



Volume V 2013

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a Wedding**

**Holiday
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Hints**

**Let's Put On
a Show!**

**My First AIFD
Symposium**

**Keeping Up
with Funeral
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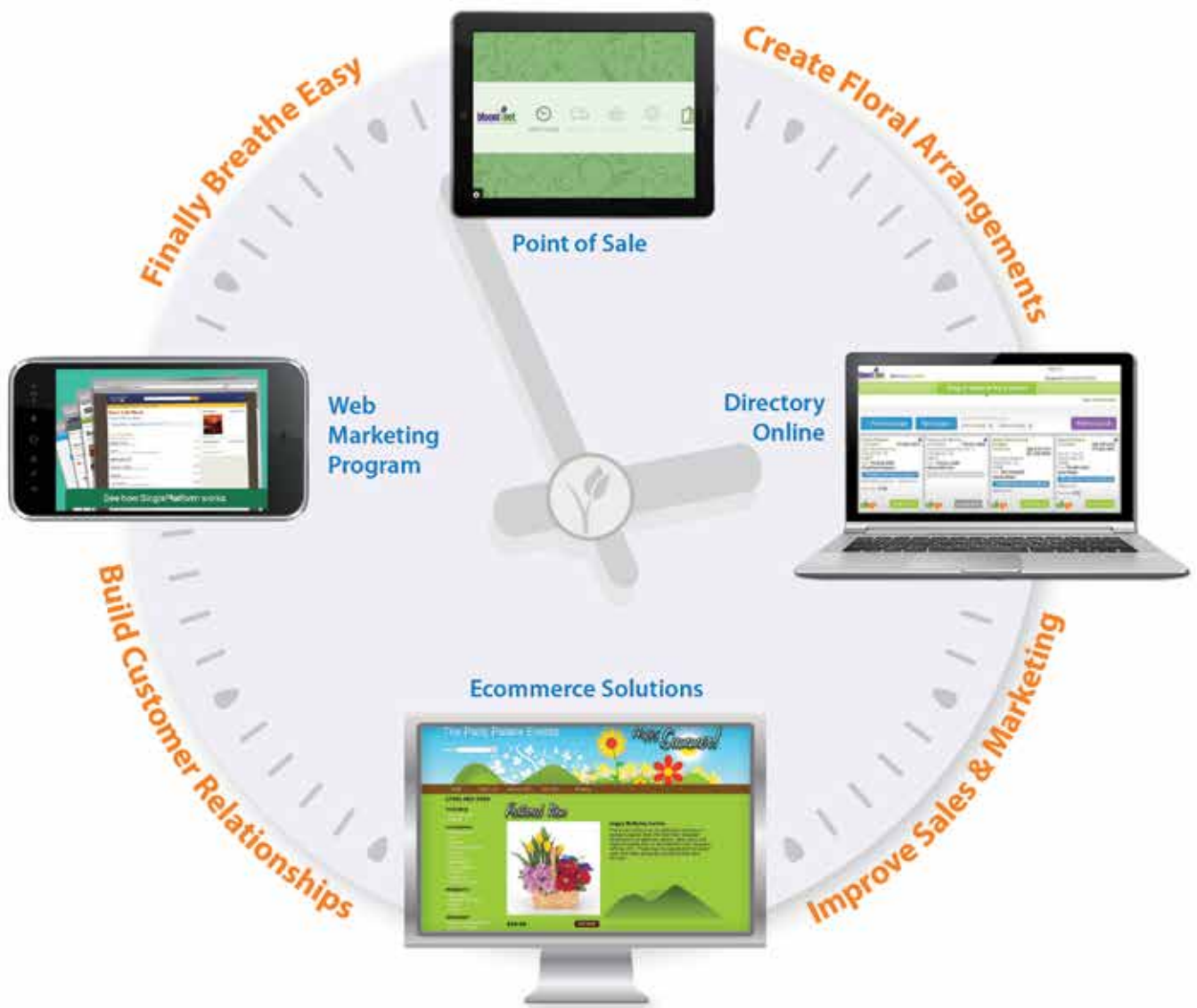
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in Kalamazoo**

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LEADERSHIPREPORT

The Michigan Floral Foundation

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



In 2007 the Michigan Floral Association Board of Directors, under the leadership of then president, Jeanette Ballien, Gaudreau the Florist, Saginaw, MI, created the Michigan Floral Foundation (MFF).

The purpose of the MFF is to support and advance the floral industry; its members and the communities they serve.

It was also decided that a key goal of the MFF should be to honor outstanding members of the floral industry who have mentored and inspired their fellow industry members. In order to do this, the MFF Hall of Fame was established to record the contributions of those so honored. To date the Hall of Fame has inducted five outstanding individuals with plans to add the sixth on October 10.

The first was none other than Teleflora's **Tom Butler, AAF, PFCI**, inducted in the Fall 2009. He is a native Michigander, born and raised in Detroit and a graduate of Sacred Heart Seminary. He has been one of the Michigan Floral Association's biggest supporters over the years and was on the top of the list when it came time to choose who would be the first inductee.



Second was **Ms. Lucile Belen, AAF**, inducted in the Spring of 2010. She was not only a lifelong member of the MFA, but also a community and floral leader, who passed away on June 2, 2010 at the age of 97. In 1950 she founded the Belen School of Floral Design in Lansing, offering an annual one-week course that became known nationwide. The school ran successfully for 40 years.



The third inductee, **Frank A. DeVos** was inducted in the Fall 2010. Mr. DeVos graduated from Calvin College in 1949 and purchased Eastern Floral in 1950. He started with a part time designer and driver and sold it in 1998 when it had 100 full time and 100 part time staff members. Mr. DeVos was also a life long member of the Michigan Floral Association, hosting many Association events at his store over the years.

The fourth inductee was **James Nordlie**, now 90, inducted in the Fall of 2011, a second-generation wholesale florist. After he returned home after WWII, he graduated from the University of Michigan and began working in the family business. Since then Nordlie's has grown into a full service wholesale provider of fresh flowers and plants, basic floral supplies, silk flowers.



The fifth inductee was **Bobbi Ecker-Blatchford, AAF, AIFD, PFCI**,



in the Fall of 2012. Her career has spanned a century of involvement in her family's retail florist, landscaping and growing operation. She has dedicated her life to making our industry better and better each and everyday. She inspires everyone from that little twinkle in her eye, to her endless words of encouragement and her tireless optimism.

As I mentioned, on Thursday, October 10, the MFF will induct **Harrison "Red" Kennicott III** as the sixth member of the Hall of Fame.

Harrison "Red" Kennicott grew up with flowers. He has worked at his family's wholesale house, Kennicott Bros. Co., since he was 12 years old and graduated with a BS in Floriculture from Michigan State University. He has dedicated himself to helping and serving the floral industry as past president of numerous organizations

LEADERSHIPREPORT



including SAF, the Allied Florists of Illinois, and WF&FSA. Currently, he serves as the chairman of the FMFIC (Floral Marketing Funding Initiative Coalition).

As you can see, the Hall of Fame is an outstanding collection of floral industry individuals. I invite you to **plan now to attend the dinner honoring Red Kennicott**. See page 22 for more details.

If you can't attend the dinner please consider one of the following ways to support the MFF. You can give a living memorial by contributing a monetary amount in honor of a person's birthday

or anniversary or at holiday time. A donation to the MFF can be given in loving memory of a loved one at their passing. One might request that the funeral director include the Michigan Floral Foundation as a possible organization to contribute to.

A contribution can be given in honor of someone as a way of saying thank you, or make a professional gesture to let them know they are special by acknowledging them in this extraordinary manner.

Every donation is a tax-deductible contribution and stays within the State of Michigan and is used within the State of Michigan to help Michigan florists. So when that person you know has got everything they could possibly want for their birthday, anniversary or Christmas, think of contributing a living memorial in their honor. Make them feel good, give to this cause and keep our state's florists educated, successful and professional. ✿

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The bride's and bridesmaids' bouquets
Flower girls carried tulle pomander balls with white dendrobium orchids.

Anatomy of a Wedding

BY JIM RAUCH, AIFD, CF, CFD, UNIQUE DESIGNS FLORIST STUDIO, DAYTON, OH

The wedding of Erin Laurito and John Staughler was held at the Westin Hotel in Cincinnati.

Beginning with concept, which took place nine months out, to installation, this wedding was nothing but a total pleasure to produce! Input from the bride's mother as well as her sister was invaluable in helping make Erin and John's special day personalized and impactful.

A true "briderella"; Erin knew that she wanted calla lilies. The dark "Schwartzwalter" variety was the choice for her bouquet, with rhinestone accents. The midnight blue attendants' dresses were the perfect backdrop for the hand tied "mango" callas, blinged out with topaz gems and copper deco wire armatures.

The ceremony took place in the Fountain Room overlooking the Tyler Davidson Fountain in downtown Cincinnati. Floral décor in the ceremony area featured white calla lilies and dendrobium orchids "floating" on the glass wall. The platform

was delineated with four large bronze urns, topped with white carnation orbs, collared with fresh magnolia branches and assorted foliage.

The guests then made their way upstairs for the "Roof Top Garden" reception in the ballroom. Centerpieces included white clump birch trees, potted in large bronze bowls, hung with crystal cone vases. We had two other "garden ornament" inspired metal sculptures created by Dayton welder extraordinaire Woody Markland. One was a four foot diameter orb which was wrapped with fresh Italian ruscus and oncidium orchids, then placed on a three foot tall inverted pilsner vase. The other was a five foot tall obelisk, with ruscus climbing up from a base arrangement of hydrangeas, gerberas and Anastasia chrysanthemums. All the



*briderella: a gracious, happy and thoughtful bride, the kind florists dream of.



Four large urns set off the ceremony.

centerpieces were lit with battery operated up lights or down lights.

Over the final two hours of the celebration, as the evening drew to a close, the ambient lighting was lowered very gradually as a "harvest moon" shape grew brighter high on the wall. The perfect end to the perfect wedding!

Aside from myself, designer Carolyn Clark-Kurek, AIFD, C2K Floral Design School, Indianapolis, IN, contributed to the overwhelming success of the wedding. The photographs that accompany this story were done by Mark Garber Photography, www.markgarber.com. ❁

Spectacular decorations filled the reception room.



HOLIDAYFEATURE

Holiday Housekeeping Hints

BY ALICE WATEROUS, AIFD, CF, CFD, PFCI,
FLORAL CONSULTANT, GRAND HAVEN, MI.



Most of these suggestions should be instituted as your daily protocol. When doing things right is the norm, it becomes easier when Valentine's or Mother's Day is bearing down.

Clean the coolers, toss the miscellaneous "junk", wash down the floors and walls to minimize ethylene gas buildup. A product like DCD is a safe and effective cleaner for all hard surfaces. Chlorine bleach cleans in the short term but the sanitizing effect evaporates quickly, DCD has a longer sanitizing effect and requires no rinse. Fill large spray bottles to apply; You may leave surfaces to dry on their own. Check the Floralive website for additional information and tips on keeping buckets and other areas clean. (Invest in a small refrigerator for staff food items, those things do not belong in the floral cooler.)

When processing fresh product, evaluate the condition of flowers by checking foliage, as well as blooms for quality. Occasionally, a bunch will look fine from the top while sleeved, but yellowed foliage or leaves that are falling are signs of old or poorly handled product. Why put those items in your cooler? It takes up valuable space, slows the design team, delays credit/replacement process with suppliers and produces higher levels of ethylene gases. Why shorten the life of other items in the same space?

Processing must include: clean containers, proper flower nutrients added to cold water, stripping foliage that would be underwater, removing extra cardboard and shipping papers in rose bunches to allow flower heads to be dry. (This also gives you some idea if there is damage in the package before storing.)

Ideally, the outer wrappers on roses should be clear ones so staff can easily see what is inside. Product needs to be clearly identified as to date of arrival, and source. There needs to be a protocol on how to handle packages that have had product removed, otherwise staff cannot quickly and clearly evaluate what is still available. Ideally, those packages should be placed in separate buckets that are clearly marked as partial bunches within their regular categories, with dating clearly visible.

An automatic system adding the proper amount of your favorite life extending product to the water is optimal. If you don't have that, make sure everyone understands and uses the proper proportions. Flowers, like other living things, do best with not too much or too little nourishment.

Empower everyone in your shop to keep an eye on flower quality. Once flowers are processed, there should be a uniform culture on how developed each product should be before it is cold stored. Some product, such as Alstroemeria, Carnations, Spray Mums and filler flowers need to be quite open before going into the cooler. Underdeveloped product makes designs look skimpy, and causes design staff to overuse product. When flowers and greens are ordered to create specific advertised specials, be sure that product is separated and clearly marked. This is especially helpful for temporary holiday/production staff, saves design time, and assures everyone understands what is to be used.

Processed flowers in your coolers should be organized according to color, (all pink carnations together etc.) and variety type. Since we usually shop in the cooler by type and color, this simplifies the process. It also takes less time to identify how much of a specific product is available.

Rotate product without fail, with clearly marked areas near the entry of coolers of what should be used first. Some shops keep a small cooler that is dedicated to "use me today" items. If product isn't usable, get it out of there! Items clearly below your standards of freshness simply produce extra ethylene gases shortening the life of new arrivals.

Look at the ergonomics in your shop: Do the designers lug multiple buckets out during the day? How long are those products out of the cooler? How many lilies are ruined because of pollen stains? How much gypsophila goes bad because it has sit out all day etc.? Multiple trips to the cooler are certainly a time waster, so consider small rolling carts for design staff to work from, and smaller dedicated "work buckets". Encourage staff to keep product separated as much as possible to reduce damage. Flowers kept at a convenient level on carts will help prevent those big piles of materials on the design tables. Who knows what is on the bottom of that mess?

A clean environment affects staff morale, when work areas are clean, fresh and organized, productivity goes up. Wading through a messy cooler, working on dirty counters and floors is not only inefficient, but invites accidents. An investment in good fatigue mats keeps everyone in better shape, both physically and mentally.

During busy times, it's more economical to hire someone to keep things tidied up, floors swept (safety issue), flowers processed, trash emptied, product brought from and into cooler, containers brought from storage etc. than to pay designers to do those things. Ideally, a designer should seldom have to leave their bench.

How late you worked on a holiday is not something to brag about. Hopefully, your business is so well organized very little overtime is needed.

Your check list at least two weeks out (or more) includes having the right containers for specials, plenty of generic vases, baskets and accessory items such as butterflies, birds etc. for standard orders.

All design stations need: proper tapes, adhesives, picks, card holders, care tags, finish spray, leaf shine etc. Also provide a supply of clean up towels, clip boards, pens and copies of advertising/mailers. Recipes for specials and general pricing guides are essential. (Don't make staff have to hunt you down to find out how much a container or fresh product sells for.) Designers need to understand they are responsible for their own tools. You may want to provide a soft rubber thorn stripper, and a means to sharpen and clean knives as well as a small calculator. (Be sure to have basic first aid supplies on hand, we work with lots of sharp things.)

Be prepared for sympathy work, with specialty shaped foam forms, script, etc. During busy holiday times it's doubly important not to have to "invent" something because you have run out of wreath, heart or spray forms to fill sympathy orders.

Providing food during those last couple of days keeps the staff close by, and shows appreciation for what they do during hectic times. Productivity is the name of the game; an unfed, over stressed staff slows down, and makes mistakes.

Consider some kind of perk after a successful holiday; a cash bonus or gift card with a note does wonders. If you simply cannot afford to do that, be sure to let each staff member know you appreciate them, tell them when they are doing something right, and "Thanks, for a great job today" never hurts.

You may not want to allow open access to your books as does Zingerman's Deli in Ann Arbor, but it's helpful to keep staff in the loop of how things are going. When they have to read body language or interpret your lack of communication they will make up their own version of what's happening.

Remember, just as you should every day, if you seem to be having a bad day, it goes "viral" and everyone in your business has a bad day. Result? Lower productivity, loss of team spirit, lower profits. ✿

Alice Waterous, owner of A Waterous Floral Consultant LLC, free-lance designer and staff designer at Nordlie, Inc., has been in the floral industry for over forty years. She is active in AIFD and has served as president of the Michigan Floral Association four times.

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HOLIDAYFEATURE

Timely Holiday Planning Tips

BY BRUCE ANDERSON, CF, MOEHRING WOODS FLOWERS, GROSS POINT, MI

Planning and producing holiday designs and displays should start early. Your customers are seeing Christmas in retail stores right after Halloween. If they capture that discretionary dollar before you do, the money won't be spent in your establishment.

Look at the most cost-effective way of producing your holiday designs. Start making permanent designs now. Create an original arrangement, standardize it and make multiple copies. Make your shop stand out from the shop down the street by establishing your own designs but don't offer too many choices. Develop a theme and identity for each arrangement that will stand out in your customer's home. Wire service specials offer standardization for orders around the country.



Bruce Anderson heads up the production line.



Decorating the store for Christmas.

Start greening in containers in November. Sales people and drivers can be trained to do this during non-peak times. Evergreens, salal, boxwood and oregonia will last for a month or more if kept cool. Mist greened arrangements with water and cover them with lightweight plastic drop cloths. Having pre-greened arrangements available ahead of time will lighten labor demands when things get hectic.

One base of greenery could be used in a basket with pine cones, apples and cinnamon sticks for a rustic look. The same base could be placed on a charger plate with candles for a more formal look.

Bows and other accessories can be done ahead of time. Anything that reduces stem insertions will reduce labor costs.

Call past clients ahead of time. Ask if you can ease their holiday stress by helping them with their holiday gift giving. Of course, the real benefit is relieving your stress by getting their orders early. And get extra help by calling on past employees, friends, family and anyone else who can help lighten the load.

Three very important tips to ensure a successful holiday season are: 1. Get your personal holiday shopping done early. 2. Rest as much as possible. 3. Eat well; bring in food for the staff anytime those extra hours come into play.

Remember, you are Santa for a lot of people. Put your best face forward. Make every person experience the value of personal service and hassle free holiday shopping. ✿



The Warm Winter Glow arrangement.



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AIFDSYMPOSIUM



The "Can-Can" with petals flying from the girls' petticoats.

Let's Put On a Show!

BY LEANNA GEARHART-THEYE, AIFD, CF, HORROCK'S MARKET, GRAND RAPIDS, MI

My first encounter with Derek Woodruff, AIFD, CF was when I emailed him after his induction in Boston. Knowing that he had just been inducted into AIFD, I was hoping for some advice on the testing process. He didn't know me, but he replied immediately. His advice and support helped me in my process to induction, and so I was honored to help this summer with his first presentation at Symposium. Here is a glimpse behind the scenes.

The Symposium was held at the Paris Hotel in Las Vegas, and Derek's presentation was titled "Spectacular-Spectacular", based on the movie "Moulin Rouge!" which takes place in Paris, France.

His previous experience acting and dancing with a theatre company in Traverse City, Michigan, meshed with his interest in kinetic movement of flowers. What better way to present flowers in motion than by dancing with flowers to music from "Moulin Rouge!"



(L to R) Gregg Switzer, AIFD, constructing the hat. Derek processing and prepping flowers for the show. Derek and Jackie working on a floral costume collar.



AIFDSYMPOSIUM



The "hat" dance.

To have a good show he needed the help of good performers, crew, and design team. Most of the performers and crew were from the Traverse City area. There were auditions and then weeks of practice followed by special performances to raise money for the costumes.

During this time the hair designers were trying to figure out the logistics of keeping bridal bouquet holders with flowers in the dancers' hair. The holders and flowers couldn't fall out while they danced, but had to easily be removed during the dance. Because of the movement on stage there wasn't room for a lot of stage designs. The main stage piece was a 12 foot replica of the Eiffel Tower, the backdrop to the design team's wearable floral arrangements.

Derek introduced the show and then the floral movement began. The first number, "Diamonds are a Girl's Best Friend", was where the bridal bouquet headpieces were used. The flowers in pinks and white included dendrobium orchids, mini calla lilies, roses and Asiatic lilies with variegated lily grass, bear grass, variegated aspidistra leaves, and plumosus (all good choices to show movement).

The challenge with the headpieces was to keep them in proportion to the Syndicate Sales footed vases, in which they would be placed, and also to keep them in balance and light enough for the girls to wear in their hair while dancing. The final step was a good dose of Smithers-Oasis Floralock to hold everything together. I am very happy to report this product worked well. Not a single flower fell out and there was a lot of dancing.

The next number was "Elephant Love Medley". It depicted the story of romance through time in dance: "The Courting" with a single rose. "The Big Date" with a corsage and boutonniere. "The Engagement" with a centerpiece and ring and "The Wedding" bridal bouquet, thus showing how we are involved in so many stages of our customers' lives.

Finale of "Diamonds are a Girl's Best Friend" number.



My personal favorite was the performance of the "Can-Can". Jackie Burrell, AIFD, took petticoats and hand sewed them together in such a way as to make pockets. These pockets were filled with rose and carnation petals in primary and secondary colors. Each dancer had a color and as they danced the "Can-Can" the petals came flowing out in a wonderful display of floral color and movement. This number got a huge reaction from the audience as they gradually became aware of the flying petals.

In "Lady Marmalade" we saw Derek's creative mind at work. I have looked at Syndicate Stackable containers before but not in the same way Derek saw them. To me they were containers; to Derek they were "hats". Each container was designed as a hat to be worn by a performer who danced with it, then stacked it in one of two columns on stage creating two "hat" towers.



A completed hat tower.

The flowers used were red gladioli, roses, carnations, gerbera daisies, anthurium, and a mix of greens. The black and red was a striking color combination on stage as the performers and flowers danced. Composite red roses were made into hats for the guys and hairpieces for the girls to wear during the "Tango Roxanne" number.

In "Hindi Sad Diamonds" Derek wore a floral collar and the girls wore floral dresses of red roses and yellow oncidium orchids. Their gold fabric fan wings had red gladiolus and woven cuffs of lily grass and glitter sticks. The stage was full of flowers dancing.

The AIFD Symposium was an amazing experience for everyone. It is an opportunity to be involved with the best, most creative and talented designers from around the world. If you have never attended one before, the good news is that the 2014 Symposium will be in Chicago, a very drivable destination. It is not too early to mark your calendar and plan your road trip for July 3 thru July 7, Chicago Hilton Hotel. For more information visit www.aifd.org. ✿

AIFDSYMPOSIUM

My First AIFD Symposium

BY JENNIFER LINEHAN, CF, BEAUTIFUL BLOOMS BY JEN, SYLVANIA, OH

It was so exciting to be chosen by the Michigan Floral Association to go to the AIFD Symposium for free! I have always wanted to attend and was planning on testing in 2014 in Chicago. This was an awesome opportunity to check everything out so that I was more prepared for testing. It was nothing like I had imagined!

When you attend the Great Lakes Floral Expo you come home with tons of notes on design, business, social media, etc, and come home ready to get on your computer and update everything and train your staff.

At the AIFD Symposium you take tons of pictures and come home wanting to be more creative and redesign all the weddings you have planned. I would describe each show as a fashion show with flowers. It's incredible to see the possibilities!



The Kabuki by Yutaka Jimbo, AIFD,CFD.

I learned that anything can be used in a floral design and that I need to shop at my local home improvement store for supplies more often because if I build it myself then none of my competitors will have it!

Next year I will definitely pay for the premium registration because the lunches and dinners looked amazing. Not only do you get to dress up but the arrangements on every table were incredible and you only get access with the premium membership.

They also need tons of volunteers to put on the productions and you can volunteer for whatever time you have available. They work with your schedule which I think is great and you could learn so much.

I am so thankful to the MFA for sending me and the best part of the last show was that when they drew for a free registration to symposium in Chicago, I was the name they pulled! If only I would have been so lucky in Las Vegas at the slot machines... ✿



This amazing backdrop and bouquet are from Tomas De Bruyne's class The Seduction of Passion.



Floral artwork perfect for your corporate clients by Svenja Brotz, AIFD, CFD and Katharina Stuart, AIFD, CFD, at their show Got Passion.



Hanging floral design by Kenneth Snauwaert, AIFD, CFD, at his show Orchid Obsession.

What? Another Flower Care & Handling Article?

BY TERRY JOHNSON

If you're like most florists you've probably read more than your share of articles on flower care and handling for retail florists. Well, this isn't one of those, since I'm not going to give any retail care and handling advice. For the most part, thanks to programs like the Michigan Floral Association's Certified Florist program and manual, retail florists do a terrific job of handling flowers.

Yet the amount of vase life consumers average is less than four days, according to Robert Keeler of Cool Track Logistics, who is involved with doing independent flower vase life testing and quality assurance audits for retail florists, wholesale florists and supermarkets in North America.

According to Keeler, there is a wide discrepancy between how long retailers think their flowers last and actual flower vase life performance. "Many times I hear retail florists and supermarkets tell me that their customers tell them their flowers last for weeks," he explains. "Sadly, this is seldom the case." In reality, consumers have routinely accepted short flower vase life, many times resulting in the perception that flowers are not a good value and too expensive.

What shortens vase life for consumers is not improper flower handling by retailers, but the lack of proper handling (especially the cool chain) long before the flowers even get to florists.

Remember the terms "Chain of Life" or the "cool chain"? They were describing CHAINS of proper flower distribution starting with farms and continuing to the consumer. Well, guess what? There isn't and never has been a chain of proper flower distribution. As a result,

flowers lose most of their vase life on their journey to retail shops around the country and consumers only get a fraction of the potential enjoyment of flowers they are entitled to.

But Things Are About to Change

More than 65 percent of all flowers sold in the U.S. originate in Colombia and now flowers (previously shipped into the U.S. at high temperatures that take half the vase life away) can be routed through perishable centers at the airports in Bogota and Medellin. These perishable centers properly prepare flower boxes for both air and sea cargo by making sure every flower is properly cooled prior to shipping. The perishable centers ensure much more vase life will remain with the flowers allowing consumers to enjoy their flower purchases much longer and increase the likelihood that they will return for more flowers.

Several Floral Marketing Research Fund studies clearly show that consumers value quality over price, would purchase more flowers if flowers lasted longer, and would be willing pay more for flowers that lasted longer. It's time to get serious about consumer satisfaction with flowers and make longer flower vase life a priority by practicing what all those articles and White Papers have urged us to do for decades by creating a real Chain of Life for flowers.

For instance, here are a few things retail florists can do:

1. Conduct regular flower vase life tests in your shop.
2. Urge your flower suppliers to do their own vase life testing and encourage them to demand better flower handling be done from their own flower sources.
3. Join together with state organizations such as the Michigan Floral Association to take a group position on the importance of maximizing flower vase life for consumers through improvements in distribution practices for a healthier and more profitable floral industry. ✿

Terry Johnson, Horticultural Marketing Resources, is a consultant, trainer and featured speaker focusing on helping consumer demand for fresh flowers. He can be reached at hortmarketing@aol.com.

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:

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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!

SYMPATHY COLUMN

Keeping Up with Funeral Trends

BY LIBBIE DEERING, GRAND BLANC FLORIST, GRAND BLANC, MI

For many florists, funeral work is their bread and butter. But as the popularity of shorter funeral visitations, families requesting the dreaded “In lieu of flowers” and one day memorials grows, many shops are forced to stay creative to keep that chunk of business thriving.

The days of selling large traditional flower arrangements of gladiolas, carnations and mums with a big bow in the front are gone. If you're still selling them, then keep reading because in order to compete with the market and stand out among the competition you have to be innovative.

How do we do that? Here are some simple ways to increase your profits and keep selling to a penny-wise consumer.

Today's consumers want something that will last well after the funeral is over. This is where having a vast assortment of giftware can help. Popular items that make a statement at a memorial service are angels. Whether they are surrounded by a lush arrangement of flowers or standing on their own near a modest vase of garden variety flowers, they fulfill the need of the sender to give something that the family can keep and cherish well past the mourning phase.

If the deceased was a gardener or had a love of nature, birdbaths and stepping stones make wonderful keepsakes. Many shops carry wind chimes, some with wonderful verses that are appropriate for a family dealing with a loved one's passing. Any of these keepsakes can be sent alone or with a stunning array of flowers.

Afghan throws with Bible verses and/or thoughtful artwork can be beautifully displayed during a service. Just a simple ribbon and a few clusters of cascading foliage can add a special touch to a heartfelt memento. Any of these ideas can help comfort and distract the survivors from the grief they are experiencing.



This large angel design was the only arrangement the family wanted as a focal point of the memorial service.



All white flowers in a blue vase were the request for the loved one's funeral.

Trees are proving to be a budding preference for consumers. Trees symbolize life and growth, reaching down to the ground and up to the sky at the same time. Planting a tree in honor of the deceased is a growing trend (not to mention, it's great for the environment) among the young and “go green” individuals. Trees can be a long lasting symbol of love and life to those left with only cherished memories. They can also provide a special site to reflect and show respect.

Dish gardens and blooming plants are still widely popular with no decline in sight. Consumers want to feel they have invested in something for the family to keep and have not just spent considerable money on a short term item.

Another growing trend in the industry is the use of silks within a fresh arrangement. Silk flowers have come a long way and look as realistic and equally

attractive as their fresh counterparts. For instance, the family chooses a glorious casket design filled with hydrangeas and other beautiful flowers. Hydrangeas are gorgeous but require lots of water and will not likely hold up for the entire visitation/service. How do you ensure that your creation will last?

An unusual shoe arrangement was created for a lady who loved high heels.



SYMPATHY COLUMN



A guitar remembrance was for a man who was notorious for playing air guitar.

To the average person silk hydrangeas are almost impossible to distinguish from the real thing. They will look absolutely stunning for the entire ceremony and will provide a sense of assurance to the family that the flowers will hold up. There is nothing more overwhelming than to see the flowers wilting before the service is over. Of course, talk with the family and let them know that you will use a thoughtful and beautiful mix of fresh and silk flowers and assure them how extraordinary it will be.

Incorporating personal items into a design is another way to help the grieving process. Maybe the deceased was a hunter or outdoorsman; feature his favorite hunting gear, hat or fishing pole to make a personalized statement. Maybe they had a love of quilting or sewing; include a favorite quilt or knitting needles in the design. If they were passionate about sports, add in a cherished sport or favorite team item. Including personal items of the deceased aids in the grieving process by creating a conversation piece for the family to share and recall fond memories.

Today it's easy to create magnificent custom designs. With an infinite assortment of products such as Oasis® designer shapes, the possibilities are endless and easy. From footballs to tractors, symbols to sculpting sheets and beyond, Oasis products have taken what used to be laborious projects and turned them into extraordinary and profitable works of art. It's a designer's dream and allows a grief-stricken family to have a wonderful tribute to the departed.

Lush designs in vases are still a favorite among the younger generation of flower consumers. They make for a comforting display that is appropriate for the service and later at the home. A modest bouquet of flowers on the table can provide comfort and help beautify the household of grieving family members. Some families will even utilize these lovely, sentimental gifts at the luncheon held after the funeral.

On a final note, with Pinterest's potential for conquering the web, make sure to stay in touch and research what your customers are exploring. Almost everyone has a Pinterest account. It offers an enormous collection of ideas and today's clients are flocking to it. Discover what is popular in the way of ever-changing trends, explore what is being "pinned" or considered visually appealing.

Don't just try to sell funeral arrangements that every flower shop has. Instead, have pictures of your shop's "signature" sympathy designs that will differentiate you from all the others.

Be creative, explore ideas and sell a captivating memory for the family that will last a lifetime. ✿

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MEMBERPROFILE

The Company That “Grew” in Kalamazoo

BY BARBARA GILBERT, EDITOR



General manager Jack Schermerhorn shows off one of the baskets.

Kalamazoo has been the subject of a poem by Robert Frost and a song by Glenn Miller. It was the home of Gibson guitars and at one time was known as the celery capital of the world.

But more important is its role as a center of bedding plant production in the United States and the role that the Kalamazoo Flower Group plays in making Michigan one of the leading bedding and garden plant production areas in the United States.

General Manager Jack Schermerhorn has been in the industry for over 25 years. He worked at KFG from 1987–2003 when he left to work for Mid-American Growers in LaSalle–Peru, Illinois and on the east coast. He returned to the group in 2011.

According to Schermerhorn, many of the current growers got their start with the Kalamazoo Valley Plant Grower Co-operative (KVPG) which was formed in 1967. Many of these

greenhouse growers are now second and third generation and the origins of many operations can be traced back to the celery industry.

Initially there were 18 greenhouses in the Co-op which was divided into three divisions: bargaining and promotion, grower supply, and flower marketing. In late 2007, the flower marketing division became the Kalamazoo Flower Group.

According to its website, the group’s marketing, sales, transportation and accounting services allow growers to concentrate on production. The group contracts with growers for a set amount of crops which are sold to retail customers in over 20 states. Primary shipping areas are north to Minnesota, east to Pennsylvania, west to Nebraska, and south to Tennessee.

Products include annuals, mums, bedding flats, baskets, planters, and holiday crops. There are over 100 acres of greenhouses, run by 40 plus growers. The majority of product is grown under glass or plastic. Most growers have from two to 30 acres.

The loading dock with trolleys of plants.



Schermerhorn noted that the best sellers are in the potted plant category with growth in hanging baskets and containers. "Consumers are looking for high end baskets of 10-12 inches with petunias, impatiens, vincas and begonias. Our 10" premium baskets have gerbera and wave petunias. Calibrachoa is a small flower bi-color petunia that customers love. Most spring material runs from 5 inch to quart size.

"But", he said, "Although the focus is on spring and fall product we have been getting back to poinsettias in 8-10 inch containers for this holiday season."

The central distribution facility is 60,000 square feet. Product is staged on carts; orders are assembled and sent out to customers. Growers are supplying the finished product in flats, pots and hanging baskets. Customers include garden centers, big box stores, regional retailers and supermarkets.

The distribution center normally has about 15 employees which expands to 50-75 during the peak shipping season which begins in April until the first part of June. It is, however, a year 'round operation. Schermerhorn is already working on 2014 planning and beyond.



Rows of *impatiens* flats.



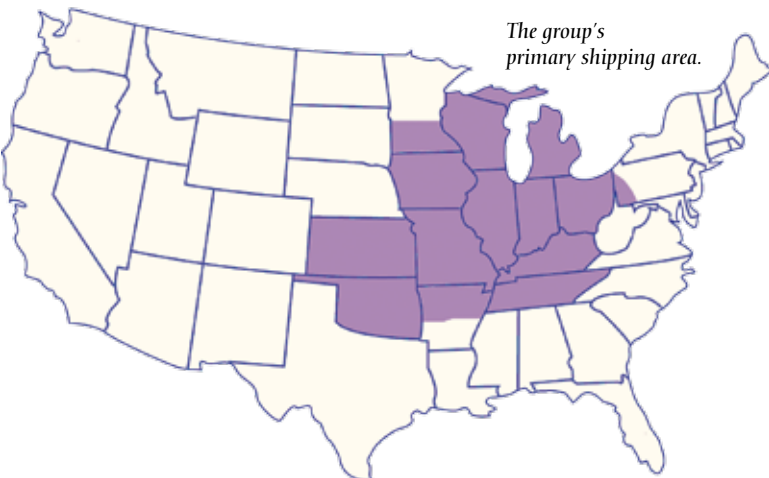
One of the popular combo planters.

"Every business is looking for the key to success in this economy," he commented. "We feel we provide a high value product. We are less about gardening and more about décor and lifestyles. We continue to look for ways to communicate this value/décor/lifestyle message while also providing useful information that will help our consumers be successful with the items they buy from us. Quality products are a must.

"Our future depends on hitting these points, connecting with the consumer and driving interest in the category as a high value home improvement project. We also need to play an active role in the replenishment, merchandising and maintenance of our product on store shelves."

As a member of the Michigan Floral Association, the Kalamazoo Flower Group takes advantage of its many benefits including the focus on research and industry news. This helps, Schermerhorn concluded, in a fast changing marketplace that is both exciting and challenging at the same time! ✿

Acrs of greenhouses dot the Michigan countryside.



DESIGN TIP: Boutonnière How-To

BY LOANN BURKE, AIFD, CFD, PFCI,
FURST FLORIST, DAYTON, OH

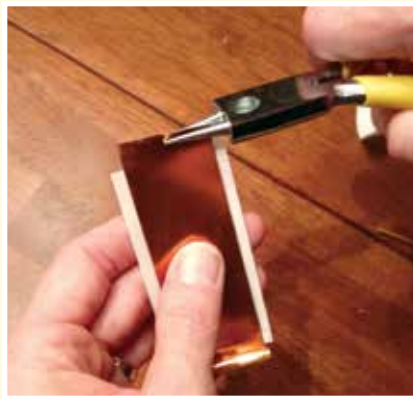
Nervous prom dates and anxious aunts at weddings have all tackled pinning a boutonniere on a lapel. The poor blossom often hangs perilously from a misplaced pin, or is damaged beyond recognition from fumbling fingers. Magnets made the process easier, but one good spin on the dance floor and the boutonniere is often flung across the room, and trampled underfoot. For perfect placement every time, try this little trick. A peel and stick boutonniere made with UGlu!



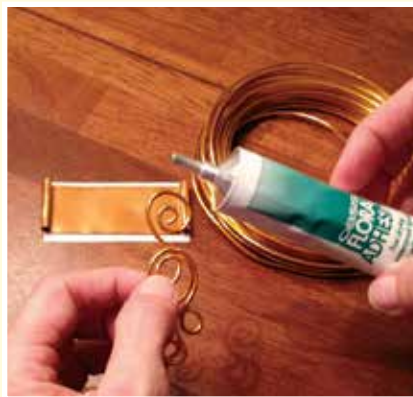
STEP 1
Using florist shears or bunch cutters, cut a 4" piece of inch-wide flat wire.



STEP 2
Apply a strip of UGlu to the wire. Remove one side of the paper backing and firmly press the strip lengthwise on the section of flat wire. Leave the remaining paper backing in place.



STEP 3
Using jewelry pliers, curl the ends of the flat wire in on each end. This adds a decorative finish to the end of the wire and eliminates sharp points.



STEP 4
Using OASIS® Floral Adhesive, embellish the boutonniere with decorative accessories such as aluminum wire coils, beads or gems. Apply a small amount of adhesive to both the decorative accessory and the flat wire. This ensures the strongest bond.



STEP 5
Further embellish with fresh flowers and foliage, using the adhesive to glue the blooms in place. For maximum flower life, mist with finishing spray or antitranspirant. Allow to dry.



STEP 6
Teach the customer how to attach the boutonniere. Instruct them to simply remove the paper backing and press the boutonniere in place.



UGlu is a strong, pre-cured adhesive and may not be suitable for more delicate fabrics such as silk, chiffon, or heavily beaded or embellished materials. While the adhesive is safe to use on most suits and tuxedos, it's always best to test the application in an inconspicuous area of fabric first. Using a button, or small piece of flat wire, apply a dash of UGlu to the back and test on an inside cuff, back of the lapel, or hem of the garment to check the security of the bond and ease of removal.

This is one boutonniere that will stay perfectly in place for the entire evening, and best of all, it's a cinch to put on. Just peel, and stick! ✨





Design Style

New Convention Design

New Convention Designs are vertical parallel system designs with horizontal parallel planes added. The vertical groups of gladioli, liatris, and larkspur shown here are reflected by the horizontally arranged materials. Negative space exists between the groups, and carnations, pods and foliage are terraced and stacked at the base of the design. Additional horizontal levels, created with foliage, add interest and dimension to this new convention design. Your CF Manual (*Florists' Review Design School*) covers this and many more design styles and forms that will expand the repertoire of your shop, and your bottom line! ✿



Image reprinted with permission from Florists' Review Design School

CF Flower of the Month



Liatriis **(*Liatriis spicata*)**

Liatriis, also known as dense blazing star, is available in colors of lavender, pink and white. It is used in floral design to establish a strong vertical line and complements line and contemporary arrangements. Available year around, its showy spikes appear in July and August.

CF News

Education Center

We are very excited that many florists have taken or are going to take a step forward to certification. This shows your commitment to excellence, to the industry, and to your own professional development. The MFA Professional Education Center has several upcoming courses to help you achieve certification. On Wednesday, October 2, 2013, the Steps to Certification Workshop taught by Cindy Ching, AIFD, CF, will provide advice for studying and taking the test. Contact the MFA office at www.michiganfloral.org or call (517) 575-0110 for more information and to register for class. CF testing will be held on Sunday, October 15 at Michigan State University.

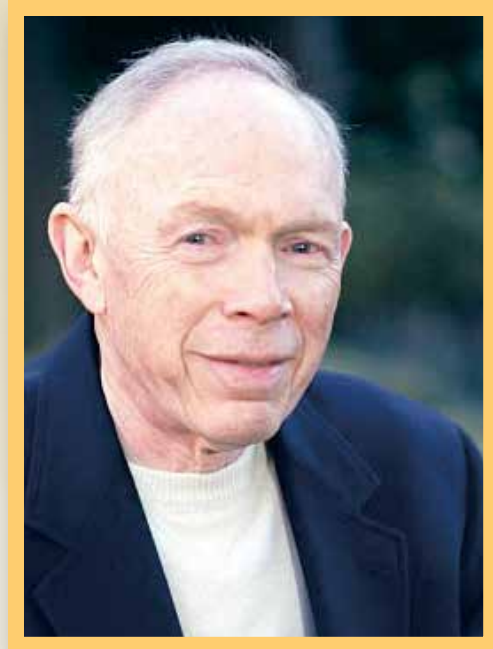
If you are interested in a more in-depth preparation, the Education Center offers a 12 Week Basic Floral Course beginning on January 15 and an Intermediate Course beginning January 16. Both are taught by Tim Latimer, CF, and are designed specifically to prepare the student to become a Certified Florist. Sign up now and don't miss these great opportunities. ✿

You Are Cordially Invited to Attend

*The Michigan Floral Foundation
Hall of Fame Awards Dinner*

*At the University Club,
Michigan State University
East Lansing, Michigan*

Thursday, October 10, 2013



On the evening of October 10 Harrison "Red" Kennicott III will be inducted into the Michigan Floral Foundation Hall of Fame.

"Red" Kennicott grew up with flowers. He has worked at his family's wholesale house, Kennicott Bros. Co., since he was 12 years old and graduated with a BS in Floriculture from Michigan State University.

He dedicated himself to helping and serving the floral industry as past president of numerous organizations including SAF, the Allied Florists of Illinois, and WF&FSA. He has been honored with WF&FSA's Leland T. Kintzele Distinguished Service Award, SAF's Hall of Fame and Paul Ecke Jr. Award, and the AIFD Award of Merit-Industry.

PROGRAM

5:00 pm - VIP Reception hosted by Red and Katie Kennicott.

6:00-7:00 pm - Open Reception for all attendees.

7:00-8:00 pm - Dinner

8:00-9:00 pm - Hall of Fame induction and ceremony

We sincerely hope that you will be able to help us celebrate with friends, family, and other industry leaders.

INDIVIDUAL EVENT TICKETS

Available for \$175 ea. or \$100 ea. for the open reception and dinner only. To reserve your individual tickets please contact Cindy Ching at the Michigan Floral Foundation (517) 575-0110 or email cindy@michiganfloral.org. Please make check payable and mail to: Michigan Floral Foundation, PO Box 67, Haslett, MI 48840

CORPORATE SPONSORSHIP OPPORTUNITIES

Please call Rod Crittenden (517) 575-0110 or email rod@michiganfloral.org for more information.

LODGING AVAILABLE

Candlewood Suites E. Lansing, MI (connected to the University Club) at the rate of \$99.00.

To reserve a room please call (877) 834-3613. Mention group code MFA to receive this special rate.



MichiganFloral
FOUNDATION

DESIGNERSPOTLIGHT

Think Spring!

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

This grouping of three arrangements features hot pink butterflies and roses...a perfect accent for the spring holidays. Two of the arrangements are in clear glass domes topped by clear glass birds with wire birds' nests at the base. An everyday teacup is the container for the third design. With hot pink spray roses, white roses, and a touch of wax flower, I filled the containers creating a simple look at a low height. I then placed the domes over the arrangements and added the butterflies. The grouping was completed by adding Italian ruscus which created a strong visual connection.

Flowers can always be changed to suit most budgets; groupings can always be shrunk down, and more containers can always be added depending on the customer's budget. Groupings make a very strong visual presentation in coolers and around your store. These containers can also be sold as individual pieces. *



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DESIGNTABLE

Creative Concepts with *Equisetum Hyemale*

BY JAMES MORETZ, AIFD,
DIRECTOR, AMERICAN FLORAL
ART SCHOOL, CHICAGO, IL

Equisetum, also known as horsetail, snake grass or scouring rush, is one of three materials now favored by top international designers in design shows and design books.

Equisetum, from equus, a horse, and seta, a hair, is a hardy perennial plant which grows in marshy areas. When mature, it develops whorls at intervals at the top of the stem which look like horse bristles.

This plant has been around for 250 million years. The ovate-shaped, cone-like spike at the top of each stem, which contains the reproductive spores, is thought to be the inspiration for the structure of the Leaning Tower of Pisa.

Description

Equisetum hyemale [ek-wi-SEE-tum hi-e-MALE] is usually available year round and has a vase life of seven to 14 days. The stems are two to three feet in length and are 1/4 to 1/2 inch in diameter. The stems are hollow, jointed and dark green; the leaves are mere scales at the joints. Purchase horsetail that is dark green in color with no yellowing or brown tips. Store horsetail at 38 degrees F. in buckets covered with clear plastic to prevent tip browning.

Uses

With its banded, bamboo-like green stems, horsetail is great for vegetative, parallel, contemporary, and tropical designs. It is useful for adding line and is easily manipulated into abstract linear shapes.

Try grouping five or six stems and binding them together for a solid column effect. For easier insertion into floral foam, cut the stem just below a joint, where the stem is stronger. When bending the stems at angles, it is best to



This fusion design blends an oriental Ikenobo container with western-style horsetail lattice work. The orchids are placed in small glass tubes.



Inverted horsetail, which has a bamboo-like appearance, is tied to an upright stem of bamboo at the top along with glass tubes for the sprays of fresh orchids. The horsetail, if refrigerated, should last several days without water.

DESIGNTABLE



bend between the joints. The node is the weakest part. Particularly favored for structural and geometric designs, the hollow stems with a heavy gauge wire inside (#16 to #20) can be bent, curved, zigzagged, twisted, and manipulated into many other interesting shapes.

When twisting several pieces of horsetail together, first wire it on the inside and leave it out of water and refrigeration for 12-15 hours, so it becomes limp. Then twist together and re-hydrate.

Because of the differences in the diameter of the top and bottom of the stems, one piece of horsetail can be fitted into another. This allows for making a continuous ribbon of foliage to create an interesting spiral design.

Horsetail may be dried by bundling the stems in small groups with rubber

A bridesmaid's bouquet has a place mat of horsetail for its background. The horsetail was reversed, every other row, to keep the rectangular mat even and uniform. A cascading cluster of hybrid Vanda orchids and tropical pendulous plants completes this exotic bouquet.

bands and hanging them upside down in a warm, well-ventilated area. As it dries, it loses some of its color to become a lovely tone of celadon-green. ✻



Two contemporary introverted design ideas should be placed low and viewed from above. One has a spiral of horsetail and the other has a spiral of nails from an electric nail gun. The nails are set into soil which covers the foam.



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MFAEVENT

MFA Members Hit the Links, Winning Teams Announced

The 2013 Michigan Floral Association Golf Outing was deemed a great success by MFA members who gathered at the Eldorado Golf Course in Mason, MI, last month. Everyone who played received prizes but more importantly all had a day of fun and networking.



The Mixed Division winners, with a score of 60, were left to right: Sheila Tansy, Hyacinth House; Charlie Schwarz, Wexford Missaukee ISD; Jerry McGinn, Hyacinth House, and Jim Schmidt, Hyacinth House.



Scoring 57 and taking first place in the Men's Division were left to right: Bill Schmidt, Hyacinth House; Jason Goei, Eastern Floral; Darrin Arnett, Hyacinth House, and Ryan Jordan, Hyacinth House.

No photo available: The Women's Division winners, with a score of 67, were Kris Goodman, Allison Goodman, Karen Montgomery and Katie Vaughn, all from Hyacinth House.



Team Blumz didn't win any official prizes but they sure did have a good time! Left to right: Jerome Raska, AAF, AIFD, CF, PFCI; Robbin Yelverton, AAF, AIFD, CF, PFCI; Pat Bertrum and Gary Raska, all from Blumz by JRDesigns.



Brent Mains, right, and Tony Year of Mains Importing enjoyed a day with friends on the links.

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PROFESSIONAL EDUCATION CENTER

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

Steps to Certification

Instructor: Cindy S. Ching, AIFD, CF

Member \$149

Non-Member \$199

Wednesday, October 2, 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.

AIFD Prep Workshop!

Member \$399.99

Non-Member \$449.95

One Day Class

Saturday, Jan. 11, 2014

9:00 a.m. – 5:00 p.m.

Lunch Included

Do you want to become AIFD? This workshop will help you prepare to become an AIFD designer. You will be given fresh flowers, supplies and orders to fill, which will be timed just like the real test. Then AIFD members will critique you and help you get ready to take the AIFD test. Call Cindy at the MFA Office, (517) 575-0110 to register and for a list of reasonable hotels close by. Class enrollment is limited to 12.

Derek Woodruff, AIFD, CF, says "This workshop pre-test is great! This workshop helped me tremendously...in mechanics, creative flair and much more. How much more helpful can it be than to have the professionals tell you what you are doing wrong and what you need to do. If anyone would like to talk to me or has questions on how it helped me and could help you please call me or email me at floralunderground@gmail.com or phone at (231) 715-6550."

Floral Design School: Introduction to Design

Instructor: Tim Latimer, CF

Member \$900

Non-Member \$1000

12 weeks of class

Beginning Wednesday, Jan. 15, 2014

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 January 15. There will be no class February 12. 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, Jan. 16, 2014

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

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 January 16. There will be no class February 13. 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.

the professional florist

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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.

CLASSIFIED ADS

SEEKING DONATIONS

MFA Scholarship Committee seeks donations for the 2014 silent auction:

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

HELP WANTED

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.

Assistant Greenhouse Grower Needed: We are looking for an assistant greenhouse grower with minimum of 5 years experience. Must be knowledgeable in growing hanging baskets, perennials, bedding plants and seasonal plants. Must have experience in working with pesticides and fertilization. Candidates should be self-motivated and have good communication skills. Contact: Jon_Gerychs@yahoo.com.

Floral Designer Needed: We are looking for a floral designer with a minimum of 5 years experience. Must be able to design weddings, high style arrangements, corsages, and high-scaled party work. Candidate needs to have good communication skills, be self-motivated and be a team player. Contact: Jon_Gerychs@yahoo.com.

Design Team Lead Position: Flower Shop Design Team Lead Position Traverse City, MI. Must have experience in leading a design team and running design operations with an eye on profitability. Well versed in all aspects of design work and current design techniques. Ability to work well with others a must. This is a full time salaried position. E-mail resume and cover letter to teatome@netzero.net.

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.

Help Wanted: McNamara Florist is one of the largest florists in the Midwest and has several key positions available. We continue to grow and need outstanding team members to help us do so. We operate 9 retail florists and a greenhouse/garden center as well as an event division and design center. We are currently seeking candidates for the following positions: • Retail Store Manager / Designer:

Opportunities for experienced individuals and for trainees in multiple locations. • Cut Flower Buyer / Wholesale division: Based in our Fishers, IN offices – significant experience required. • General Manager Garden Center/Floral/Greenhouse: Located in Ft. Wayne, IN – Managing a multi-faceted operation with excellent supervisors currently in each department. We are seeking leaders with positive attitudes and passion for what they do. Incredible opportunity for the right individuals. Competitive compensation and benefit plans. Contact: Toomief Farris, AAF, AIFD / McNamara Florist / 8707 North By Northeast Blvd., #200 / Fishers, IN 46037 email: Toomief@mcnamaraflorist.com.

Part Time Floral Designer Needed: MacDowell's in Grand Ledge, MI has an opening for a part time, experienced floral designer. Please call 517.627.4176 or email MacdowellsFlowerShop@yahoo.com.

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

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

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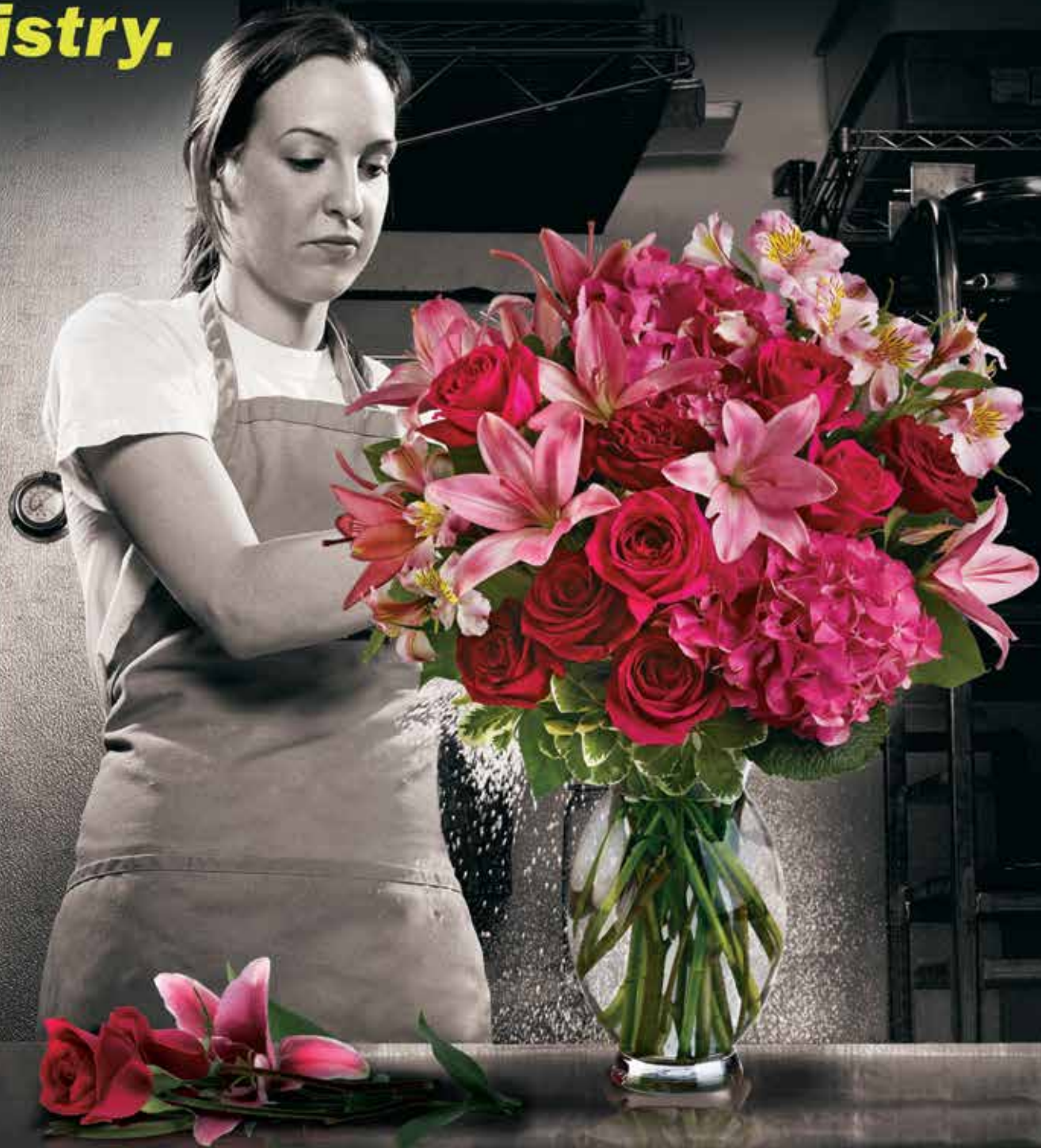
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Drop-shippers cut independent florists like you out of the equation. They also cut into your profits – an estimated \$500 million last year alone. At Teleflora, we've made it our mission to Save the Florists. Which is why 100% of our orders are hand-arranged and hand-delivered. Never box-shipped. Visit savetheflorists.com.

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