



Volume I 2017

**MFA 2017
Great Lakes
Floral Expo
'A World of
Flowers'**

**Married:
Mackinac
Island Style**

**Saying I Do,
with Tropicals**

**Captivating
Wedding Trends
for 2017**

**WUMFA 2017
Convention
'To The Future
and Beyond'**

the professional florist



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WINNING PUBLICATION

MSAE
DIAMOND AWARD WINNER

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Volume I 2017

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Cover photography by Gustavo Osborne

Leadership Report

- 4 Ready, Set, Go!**
By Rod Crittenden, MFA Executive Vice President

MFA's 2017 Great Lakes Floral Expo

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

Wedding Features

- 12 Married: Mackinac Island Style**
By Samantha Belonga
14 Saying I Do, with Tropicals
By María Mora
16 Captivating Wedding Trends for 2017
By Michael J. Skaff, AAF, AIFD, PFCI

2016 Scholarship Winners

- 17 MFA Scholarship Awarded**
18 Three Get CF Scholarships

Designer Spotlight

- 19 A Beautiful Bridal Bouquet**
By Jason Rudicil
2016 MFA Designer of The Year

2017 WUMFA Annual Convention

- 20 Convention Session Details**
21 Convention Sponsors
22 Convention Schedule at a Glance
23 Convention Registration Form

Nothing Rhymes With Orange

- 26 Destination: Wedding**
By Derek C. Woodruff, AIFD, CF, PFCI

Design Tip

- 29 Flower Crowns are 'In' for Weddings**
By Doug Bates, AIFD, CF
2016 MFA Academy Winner

- 4 Welcome New MFA Members**
24 MFA Members Decorate Governor's Residence
24 Floral Holiday Calendar
24 Welcome New WUMFA Members
27 In Memoriam
29 Professional Education Center
30 Business Card Ads
30 Classified Ads



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LEADERSHIPREPORT

Ready, Set, Go!

BY ROD CRITTENDEN, MFA/WUMFA EXECUTIVE VICE PRESIDENT



Happy New Year to you all! I'm proud to announce that 2017 marks MFA's 97th year and WUMFA's 98th year of providing education and professional partnerships to their membership. 2017 promises to be no different as both

associations are committed to bringing you a year filled with opportunities to learn and grow your business.

The first of these opportunities are the two phenomenal annual conventions. I invite you to join your fellow professional florists and make plans now to attend one or both of these two outstanding events: "A World Of Flowers", the 2017 Great Lakes Floral Expo, March 3-5 in Grand Rapids, Michigan or "To The Future And Beyond", the 2017 WUMFA Annual Convention, March 24-26, in the Wisconsin Dells, Wisconsin.

Both events feature a robust lineup of Main Stage Design Shows, Business Sessions, Hands-On Workshops, a Trade Show, and endless networking opportunities. You'll go back to your shop not only inspired, but also fully armed with information and tools you'll need to grow your business and be more profitable in 2017. Detailed information on both conventions can be found in this issue.

Other opportunities provided by the associations in 2017 include:

- Beginner and intermediate design classes held at the Professional Education Center in Haslett, Michigan.
- Summer design classes at various locations in Wisconsin.

- Regional meetings where florists gather for an evening to discuss industry issues and ideas.
- The Certified Florist (CF) program. Make 2017 the year you BRAND yourself as a professional.
- Scholarships – Money is available to help with your education. Put a scholarship to work for you in 2017.
- "Find-A-Florist" feature on the MFA and WUMFA websites www.michiganfloral.org / www.wumfa.org. Powered by Google Maps, increasing your ranking in all Google searches, and driving consumers to your business 24/7/365.
- Unmatched Credit Card processing rates. Our partnership with RPN will save you MONEY in 2017!
- MEMBERS ONLY special discounted pricing on all association events
- Insurance Savings! Save on workman's comp, business, auto, personal and health insurance. Call me at the office today and request a quote for your 2017 coverages.
- Professionally Staffed Office – Providing leadership and information to the floral industry and public.

The 2017 Membership invoices have been mailed; your prompt renewal and continued support is greatly appreciated. If you're reading this and not a current member of either Association I invite you to join today. You can find a membership application at michiganfloral.org (MFA) or wumfa.org (WUMFA) under the join tab at the top of each home page or simply call (517) 575-0110 and Cindy or myself will be happy to help.

I am so thankful for each and every one of you. I admire and appreciate your God given talents, hard work, dedication, and long hours put in to make our world a better place. Wishing you all Peace and Prosperity in the coming year ahead! ✿

Welcome New MFA Members!

Maureen's Designs Jack Goeman

101 S. Ann Arbor Street, Saline, MI 48176
Phone: (734) 429-0700 • Fax: (815) 265-4450
www.maureensdesigns.com

Village Floral & Gifts LLC Mindy Free

41004 W. Main Street, Lowell, MI 49331
Phone: (616) 897-1300
www.lowellfloral.com

Blissful Blossoms Debbie Rose

223 E. Mt. Garfield Rd., Muskegon, MI 49441
Phone: (231) 557-4657

Upsy-Daisy Floral Sidney Wormell

5 W. Main St., Suite 20, Boyne City, MI 49712
Phone: (231) 582-0972
www.upsydaisyflorist.com

Bloomers Flower Shoppe Elizabeth Barber

P.O. Box 269, Roscommon, MI 48653
Phone: (989) 275-4855
www.bloomersstore.com

Weber's Floral & Gift Jay Porcaro

P.O. Box 1844, Mackinac Island, MI 49757
Phone: (906) 847-6070
www.webersfloral.com

Flowers by Evelyn Nicole Bradstreet

117 N. Elm Avenue, Gaylord, MI 49735
Phone: (989) 732-6227 • Fax: (989) 732-5749
www.flowersbyevelyn.com

Creative Events Nance Neville

14636 State Street, Marne, MI 49435
Phone: (616) 677-2011 • Fax: (616) 677-2960
www.creativeeventsofmichigan.com

Floral Gardens Darnelle Chapital

15204 W. 7 Mile Road, Detroit, MI 48235
Phone: (313) 861-3266
www.floralgardensfloristdetroit.net

Gayle Green Flowers Gayle Green

P.O. Box 26, Henderson, MI 48841
Phone: (989) 725-8989 • Fax: (989) 723-8756
www.gaylegreenflowers.com

Designs by Judy Judy Wollet

3250 Wolf Lake Road, Grass Lake, MI 49240
Phone: (517) 522-5050
www.designsbyjudylowers.com

Wishing Well Flowers & Tuxedos Becky Lesniak

313 S. Kaiser St., P.O. Box 28
Pinconning, MI 48650
Phone: (989) 879-2232

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)

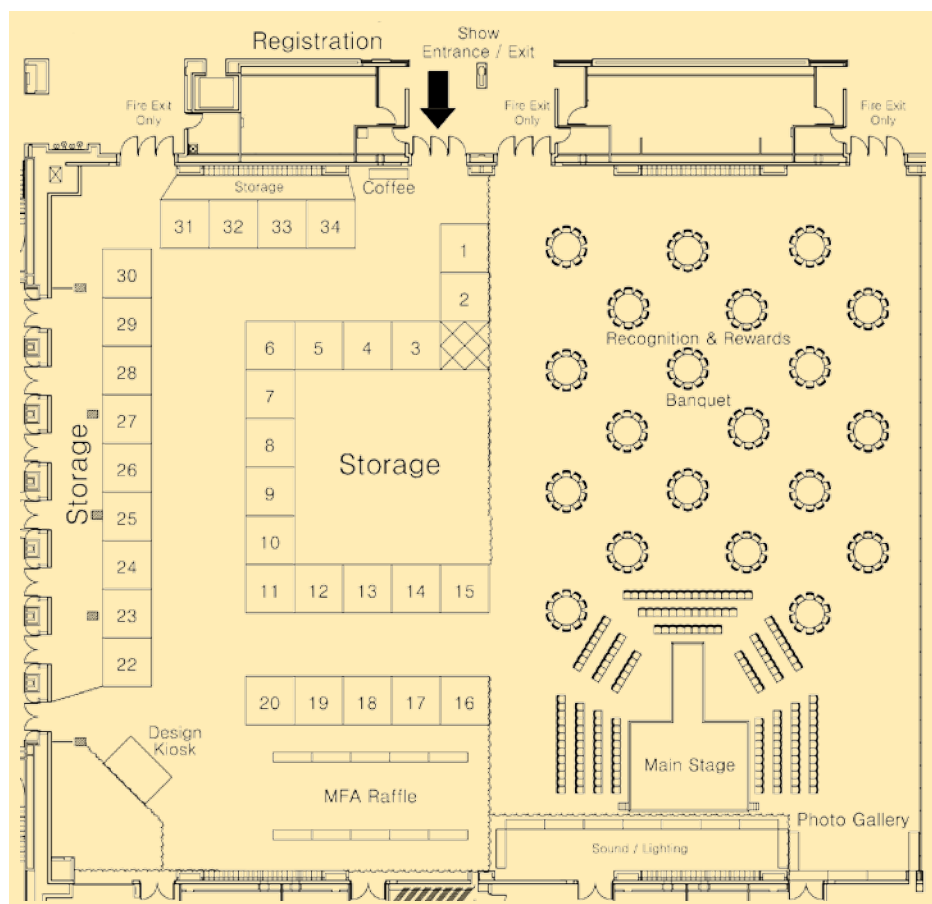
Banquet Cocktail Party on the Trade Show Floor 5:30 pm - 6:30 pm Saturday

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/greatlakesfloralexp 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



A WORLD OF FLOWERS

March 3-5, 2017

Amway Grand Plaza Hotel/Devos Place, Grand Rapids, MI

For more information go to www.michiganfloral.org

Plan now to attend the 2017 Great Lakes Floral Expo. Network with your fellow Michigan Floral Association members during three exciting days of design spectaculars, award winning business sessions, and opportunities to see the latest in new products at the trade fair.

Register early and not only will you save money but you could win a Plaza Dream one night stay at the beautiful Amway Plaza Hotel. Early registration forms must be in the MFA office by 5:00 p.m., January 29, 2017. You will automatically be entered in the Plaza Dream contest.

Call MFA at (517) 575-0110, visit www.greatlakesfloralexpo.com, or fill out the registration form on page 11.

President's Reception, Cirque du Soirée Banquet and Awards Ceremony

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

Additional Fees Apply • Sponsored by the MHIFund

www.mhifund.org
Michigan Horticultural Industries
Self-Insured Work Comp Fund

Creative costuming and flowers-to-wear are encouraged to help portray the Great Lakes Floral Expo story on Saturday night. The evening will begin with the President's Reception in the trade show from 5:30 p.m. to 6:30 p.m. This year's banquet begins at 6:45 p.m. featuring decor designed by the Michigan Floral Association Young Professionals. Awards presentations will recognize the best of the best! Design contest winners and the induction of new members into the prestigious Certified Florist program will highlight the evening.

2017 Michigan Floral Association 'A World of Flowers' Design Contest!!

Friday, March 3, 2017



Sponsored by FloraCraft, and the California Cut Flower Commission



Visit www.michiganfloral.org/greatlakesfloralexpo for more information and to download a complete Design Contest Registration packet or call the MFA office at (517) 575-0110.

2017 Great Lakes Floral Expo Trade Show Marketplace

Saturday, March 4 and Sunday, March 5, 2017

Don't miss this opportunity to visit with your favorite MFA Vendors and a few new ones too! Trade Show Marketplace Hours: Saturday 10:00 a.m. - 6:45 p.m. Sunday 11:00 a.m. - 2:30 p.m.

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





Outstanding, Informative ALL-DAY Business Seminar!

How to Deal with the Ten Deadly Sins



Presented by Tim Huckabee, AIFSE

Sponsored by FloristWare

Date: Friday, March 3, 2017

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

Location: Atrium in lower level of hotel

Lunch included. Additional fees apply.

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

**All-Day Sessions
Include Lunch!**

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

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

Exciting ALL-DAY Hands-On Session! Not Your Momma's Bridal Bouquet



Presented by Pete Samek, AIFD

Sponsored by Mayesh Wholesale

Date: Friday, March 3, 2017

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

Location: Steelcase Ballroom B

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

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

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

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

Sign Up Early!

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

Presented by Garrett Skupinski, CF, CFD

Sponsored by DWF

Date: Friday, March 3, 2017

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

Location: Steelcase Ballroom B

Additional fees apply. Bring your own tools.

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



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

Presented by Marisa Rakowski, CF

Sponsored by DWF

Date: Friday, March 3, 2017

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

Location: Steelcase Ballroom B

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





A WORLD OF FLOWERS

GLFE Sessions, Saturday, March 4

HANDS-ON SESSION: I Do!

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



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

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

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



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

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

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



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

BUSINESS SESSION: Improving Your Phone Skills

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



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

MAIN STAGE DESIGN SHOW: Designer of the Year Run Off

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



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

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

MAIN STAGE DESIGN SHOW: Using Botanical Mechanics

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

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

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

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



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

MAIN STAGE DESIGN SHOW: From Prom Queen to Blushing Bride

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



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

BUSINESS SESSION: Success Tips for Owners and Managers Only

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



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

MAIN STAGE DESIGN SHOW: A Wedding Journey!

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



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

**BUSINESS SESSION:****Coffee Chat with Bobbi**

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

Date: Sunday, March 5, 2017

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

Location: Steelcase Ballroom B

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

BUSINESS SESSION:**2016 Generations of Flower Study Results**

Presented by Dwight Larimer, AAF, PFCI

Sponsored by American Floral Endowment

Date: Sunday, March 5, 2017

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

Location: Steelcase Ballroom B



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

HANDS-ON SESSION:**Armatures, A Key to Wow**

Presented by Frank Feysa, AIFD, PFCI

Sponsored by Smithers-Oasis

Date: Sunday, March 5, 2017

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

Location: Secchia Foyer, Room #2

Bring your own tools. Additional fees apply.

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

**HANDS-ON SESSION:****Blushing Brides... Oh My!**

Presented by Suzie Kostick, AIFD, CF, PFCI

Sponsored by Fitz Design

Date: Sunday, March 5, 2017

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

Location: Secchia Foyer, Room #1

Bring your own tools. Additional fees apply.

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

**BUSINESS SESSION:****Wholesale Only Training Session**

Presented by Tim Huckabee, AIFSE

Sponsored by FloristWare

Date: Sunday, March 5, 2017

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

Location: Atrium (lower level of hotel)

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



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

BUSINESS SESSION:**Securing, Protecting and Promoting the Shop Online Brand**

Presented by Renato Cruz Sogueco

Sponsored by BloomNet

Date: Sunday March 5, 2017

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

Location: Steelcase Ballroom B



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

MAIN STAGE DESIGN SHOW:**Everyday...Impacts...Everything**

Presented by Jackie Lacey, AIFD, PFCI

Sponsored by BloomNet

Date: Sunday, March 5, 2017

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

Location: Steelcase Ballroom B



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

MAIN STAGE DESIGN SHOW:**Dressed to Impress!**

Presented by Tom Bowling, AIFD, PFCI

Sponsored by Teleflora

Date: Sunday, March 5, 2017

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

Location: Steelcase Ballroom B



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

MAIN STAGE DESIGN SHOW:**Jubilation: A Celebration of Life Event**

Presented by Randy Wooten, AIFD, GMF, PFCI

Sponsored by FTD

Date: Sunday, March 5, 2017

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

Location: Steelcase Ballroom B



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



A WORLD OF FLOWERS

2017 GLFE Schedule at a Glance

Friday, March 3, 2017

COLOR KEY:
 Green: Business Sessions
 Blue: Hands-On Sessions
 Red: Main Stage Shows

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

Saturday, March 4, 2017

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

Sunday, March 5, 2017

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



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

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

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WEDDINGFEATURE

Married: Mackinac Island Style

BY SAMANTHA BELONGA, ST. IGNACE IN BLOOM, ST. IGNACE, MI

As we prepare for the BIG day, we find ourselves reflecting on our unique situation in the floral industry. Each wedding comes with its own personality, quirks and challenges. Our destination weddings come with the additional challenge of being on an island in gorgeous Lake Huron.

Mackinac Island has for years been a destination for weddings and the reasons are quite obvious. The charm of the Victorian Era still lingers on every street, throughout the architecture and most notably in the way of life still lived by islanders to this day.

While most have traded their fur coats for a sturdy North Face jacket, everything on Mackinac Island still is run on horse power literally. Groceries, building supplies, landscaping stones, luggage, and yes, fresh cut flowers, are all moved around the island by horse drawn carriages.

Looking out the window of "the bus" as we pass through the port city of St. Ignace along the picturesque bay, I mentally run through my checklist (for at least the fifth time). 1. Ferry tickets 2. Call Star Line so they have our island cart ready 3. Flowers and greens boxed, taped and labeled 4. Vases/containers/candles/etc. boxed, taped and labeled 5. Schedule dray with service company 6. Tool kit with extra supplies...okay, I've got it all.

Florists servicing weddings on Mackinac Island have the great privilege and challenge of operating within unique constraints... and we love the challenge. In order to prepare for setup on the island, we meticulously count out our stems, place them, bucket and all into a box, seal and label the box with wedding name, venue, and type of flower to ensure they arrive at the proper

From left, Judy Wyse, head designer; Samantha Belonga, designer and wedding consultant and Jessica Davis, wedding specialist work on the decorations.



place intact ready to be transformed into stunning designs that capture the vision of the happy couple on their big day.

We pull into the Star Line loading zone and are immediately greeted by name. "Morning Sam, morning Judy. How many today?", Jon asks. "Nine boxes for your cart and we will be taking the personal flowers in our cart. Everything is shipping to Mission Point today except one box for an elopement at Stonecliffe.

That one is labeled separately and I already called Becky to let her know it's coming up on the 10:00 a.m. shuttle," I reply. Each piece is carefully loaded and waits in the freight tent until the ferry is ready.

I sit on the ferry and look out the window as we ride the waves of Lake Huron up and down, up and down for the 15 minute journey into the past. I see the famous porch of The Grand Hotel and am reminded of how blessed we are to live in such a gorgeous and historic location. Today I am so thankful for the sun. Last week I made this trip during a thunder and lightning storm and had to walk over a mile pulling my cart in a downpour.

The ferry is docked and the regular announcements for disembarking are heard over the loud speaker. Exiting the ramp, we are again greeted by the friendly staff as they help us retrieve all of our items and ensure they are put on the correct carriages to their final destination.

After we speak with the Mission Point porter and give him the box count, we grab our cart with the personal flowers and begin our walk through downtown Mackinac Island. As always the smell of fudge and horses fill the air. I can't wait until the setup is done and I get to enjoy fudge or ice cream while I wait for the return ferry.

We arrive at Mission Point and leave our cart near the reception area as we search out the wedding coordinator. We bump into the bride as we enter the hotel lobby and she is panicked, not what we hope for at this point. After a brief chat we find out that the pick-ups in her dress have let loose and she is frantically trying to find a tailor or seamstress. If that isn't enough, when she looks into the corsage box she notices it is one corsage short.



At this point it doesn't matter that I hadn't contracted for that extra corsage, it's my job to be sure the flowers aren't anything she has to worry about.

Judy and I smile and say, "It's no problem, we've got this. You get your dress fixed, get your hair done and we will bring all the personal flowers to your dressing room." Okay, so at this point there isn't time to have anyone from the shop send over more flowers and definitely no time for them to put a corsage together and ship it over. So we take out

the five existing corsages, look them over and take them all apart. Somehow we need to make six out of these five.

We set to work and 20 minutes later we have six beautiful corsages to present to the bride; she loves them. Now we can get to the centerpieces, head table display, escort table design and memorial vase. Our venue is outdoors on the Promenade Deck and today that means high winds, and did I mention that all of our pieces include feathers? Lots of fun to work with feathers on a windy day. Thank goodness for cold glue and U-Glu!

Despite the minor corsage set back and the incredible winds, we complete everything with time to spare. Now to pack up all our spent stems, empty buckets and trash. Trash is removed with permits here so we have to take everything back with us and dispose of trash on the mainland.

As we make our way on foot back to the ferry at the other end of town, I am struck by the amazing sights of the marina, the lake, the island as a whole. It is a wonderful thing to love your work and another to have the privilege of working surrounded by such beauty. I am blessed and I know it; and I am so grateful. ✨



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WEDDINGFEATURE

Saying I Do, with Tropicals

BY MARÍA MORA

Tropical flowers and foliage unleash, like no other flowers, our most intense relationship to life and nature. As first class ambassadors of the rainforest, their presence evokes the origin of natural resources, biodiversity and hidden secrets of biological treasures, yet to be discovered and understood.

Their amazing aesthetics and exotic allure captures attention as one of 2017's main wedding trends. At the same time, we know that the Big Day deserves our best creative and artistic talent for the soon to be bride-and-groom.

WHY TROPICALS?

Choosing flowers for the wedding is one of the main decisions surrounding nuptial planning. Suggesting a tropical flower decor might be an eye opening surprise for your customers. Tropical flowers and foliage are commonly related to Hawaiian luaus or laid-back outdoor events, but their versatility goes way beyond beach celebrations, making them an exceptional focal point at any formal or casual wedding event.

A wide range of varieties and unparalleled color combinations enables the creative designer to select from striking crimson, soft pink or stunning white ginger as a starting point for any color scheme. Beyond that, heliconias, birds of paradise, maraccas, Indian torches, anthuriums, psittacorums and curcumas, complete the magical rainbow of designing options. The richness of multi-shaped tropical foliage can be chosen from shades of solid greens and burgundies to the colorful mixed patterns of yellows, whites and reds.

GREAT AND SMALL

Knowing that any wedding celebration requires many different arrangements, tropical flowers, once again, offer a great opportunity to provide the essential working elements to construct an outstanding statement-setting table arrangement, or a delicate and exotic bridal bouquet. Tiny tropicals, provide an exact replica

of their mature counterparts, in a handy size to be used in wonderful tiny arrangements and floral compositions.



STRAIGHT FROM THE RAINFOREST

When selecting a trustworthy provider for these amazing flowers, you should look into farms that assure quality, quantity, and appropriate



logistics and distribution options. Aim for companies that ensure trustable agronomical practices, as well as a door to door shipping process to receive your flowers fast and fresh.

Tropical flowers are produced in the Earth's tropical zone, areas with a year-round temperature ranging between 65°F to 85°F, where humidity is also a permanent condition, necessary for these flowers and foliage to bloom and develop at their best. Several Central and South American countries are known to have the best environment to produce and harvest these beautiful products. Costa Rica is one of the leading countries in the production of tropical flowers and foliage.

Tropicals are vital for the eco system of their surrounding habitat. Their luminous colors and ingenious design attract a large amount of little visitors and pollinators to reproduce their own species. Simultaneously, they serve as hosts and water fountains to many insects, birds, and little reptiles. Many species of tropical flowers have been saved from extinction, due to the disappearance of their natural habitat, by the process of commercial cultivation.

PROVIDING PERFECT CARE

Upon receiving your shipment, don't forget that these flowers are not cool weather friendly, so please, **never refrigerate them below 55°F**. If possible, keep them at room temperature, cutting away at least two inches from their stems and placing them in fresh water with flower food.

A big must: Keep them humid, misting frequently with water, just letting them feel at home. If arrangements are to be put in cool conditions, try reducing the amount of exposure time between arrangement setting and the actual event. Keep some extra flowers and leaves on hand, just in case you have to renew any of them.

FINALLY

Just let your creativity go as wild as these jungle dwellers. Inside or outside, minimalist or massive, formal or relaxed, hanging above or growing below, just get your tropicals and be the creator of an amazing trend setting event for the upcoming wedding season. ✿

Maria Mora is the creative director of P&F Costa Rica Flower Farms, a family owned company, operating since 1986. Certified by the Rain Forest Alliance and backed up by their country's brand name, Essential Costa Rica, the farm ensures eco friendly agronomical practices.

Photos courtesy of Son Soles Flower Shop & Events, San Jose, Costa Rica.



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Photo by Hannah Forsberg

WEDDINGFEATURE

Captivating Wedding Trends for 2017

BY MICHAEL J. SKAFF, AAF, AIFD, PFCI
MICHAEL J. SKAFF DISPLAYS, SAVANNAH, GA

Today, more than ever, retail florists need to be aware of the current wedding flower, fashion and tabletop trends in order to educate brides on the latest wedding selections and possibilities. The way to grow your wedding business is to understand today's consumer needs, desires, and expectations.

Keeping up with current trends is an important step in connecting with consumers. Several ways in discerning the latest trends are perusing shelter magazines such as *Grace Ormond*, *Martha Stewart Wedding*, and *The Knot*; connecting with retail bridal shops; visiting bridal websites such as Vera Wang, Maggie Sottero, Sophia Tolli, and attending the Society of American Florists annual convention as well as other trade events such as the Special Events Show. These are just some of the suggested resources for the retail florist when sourcing wedding trends.

The Millennial Bride, also known as the "Y Generation Bride", born between 1981-1997, is a powerful demographic and by 2017 will surpass the Baby Boomer generation in numbers and have more spending power than any other age group. The millennial bride is socially connected, has a better understanding of flowers and design and has the confidence to personalize her wedding.

In looking forward to 2017 there are four main bridal and color trends:

The first wedding trend for 2017 is known as **The French Connection**. This is about the love and romance of everything French. Deep colors of red, gold, charcoal grey, sage, pale blue and pink make this French trend rich and opulent. Wedding fashion consists of lots of appliqué and lace overlays. Overabundant blooms of antique hydrangea, viburnum berries, garden roses and peonies designed in aged vessels complete this refined charm.



The next bridal trend is **The Force of Nature**. This look resonates with the millennials and it is all about bringing elements of nature into your wedding design.

Influenced by the ocean, this trend's colors flow in shades of blues and greens. Wedding fashions consist of sheer flowing crepe, gossamer, blue sashes and teal accents on dresses and tuxedos.

The influence of nature continues to gain strength; the mixing of wood, branches, stones and shells makes each wedding unique. The ever popular terrariums or cloches encase ferns and foliage mixed with succulents making the ultimate centerpiece. Here you will find just picked garden style bouquets filled with heirloom blooms of bachelor buttons, grape hyacinth, hydrangea, and a rebirth of forget-me-nots. Frosted vessels or hand-blown glass bowls and compotes in shades of green, white, teal, blue and soft grey are popular for this trend.

Another trend is a look we call **Modern Wonders**. With the realization that great artistic pieces never go out of style, this movement blends modern sophisticated lines with pieces from other cultures and past generations to create an overall new look. Fashion consisting of simple lined wedding dresses with peak-a-boo cutouts, couture ruffles and personal touches of floral appliqué. The sparkle of copper containers whether hammered or brushed with a modern finish add a warm glow to table decor.

Colors of deep reds, dusty plums, grey, earthy browns and creams create a rich and elegant wedding look. Graphic, strong focal flowers are used in this trend some of which are ginger, dahlias, anthurium, callas, dusty miller, orchids and of course the beloved rose. Bouquets have movement, texture, and unique materials to capture the eye and provide interest. We also see brides using one of a kind vintage Asian inspired containers mixed with modern floral designs to provide a unique and personalized centerpiece.

And lastly, our final bridal trend for 2017 is **Into the Jungle**. This trend expresses the wild side of brides. With the use of tropical foliage and botanicals this bride is definitely a more confident and playful individual. Various colors of jungle camouflage from green, gold and muted orange with deep blue contrasts. Bridal dresses range from the



WEDDINGFEATURE

shorter, casual, free-flowing whimsical tropical foliage prints for bridesmaids to mermaid dresses for the bride. Men also dress down in simple cotton casual attire. This look is very appropriate for the many destination weddings which are on the rise for 2017.

Floral bouquets tend to be free form in design and include tropicals such as orchids and protea mixed with some of a variety of everyday flowers such as lilies and roses.

Cork containers, bamboo and textural ceramics are ever popular in this trend.

With local farmers' markets, mass markets and the popularity of DIY programs and sites, today's professional florists need to find ways to differentiate themselves and provide superior service. Staying on top of bridal trends is essential and expected by today's brides. ✿

Michael J. Skaff, AAF, AIFD, PFCI, is a freelance designer and color and trend forecaster. For his complete style guide on this collection visit www.flowertrendsforecast.com.

Photography by David Kesler, AIFD, PFCI/Floral Design Institute

MFA Awards Scholarship

Kelly Herber, CF, Country Garden Flowers & Greenhouses, Bay City, Michigan, is this year's recipient of a Michigan Floral Association scholarship. The award will allow her to further her education in the floral industry.



Awards can be used at the Great Lakes Floral Expo, or to purchase Certified Florist materials. The winner has 18 months to use the scholarship. Unused scholarships will be rolled back into the program. The MFA scholarship program has awarded more than \$44,000 in scholarships since 2002.

The main source of funding for the scholarships is the silent auction held every year at the Expo. MFA members can support this program by donating to the auction or by purchasing items. This fund exists because MFA and its members are committed to education in the floral industry.

- **Eligibility Requirements:** Applicants must be employed and working in the floriculture industry or show proof of enrollment in a course of study directly related to the retail floriculture industry. Applicants must have clearly defined career goals that relate to the industry.
- **How to Apply:** Download a complete scholarship application at www.michiganfloral.org, click on "MFA Scholarship" in the menu bar, or call the MFA office at (517) 575-0110. The completed application is due by June 30, 2017.
- **Announcement of Award:** Letters will be mailed to the winners on September 1, 2017 and their names will be published in *The Professional Florist* magazine. The scholarship grant goes directly to the MFA office in the applicant's name. ✿



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Three Awarded CF Scholarships

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Full Certified Florist scholarships have been awarded to Issa Zaman, Norton's Flowers & Gifts, Ypsilanti, Michigan; Carlos Zink, Barlow Florist, Hastings, Michigan, and Stefanie Rutherford, Lillie of the Alley, Traverse City, Michigan.

The scholarships, generously sponsored by FloraCraft Corporation, Ludington, Michigan, are given out by the Michigan Floral Association scholarship committee. The association created the Certified Florist program to establish a recognizable nationwide standard of quality in the retail floral industry.



Carlos Zink



Issa Zaman



Stefanie Rutherford

Those wishing to be certified must study basic design, care and handling, product identification, customer relations and sales, delivery, marketing, accounting, gluing and lighting/display. Passing a written and hands-on exam with 80 percent or better earns participants the right to be called a Certified Florist.

"We are fortunate to have the support of the FloraCraft Corporation," declared Rodney P. Crittenden, MFA executive vice president. "Through their generous contribution to our scholarship program we are able to provide our industry with educated shop owners and employees."

For more information visit www.michiganfloral.org. ✿

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

Whimsical, Romantic, Memorable. All words brides want to associate with their wedding bouquets. This modern take on the classic white bouquet features white phalaenopsis orchids and lilacs. A round, flat, European style bouquet holder from Oasis® was used as the base. But don't think just because the holder is flat, the bouquet has to

be flat as well. By using the lilacs along with the smaller breaks off a stem of larkspur you can create a crescent shaped bouquet. Add texture with succulents, ivory hypericum, and green trick dianthus. Finish off with a few strands of natural midolino to add a touch of whimsy that most brides appreciate, and you are sure to make a lasting impression. ✿

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Cleveland, Dayton, OH;
Tampa, FL



2017 WUMFA Convention Sessions

FRIDAY, March 24, 2017

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

Presented by Denise Gehrke, AIFD, PFCI, and Alan Masters, AIFD

Date: Friday, March 24, 2017

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

Location: Room G and H • *Additional fees apply. Bring your own tools.*

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

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

Presented by Kurt Jorgenson

Date: Friday, March 24, 2017

Time: 8:00 p.m. to 9:30 p.m.

Location: Rooms E and F

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

New This Year!

SATURDAY, March 25, 2017

MAIN STAGE DESIGN SHOW: 50 Great Ideas in 50 Minutes

Presented by Loriann List, AIFD

Sponsored by Krueger Wholesale and Design Master

Saturday, March 25, 2017

Time: 9:00 a.m. to 9:55 a.m.

Location: Room E and F

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

Krueger Wholesale Florist, Inc.
ROTHSCHILD, WISCONSIN



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

Presented by Robbin Yelverton, AAF, AIFD, CF, PFCI

Sponsored by FloristWare

Saturday, March 25, 2017

Time: 10:15 a.m. to 11:15 a.m.

Location: Room E and F

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



MAIN STAGE DESIGN SHOW: Doing the Daily Grind

Presented by Jeff Corbin, AAF, AIFD, PFCI

Sponsored by FTD

Saturday, March 25, 2017

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

Location: Rooms E and F

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



2017 WUMFA Convention TO THE FUTURE AND BEYOND

March 24-26, 2017

Chula Vista Resort
Wisconsin Dells, Wisconsin

Plan now to join your fellow WUMFA members for three days of networking, design shows, business sessions and hands-on workshops.

For more information go to

www.wumfa.org or call (517) 253-7730.

Trade Show

Don't miss this opportunity to visit with your favorite WUMFA Vendors and a few new ones too! Trade Show Hours:

Friday 6:00 p.m. - 8:00 p.m.

Saturday 11:00 a.m. - 6:00 p.m.

Sunday 11:30 a.m. - 12:30 p.m.

and 1:30 p.m. - 3:30 p.m.

WUMFA Design Contest Prizes for all Categories and Themes

Download contest packet at

www.wumfa.org.

If you have any questions contact

Phil Meyer, AIFD, contest chairperson,

flowerattitude@hotmail.com or

call (414) 687-7359. You can also contact

WUMFA office at (517) 253-7730.

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

Presented by Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI
Sponsored by Teleflora

Saturday, March 25, 2017

Time: 1:30 p.m. to 3:30 p.m.

Location: Room G and H • *Additional fees apply. Bring your own tools.*



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

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

Presented by Robbin Yelverton, AAF, AIFD, CF, PFCI

Sponsored by FloristWare

Saturday, March 25, 2017

Time: 1:45 p.m. to 2:45 p.m.

Location: Room E and F



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

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

Presented by Susan Wilke, AAF, PFCI

Saturday, March 25, 2017

Time: 3:45 p.m. to 4:30 p.m.

Location: Room E and F

New This Year!

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

SUNDAY, March 26, 2017

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

Presented by Robbin Yelverton, AAF, AIFD, CF, PFCI

Sponsored by BloomNet

Sunday March 26, 2017

Time: 8:30 a.m. to 10:00 a.m.

Location: Room G and H • *Additional fees apply. Bring your own tools.*



Sympathy flowers and memorial tribute, like the rest of our industry, have

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

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

Presented by Mark Anderson

Sponsored by FloristWare

Sunday, March 26, 2017

Time: 9:00 a.m. – 10:00 a.m.

Location: Room E and F



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

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

Presented by Denise Gehrke, AIFD, PFCI and Alan Masters, AIFD

Sponsored by the Wisconsin Florist Foundation

Sunday, March 26, 2017

Time: 10:30 a.m. to 11:30 a.m.

Location: Rooms E and F



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

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

Presented by Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI

Sponsored by Teleflora

Sunday, March 26, 2017

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

Location: Room E and F



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

WUMFA would like to thank our fine convention sponsors!





2017 WUMFA ANNUAL CONVENTION SCHEDULE AT A GLANCE

FRIDAY, MARCH 24, 2017

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

SATURDAY, MARCH 25, 2017

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

SUNDAY, MARCH 26, 2017

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

Tropical Luau Banquet

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

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



WUMFA 2017 Annual Convention Registration Form

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

Shop Name _____ Phone _____
 Submitted By _____ Fax _____
 Address _____ E-mail _____
 Alternate Contact Number _____
 City/State/Zip _____

Please write names legibly, and exactly as they should appear on badges.

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

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

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

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

Cancellation Policy: Requests for refunds must be received by March 3, 2017 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 3, 2017 will not be refunded.

	Member	Non-Member (To become a member, visit WUMFA.org)	Optional Events							TOTAL ALL EVENTS					
			Friday	Saturday	Sunday	Workshop: Sympathy Trends and You	WUMFA Design Contest Circle Themes to Enter 1 2 3 \$10 Preregister Each Theme or \$15 Each at Door								
	\$60	\$90	Saturday Only Includes Entrance to Exhibits, Main Stage, and Business Sessions	\$20	\$30	\$79	\$30	\$99	\$50	\$199	\$59	\$49	\$59	\$10ea	
			Saturday Only – Student Includes Entrance to Exhibits, Main Stage, and Business Sessions												
			Sunday Only Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch												
			Sunday Only – Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch												
			Sat/Sun Weekend Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch												
			Sat/Sun Weekend Pass Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch												
			All-Day Hands-On Workshop WWDD (What Would Designers Do?)												
			European Influenced Bouquet												
			Hall of Fame Dinner Event \$60 at the Door, Table for Eight \$375												
			Workshop: Sympathy Trends and You												
			REGISTRATION TOTAL												

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

HOTEL INFORMATION

Room Rate: \$95.00 plus tax. Call (877) 436-3413 or direct (608) 254-1628 to make a reservation.

Make sure to mention the Wisconsin-Upper Michigan Florists Association room block to insure the rate of \$95.00. Reservation must be made by February 21, 2017 to insure the group rate.

PAYMENT

I will send in a check I will be paying by credit card: Visa MasterCard Discover Card American Express

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MFA Members Decorate Governor's Residence

Once again this year Michigan Floral Association members helped decorate Governor Rick Snyder's Lansing, Michigan residence.

Posing for the camera are Rodney Crittenden, Robin Hardenburg, First Lady Sue Snyder, Kathy Cunningham, and Kim Peragine. Not pictured designer Kathy Spencer.



A wreath, garland, and tree decorated the study.



One of the two Christmas trees created by the designers.

Floral Holiday Calendar

FLORAL HOLIDAYS	2017	2018
New Year's Day	Sunday, January 1	Monday, January 1
Valentine's Day	Tuesday, February 14	Wednesday, February 14
St. Patrick's Day	Friday, March 17	Saturday, March 17
Passover	Monday, April 11-18	Saturday, Mar. 31-Apr. 7
Easter	Sunday, April 16	Sunday, April 1
Admin. Professional (Secretaries) Day	Wednesday, April 26	Wednesday, April 25
Cinco de Mayo	Friday, May 5	Saturday, May 5
Dia de Las Madres (Mexico)	Wednesday, May 10	Thursday, May 10
Mother's Day (US/Canada)	Sunday, May 14	Sunday, May 13
Memorial Day	Monday, May 29	Monday, May 28
Father's Day	Sunday, June 18	Sunday, June 17
Independence Day	Tuesday, July 4	Wednesday, July 4
Grandparents' Day	Sunday, September 10	Sunday, September 9
Rosh Hashanah	Wednesday, September 20	Monday, September 10
Yom Kippur	Friday, September 29	Wednesday, September 19
Thanksgiving Day (Canada)	Monday, October 9	Tuesday, October 9
Bosses' Day (US)	Monday, October 16	Tuesday, October 16
Sweetest Day	Saturday, October 21	Saturday, October 20
Halloween	Tuesday, October 31	Wednesday, October 31
Thanksgiving Day	Thursday, November 23	Thursday, November 22
Hanukkah	Wednesday, Dec. 13-20	Monday, Dec. 3-10
Christmas Day	Monday, December 25	Tuesday, December 25
Kwanzaa	Tuesday, Dec. 26-Jan. 1	Wednesday, Dec. 26-Jan. 1

Welcome New WUMFA Members!

Aristocrat Events
Jerhonda V. McCray
 5470 N. 36th Street, Milwaukee, WI 53209
 Phone: (262) 235-0001
www.aristocratevents.net

A New Bloom LLC
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 10240 W. National Ave. PMB 1894
 West Allis, WI 53227
 Phone: (414) 727-4809
www.anewbloomflorist.com

Gaby Bras Floral Design
Gabriella Bras
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NOTHING RHYMES WITH ORANGE

Destination: Wedding

A Year of Weddings Not Here

BY DEREK C. WOODRUFF, AIFD, CF, PFCI



When you hear the term, “destination wedding” what immediately comes to mind? I’m guessing it’s a wedding that takes place in some exotic, and probably expensive, location. What if, as designers, we also could be traveling to these interesting and diverse locations? It is definitely possible to do flowers for a wedding in a location other than your own backyard. There are many conditions to consider before you commit to jet-setting off to a tropical location to do your best friend’s wedding. Here are a few of my recent experiences traveling to far-flung destinations.

delivery van and drove five hours south. We spent the night in a hotel. The flowers spent the night in the van. Luckily for us, the weather conditions were just right that night not too hot, not too cold. Any deviation in either direction would have been devastation for the flowers. My lesson learned from this experience: Make sure you assemble the flowers on site regardless of the size of the affair.

This was when my resourcefulness and creativity kicked in. In addition to my meager purchased quantity of coral roses, orange carnations, and baby’s breath, I managed to locate wild coral bougainvillea, which had taken over a fence across the parking lot from the bride and groom’s condo. (The owner of the condo property gave me permission to take it) My lesson learned from this experience: When life gives you lemons, find some bougainvillea.

No Cars Allowed

In the dog days of summer, I traveled to Mackinac Island to design flowers for the wedding of a colleague from Syndicate Sales, Inc. I had never been involved with a wedding on the island, but it was definitely on my bucket list. Prior to the trip, I was able to arrange a workspace at an island flower shop, allocate floral product and hard goods, make the arrangements of when to go, and where to stay.

One thing I did not consider was how I was going to get the flowers from point A to point B. It seems like a small island, but when the idea of moving twenty some centerpieces came to mind, it suddenly seemed daunting.

Luckily for me, Jay Pocaro, the owner of Weber’s Floral & Gift, had me covered. As I



Importing Agriculture

Earlier this year, I traveled to Nassau, The Bahamas, to create a vibrant wedding day display for close friends of mine. It was a small wedding and very relaxed... or so I thought. Leading up to the actual event, I encountered problem after problem trying to get fresh floral product from the mainland to the island. My regular wholesaler could not help, nor could a wholesaler in Florida, despite being right across the water from Nassau. Without a wholesale option on the island, I was forced to buy retail.



No Place to Work

One thing to consider when traveling and assembling arrangements is where you’ll do the actual work. Last summer, I designed wedding flowers for a client in the Detroit area. Because she didn’t need a large quantity of product, I made the decision to design her flowers at my studio in Traverse City and transport them to Detroit.

The day before the event we loaded the



pushed a large luggage cart full of flowers down the streets, dodging bicyclists and piles of horse poo, I realized that these are challenges florists on the island have all the time. My lesson from this experience: Talk to the locals about specific challenges at the remote location.

Working with Friends

My favorite destination experience so far was working on a wedding in Charleston with the Syndicate Design Team led by MFA

President Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, Detroit, Michigan. The team of designers included Helen Miller, AIFD, CF, PFCI, Adrian, Michigan; Robbin Yelverton, AAF, AIFD, CF, PFCI, Detroit; Jody McLeod, AIFD, NCCPF, Clayton, North Carolina, and Tom Bowling, AIFD, PFCI, Cincinnati, Ohio.

It was an amazing few days designing flowers for all of the many events that come with a traditional southern wedding. There were many laughs, lots of labor, sweat, blood, tears (of joy of course), and lessons learned along the way. Nothing was greater than the spirit of camaraderie that I experienced with this group. My lesson learned from this experience: Because of solid leadership and mutual professional respect, everyone involved had a great time, even while we worked our tails off.

I have learned many valuable lessons in this past year of designing for destination weddings. My advice for making it successful: Plan accordingly, consider every variable, don't be afraid to ask for help, and trust your instincts. Have fun creating your own destination weddings. ✨

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.

INMEMORIAM

SHIRLEY H. KULA has died at the age of 84. A lifelong resident of Bay City, Michigan, she operated her flower shop, the Flower Box, from 1976 to 1997. She was an dedicated supporter of the Michigan Floral Association. Survivors include two daughters Deborah Jo Dingman and Darla Pawlak of Bay City; two granddaughters Andria Kroening of Jacksonville, Florida and Grace Marie Arnold of Brighton, Michigan; a sister Lois Daoust of Grand Rapids, two great-granddaughters and many nephews, nieces and cousins.

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

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DESIGN TIP

Flower Crowns are 'In' for Weddings

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

Flower crowns have become all the rage for bridal work. They're loved by all members of the bridal party, and are an easy add-on sale. So, I wanted to share with you how we construct these beauties.

Begin with two lengths of dark green chenille, and twist them together to make a base. (I'm using a bright color in the photographs so that you can easily see what I'm doing). Then attach a bit of coordinating ribbon at each end. This allows them to be easily tied around the head, and gives us a little wiggle room if the wearer is part Lilliputian.

From this point, begin gluing (always using cold adhesive) foliage onto the base. Some favorites are ivy leaves, tree fern, silver dollar and seeded eucalyptus. Currently brides are loving a full, messy look, so we use quite a bit.



Finally, attach any floral product with cold adhesive. As with any glued product, spray it down with a finishing spray, let it cure at room temperature for about 10 minutes, then wrap in cellophane and place in the cooler.

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