!
- Design Contests & More!

**Check [www.wmfa.org](http://www.wmfa.org)**  
 for more details (Annual Convention tab)  
 or call WUMFA at (517) 253-7730

# Attention! Potential Exhibitors

## Reserve Prime Space Now for the 2017 Great Lakes Floral Expo



**GLFE 2017**  
A WORLD OF FLOWERS

### 2016 Great Lakes Floral Expo Facts

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

### New For 2017

#### New Floor Plan

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

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

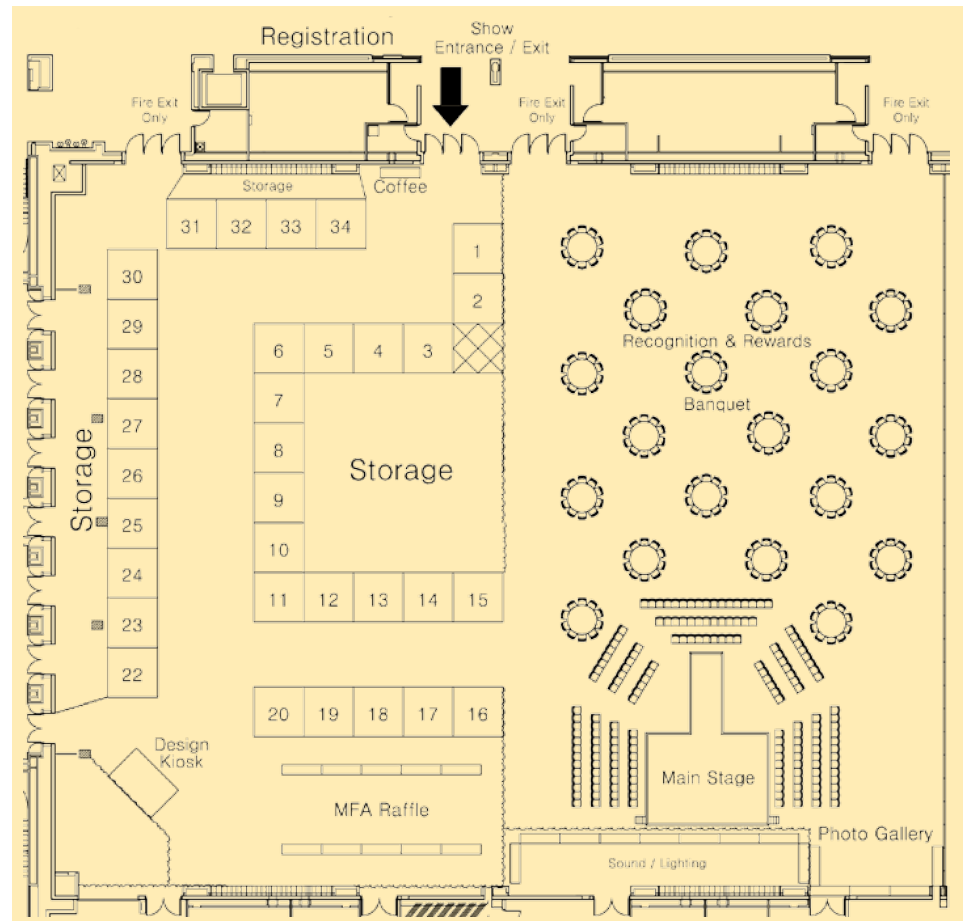
#### Banquet Cocktail Party on the Trade Show Floor 5:30 pm - 6:30 pm Saturday

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

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

**March 3-5, 2017**

Amway Grand Plaza Hotel/Devos Place  
Grand Rapids, MI



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

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

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

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

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

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## PROFESSIONAL EDUCATION

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

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

## Two Outstanding Introduction to Floral Design Courses

One Week Course  
Monday thru Friday, August 1-5, 2016  
8:00 a.m. - 4:30 p.m.

Member \$1000 • Non-Member \$1250

Twelve Week Course  
Wednesday Evenings  
September 14, 2016 - December 7, 2016  
Time: 6:00 to 9:00 p.m.

Member \$1000 • Non-Member \$1250

These comprehensive courses introduce beginning students to principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color. For those desiring to become a Certified Florist, they are 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 boutonnières.

**For the one week course** there are 40 hours of classroom instruction. There will be no exams. Lunch on your own. Class enrollment limited to 10 to ensure personal attention.

**Bring your own tools, knife will be provided.**

**The 12 week class** will meet every Wednesday beginning September 14, There will be no class on November 23. There are 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.

**A floral knife will be provided.  
Includes all flowers and supplies.**

## Two Exciting Intermediate Floral Design Courses

Twelve Week Course  
Thursday Evenings  
September 15, 2016 - December 8, 2016  
Time: 6:00 to 9:00 p.m.

Member \$1250 • Non-Member \$1500

One Week Course  
October 3-7, 2016  
Time: 9:00 a.m. - 5:00 p.m.

Member \$1250 • Non-Member \$1500

These courses build upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination. (Students who do not wish to take the CF exam will still be welcome.) The CF manual is the text for this course. You may purchase this manual at [www.michiganfloral.org](http://www.michiganfloral.org) or call (517) 575-0110. This manual is recommended but not required. All other materials will be included in the registration fee. Time will be divided between lecture and hands on design. A sample test will be given on each topic. Lecture topics include: care and handling of flowers and plants, product identification, customer relations, sales, delivery, marketing, accounting, display, and intermediate floral design. Design topics include: vase arrangements, bridal bouquets, corsages, boutonnières 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 12 week class** will meet every Thursday for 12 weeks. There will be no class on November 24. There are 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. Limited course enrollment of 8 will ensure that each student receives personal attention. There will be no exams.

**The one week class** will have a limited enrollment of eight. There will be a 45 minute break for lunch on your own. There are 36 hours of classroom instruction time. Since this is a personal enrichment course there will be no exams.

**For both classes you must bring your own tools  
(knife, pruner, scissors and wire cutters).  
Includes all flowers and supplies.**

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

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### SEEKING DONATIONS

#### MFA Scholarship Committee Seeks Donations for the 2017 Raffle:

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

# the professional florist

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

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

#### MISSION STATEMENT

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

### HELP WANTED

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

**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).



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*Amra Kolasinac | Owner, Scent & Violet*

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*Lisa Pritchett | Owner, Liliium Floral*

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