

Volume II 2011

**MFA  
Election  
Results**

**Establishing  
Your  
Presence  
Online**

**Embracing  
Change and  
Working It**

# the professional florist

Sympathy  
Sales  
2011



DIAMOND AWARD  
WINNING PUBLICATION  
MSAE



81-06-22

*Remembrance...*



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84-12-22



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# the professional florist

Volume II 2011

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## Michigan Floral ASSOCIATION

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Executive Assistant: Cindy S. Ching, AIFD, CF

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Patterson's Flowers, Big Rapids, Cadillac & Reed City, MI

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Hyacinth House, Lansing, MI

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Gaudreau the Florist, Saginaw, MI

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Michigan Floral Association, Haslett, MI

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R4: Alice Waterous, AIFD, CF, CFD, PFCI  
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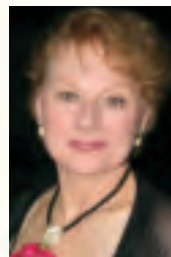
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## LEADERSHIPREPORT

# Sympathy and Today's

BY ALICE WATEROUS, AIFD, CF, CFD, PFCI, MFA PRESIDENT



**A**s we ponder the future of traditional funeral services, we realize the truth of the statement: The only constant is change. We experience this at an increasing pace as more and more of our floral 'tribute' business seems to be diminishing.

This is not to say that all funeral business is (sorry) 'dead.' In some areas, the traditional sympathy sprays and large basket designs still are popular. But even in those cases, florists and funeral directors often are operating in a shorter time span. The "Celebration of a Life" style service has grown as the number of cremations has increased. None of this is exactly news. The question remains: how does the floral industry respond to these societal changes? The only way to be a survivor is to jump in and go with the flow.

We only have to look at the numbers to know that the move to Internet shopping for everything is here to stay. I need to share some facts (most found on Google) from a recent presentation by AIFD friend, Cherrie Silverman, AIFD, of Cherry Blossoms Florist in Winchester, CO. Cherrie, by the way, had her best year ever in 2010, after 29 years in business! In the short time that Facebook has been around, at the close of 2010, it had more than 500 million active users (one out of every 14 persons worldwide). Does your business have a Facebook page? Do you keep it current? If Facebook were a country, it would rank third largest in the world. So this phenomenon - that now tops Google for weekly traffic in the U.S. and added more than 200 million in one year - is something not to be ignored. So make sure you add your Facebook username to all your correspondence: e-mail, snail mail, business cards and Web site as part of your signature.

So what does all this have to do with sympathy marketing? Everything! The generation who is now, and evermore, in charge of ordering the funeral flowers when Gram goes to her reward, are on Facebook an average of 55 minutes a day.

# Florist

Being on Facebook, Twitter, YouTube and LinkedIn seems overwhelming to many; but if you don't engage your customers in these ways by posting pictures, having contests, conducting polls, etc., it's quite possible your business will not be on their minds when they lose a loved one. Make 2011 the year you start to embrace the different social media to build and solidify your relationships. Remember, 'word of mouth' is still the best advertising, and social media is the 'mouth of youth.' ✿

## Welcome New MFA Members!

### ACTIVE MEMBERS

**Flower Works LLC** – Andrea Forsberg, AIFD, CF  
1007 N. 3rd Street, Marquette, MI 49855  
Phone (906) 273-1335 • Fax (906) 273-1336  
[www.flowerworksmqt.com](http://www.flowerworksmqt.com)

**Acadia Floral Design** – Nancy Clark  
1613 Sycamore, Royal Oak, MI 48073  
Phone (248) 990-4931  
[www.acadiafloraldesign.com](http://www.acadiafloraldesign.com)

**Fabulous Florals** – Karen Helwing  
3910 Honors Bluff, Howell, MI 48843  
Phone (913) 221-5105  
[www.fabulous-florals.com](http://www.fabulous-florals.com)

### STUDENT MEMBERS

Gloria Durham  
3529 Merritt Road, Ypsilanti, MI 48197  
Heather Barrett  
206 Floral Avenue, Saint Johns, MI 48879

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## MFAELECTION

# Tellers Committee Counts Your Vote

BY HEIDI ANDERSON, EDITOR

The annual Tellers Committee Meeting was held January 17, 2011, to count the ballots for the 2011 Michigan Floral Association Board of Directors election. MFA Executive Vice President Rod Crittenden and MFA Treasurer and Hyacinth House co-owner Jim Schmidt met with Jon Anthony and his wife, Harriet, at their shop, Jon Anthony Florist in Lansing, MI.

"It was an honor to share the responsibility of counting the votes with Rod and Jon," Schmidt said. "As always, it was a pleasure to talk about the floral industry and Jon graciously shared stories and experiences of his time in the industry."

The ballots were counted at the tellers committee meeting January 17, and the results were reported at MFA's Board of Directors meeting on January 18. This was entered into the meeting minutes, and then a motion was made to destroy the ballots. The new board then convened and elected Alice Waterous as president and Bob Patterson as vice president. Immediately following, Alice appointed Jim Schmidt as treasurer.



*Jim Schmidt and Jon Anthony both own flower shops in Lansing, MI.*

## Your 2011 MFA Officers



**Alice Waterous, AIFD, CF, CFD, PFCI**, of Waterous Floral Consulting in Grand Haven, MI, was elected to serve her third one-year term as the Association **President**.



**Bob Patterson** of Patterson's Flowers, with locations in Big Rapids, Reed City and Cadillac, MI, was elected to a one-year term to as **Vice President**.



**Jim Schmidt** of Hyacinth House in Lansing, MI, was appointed to serve as the Association **Treasurer** for a one-year term.

## Newly Elected MFA Board Members



Kim Herbers



Connie Adamo



Debbie Royal, AIFD, CF



Jeanette Gaudreau-Ballien



Jay Porcaro

- **Director at Large**  
**Kim Herbers**  
Saginaw Valley Flower Exchange  
Saginaw, MI
- **Director Region 1**  
**Connie Adamo**  
Conner Park Florist  
Detroit and St. Clair Shores, MI
- **Director Region 2**  
**Debbie Royal, AIFD, CF**  
Royal Expressions Floral & Gift,  
Blissfield, MI

- **Director Region 5**  
**Jeanette Gaudreau-Ballien**  
Gaudreau the Florist  
Saginaw, MI
- **Director Region 6**  
**Jay Porcaro**  
Weber's Floral & Gift  
St. Ignace and Mackinac Island, MI

"I would personally like to thank the entire Board of Directors for their hours of volunteer service and endless dedication to the MFA," Crittenden said. "We are fortunate that we have a very dedicated and active group of individuals that are willing to serve the association in leadership positions. They are a wonderful team and together make our organization strong and vibrant." ✿

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## SYMPATHYFEATURE

# Sympathy Trends

## The way families are planning memorial services

BY STEVE BRICKNER, AAF, AIFD, PFCI

**E**ven with the overall decrease in the amount of sympathy flowers being sent, there are still opportunities for florists to increase and expand this part of their business. The key is to being able to offer exceptional service and products that fit the changing needs of the sympathy market.

Three trends I see getting stronger are:

1. Services with cremains as opposed to a traditional casket
2. One day/very short visitations
3. Requests for items that have a use beyond the funeral



Photo Courtesy of Teleflora

For instance, when the family has chosen cremation over a traditional casket, this offers florists the challenge of creating appropriate designs that fulfill the family's needs and still offer the comfort of flowers at their time of bereavement. As florists, we also need to be able to overcome the perception of the family, and sometimes funeral directors, that flowers are not as important for these types of services as they are for more traditional services. We know that flowers offer comfort and beauty during this difficult time, and showing families how a design of beautiful flowers can surround and soften the urn and reflect the life of their loved one is the first step.

### Be Ready to Offer Suggestions

Being ready with photos and suggestions on how to personalize the design goes a long way. Then, offer to create coordinating designs that can enhance the photos of the deceased. Tip: If a large photo is on an easel, do a cluster at the top or bottom of the photo. If several photos are to be placed on a table, create a design that will be seen behind the photos and then trail along the tabletop to soften the hard edges of the frames.

My experience has shown that once you have created this type of coordinated look for a few families at your local funeral homes, the funeral directors will see the benefit to their client, and to them – how the flowers in a planned display help to

make a softer, more beautiful setting for the memorial – and will begin to suggest this to future clients and hopefully direct them to your store as *the place* that can create it for them.

One day or short visitations has given rise to more requests for tributes that have a use beyond the service. It may be as simple as sending vased designs or plants instead of traditional maches or wreaths, or it may require adding new merchandise to accommodate this new trend. In our new store, we have devoted an area for memorial items that can be added to flowers or even sent on their own. Many of the items are already in the inventory of most florists, such as angel figures or throws, but there are other items that have proven very popular as well. These could include wind chimes, stepping stones, memorial jewelry, crosses, bird-baths and plaques with appropriate verses.



Photo Courtesy of Teleflora



SYMPATHYFEATURE

# and Tips 2011

## l services is changing

As a professional florist, be ready to offer suggestions (photos are even better) of how you have added the beauty of flowers to these gift items. Be sure to point out how the flowers will enhance the tribute at the funeral home, and how the family will be able to take home a part of it as a remembrance. (As an example, instead of selling a \$50 arrangement with an angel in it, we now sell an angel for \$35 and a fresh arrangement for \$40. By separating out the two items, we have increased the individual sale and given the customer a clearer indication of the product he will be receiving.)

In the layout of the new store, we did add a consultation/display area for weddings in a more private area, figuring we would also use this as a sympathy-consult area. From a practical point of view, it has not worked out that way. When using the sit-down consultation area, the amount of time taken to wait on a family easily doubled without a significant increase in the amount of the purchase. Besides, this area is further from the fresh flower cooler and the memorial section. There are three separate



*Photo Courtesy of Teleflora*

One day or short visitations has given rise to more requests for tributes that have a use beyond the service. It may be as simple as sending vased designs or plants instead of traditional mashes or wreaths



*Steve Brickner's new flower shop, the Flower Cart, with 5,200 square feet of space, 1,500 of it in a second-story tower.*

point-of-sale counters in the store; we use the one closest to the memorial section to wait on our families (this sales area has the sympathy selection guides and photos, and there is enough room around each sales station to provide some privacy to the family and to other customers who may wish to place an order or check out with their purchases.)

In this time of economic uncertainty and change within the floral industry, florists are still called upon to provide a service to help families cope with the loss of a loved one. The way families are planning memorial services is changing. Florists will need to become more aware of these trends and be able to design in ways that keep beautiful fresh flowers an important part of the memorial process. ✿

SYMPATHYFEATURE

# How About Lunch?

## Network with your local funeral director

BY JIM JORDAN, FOUNDER OF 4 NORTH ASSOCIATES



Photo Courtesy of Teleflora

**P**erhaps there is no single occasion category more important to the average retail flower shop than sympathy business. Sympathy business can amount to more than 20 percent of the typical shop's annual revenue. Like everything else in the retail universe, sympathy business is constantly evolving and changing. I remember that when I was growing up and working for a retail florist, it wasn't unusual

for us to deliver 20 to 30 floral tributes to our local funeral homes for wakes that would last two or three days. Often times, we would help our funeral directors with deliveries to the cemetery when they simply did not have the capacity to handle the amount of arrangements that had to be relocated to the graveside service. Cremations were almost unheard of.

### Keep Up With The Trends

Today, things are much different. I don't believe we ever will return to the days of 30-plus piece funerals. Changes in social and immigration patterns have introduced changing religious customs that have required both funeral directors and florists to constantly learn how to personalize the services they offer. Lifestyle changes have seen memorials and one-day viewings become the norm. According to the National Funeral Directors Association, more than 37 percent of

The question we have to ask ourselves as retail florists is how can we add value, eliminate stress for funeral directors, and keep up with the trends affecting this key business source?



Photo Courtesy of Teleflora

**SYMPATHYFEATURE**

ch?



Photo Courtesy of Teleflora

services resulted in cremations in 2009. The average funeral involving casketed remains cost about \$6,500, and the funeral industry is a \$13 billion business. Funerals still fill an important role for those mourning the loss of a loved one. No one could argue that the professionalism of funeral directors is critical to providing surviving family members and friends with a caring, supportive environment. The question we have to ask ourselves as retail florists is how can we add value, eliminate stress for funeral directors, and keep up with the trends affecting this key business source?

**Begin a Dialogue**

Start with beginning a dialogue with the funeral directors you service. Recently, I had the opportunity to talk with a funeral director who is a member of my local Chamber of Commerce, to which I belong. He said the trends he is seeing in the funeral industry are an increase in cremations, difficulties in dealing with short wake times, and the increase in “please omit” and “in lieu of flowers” requests from families. He said there is more preplanning and prepayment of funerals and the need for him to provide more services rather than less. Without coaxing, he indicated that he particularly values the place that flowers play in helping in the healing process. He’s had too many services devoid of floral tributes and said without flowers, it’s very difficult to create an atmosphere that supports the bereaved and allows family and friends to express their condolences. He said that the local florists he deals with really do a very good job with very minor exceptions. This is great! I pressed him about the last time he sat down with his local florists to discuss how they’re doing. He said he couldn’t remember the last time he had that type of conversation. What’s wrong with this picture?

Sympathy business is critical to your business success. My suggestion for you is that you take a much more aggressive approach to this business. For example, why not invite your funeral director to lunch? With networking such a critical part of business success, set up a formal meeting to discuss

Changes in social and immigration patterns have introduced changing religious customs that have required both funeral directors and florists to constantly learn how to personalize the services they offer.

the latest trends, what you can do better to help make their job easier, problems that they may be experiencing, and trends you are seeing with funeral tributes from a florist-industry perspective.

Differentiate yourself from all of your competitors. This dialogue could provide additional opportunities for you to become his or her preferred florist and help build your business. The more professional you are, the more your funeral director will respect what you do. This certainly would be well worth the price of a lunch. ✨

---

For more on 4 North Associates, visit [www.4northassociates.com](http://www.4northassociates.com).

## WHOLESALE CONNECTION

# Joining Forces to Support the Grieving with Sympathy |

## The retail florist and floral wholesaler connection

BY PATRICIA LILLY



**E**xpressions of consolation are offered in a variety of forms – a note, a call, a visit. Yet one of the most visible, timely and memorable ways to convey sympathy is through flowers. Flowers say “I care” or “I’m thinking about you” at a time when the grieving need it most. Flowers bring warmth and affirming scents to a home, office, place of worship or funeral home.

Wholesalers play a critical role in the sympathy floral market by guaranteeing their retail florist customers the

timely attention they need to fulfill these delicate orders.

When a florist receives an order for a funeral or memorial service, they may have only 24 to 48 hours to fulfill that order. To handle this, the relationship the retail florist has with their local wholesaler is critical. Perhaps the family wants specific flowers, or a desired color scheme, or even a unique design to commemorate the deceased. Attempting to fulfill this order without a strong local connection with a wholesaler can be time-consuming when time is of the essence.

It is recommended that retail florists who maintain strong partnerships with their wholesalers should also build strong

### To help retail florists meet their needs in this sensitive market, wholesalers:

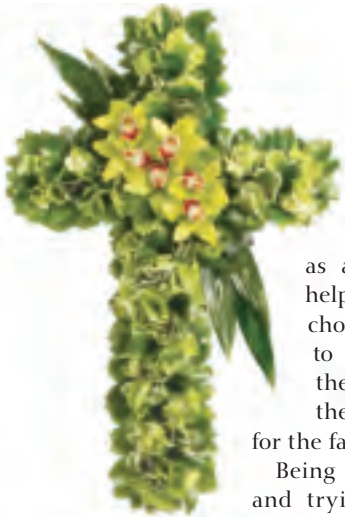
- Offer reliable product and deliveries
- Provide accurate order fulfillment
- Are responsive to the needs of the florist
- Possess expert knowledge about the products they sell
- Deliver high-quality flowers
- Build strong relationships with their retail florist customers
- Offer easy-to-order access
- Are located near their customers, providing convenience and on time product delivery
- Offer a wide variety of selection
- Provide cost-effective delivery in the quantities that retailers need and can use without waste.



Photo Courtesy of Teleflora

## WHOLESALE CONNECTION

# Flowers



*Photo Courtesy of Teleflora*

relationships with the funeral homes in their area. Building your reputation as a reliable, cost-effective partner will help cement your business as the florist of choice. Additionally, being able to respond to a family's needs and desires during their time of need will create a bond with the funeral home and positive memories for the family.

Being surrounded by flowers in good times, and trying times, creates an atmosphere of warmth and caring. All members of the floral

industry must band together to assist those needing consolation. Creating strong relationships designed to provide timely and impactful expressions of sympathy is our contribution to the process. ✻

---

*Patricia Lilly is the executive vice president for the Wholesaler Florist & Florist Supplier Association, a dynamic business organization dedicated to providing members with the information, services and support they need to remain competitive in today's constantly changing market. The association offers a wide variety of programs and activities to support the mission of enhancing networking and business opportunities for all floral wholesale distributors and suppliers.*

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## GLFEUPDATE

# That's A Wrap!

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



I'm back in the MFA office now since wrapping up the 2011 Great Lakes Floral Expo (GLFE). I'm still abuzz with all the excitement and inspiration that has just occurred. It was great to see so many florists being energized and rejuvenated at this year's GLFE. If you didn't attend, please plan now and budget for next year's event. By attending the GLFE, you are able to provide your customers with new design creativity and products, and fill your own head with new business concepts each and every year. Making time and budgeting funds to attend should be a part of everyone's annual business plan. It just makes sense, and I've seen it work for successful florists year in and year out.

Here is a testimonial from Mr. Jim Jordan of 4 North Associates: "I came back and was really energized by the quality of the programs including design, business education and the trade show. This industry is going through all kinds of changes and the Expo is fast becoming a can't-miss event. You run one of the most relevant floral events in the country. Congratulations on a great show!"

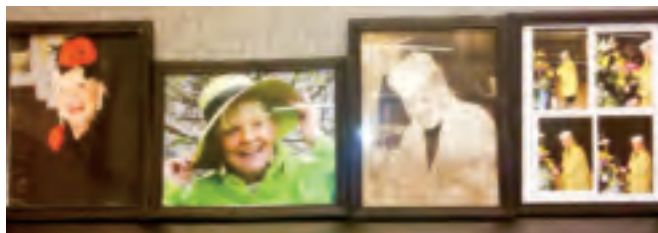


MFA Executive Vice President Rod Crittenden (left) shares a laugh on the show floor with exhibitors (L-R) Tim Timinski of FloraCraft, Gary Wall of Smithers Oasis, and Tom Figueroa, AIFD, CF, of Nordlie, Inc.



Lea Kuklinski, CF, of Fruit Basket Flowerland, and Teresa LaVigne, of Rokay Floral, worked tirelessly all four days in the MFA retail store in the West Michigan Home and Garden show. They educated the public on the benefits of shopping at a professional florist and raised thousands of dollars for the MFA scholarship fund.

Take a look at these photos from Barb Zuleski, CF, and my Droid camera from the 2011 Expo. Watch for a full wrap-up and photos in the next issue of *The Professional Florist*. We plan to have the main stage programs available in pay-per-view format on the MFA Web site in the next month or so. Check [www.michiganfloral.org](http://www.michiganfloral.org) and look for the 2011 GLFE show icon for more information on this fabulous educational opportunity. ✿



2011 GLFE Vice Chair Bobbi Ecker-Blatchford, AAF, AIFD, PFCI, was with us in spirit this weekend as she was home recuperating from a recent illness. These photos were placed by a giant get well soon card that was signed by attendees and mailed to Bobbi.

2011 GLFE Program Chair Mr. Dick Gleason, CF, pictured with the 25 students who entered the student division of the 2011 Design Contest, sponsored by Teleflora.





# 2011 Great Lakes FLORAL EXPO

Thank you to all the companies that make the Great Lakes Floral Expo possible with corporate sponsorship dollars as well as products!

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Photo Courtesy of René van Rens

## 1. Michigan Horticulture Industries Self Insured Workers' Compensation Fund (MHI Fund)

The MHI Fund is a member-owned workers' compensation program that exists for the exclusive benefit of the floral industry and offers substantial savings to its members. Most members would agree that one of their biggest benefits is the profit return they receive. This year alone, the State of Michigan authorized the Fund to distribute \$1.6 million back to its members, bringing the total returned to \$15.2 million since the Fund's inception in 1995. Right now, more than 70 percent of the members are receiving returns equal to 45 percent of their premium.

## 2. Business and Personal Lines of Insurance & Blue Cross/Blue Shield Health Group Plans

Insurance, both business and personal, is a necessity. When working with your agent, make sure you request them to quote your policy with Auto Owners and use the Michigan Floral

# Floral Partners

## Michigan Floral Association F

Association as your preferred group. You can also use your MFA membership for access into the MHI Work Comp Fund and many Blue Cross / Blue Shield programs. Steve Grinnell is our preferred agent at David Chapman. Steve would be honored to have the chance to quote your business and personal insurance needs. He has been able to save our members serious money over the past several years.

## 3. Midwest Transaction Group (MTG) – Unbeatable Credit Card Processing Rates

Midwest Transaction Group has a long history of providing the membership some of the lowest processing rates in the industry, the partnership is best known for the personalized customer service it provides. Every member call to the MTG office is handled by a live, friendly person – regardless of the time of day or the day of the week. With the MFA processing program, terminal supplies are free as is the PCI compliance support we provide. There really isn't a better program available, which is probably the reason it just celebrated its 10th birthday.

## 4. MFA SuperFleet Fueling and Vehicle Maintenance Program!

SuperFleet and MFA have a fuel discount program that offers you all the same features and benefits that are usually reserved only for companies with large fleets. You see, as a group, your association purchases enough fuel to qualify as a large fleet and therefore qualifies for volume cost savings. MFA members are currently saving more than \$400 every month on their fuel spend collectively, while reaping the benefit of security and tracking to ensure legitimate fuel consumption by employees. Save 10-cents per gallon as a new SuperFleet account at Speedway's and 5-cents per gallon at Marathon's for your first 90 days!

## 5. Arrive Alive® Cut Flower Bouquet Hydration Wraps

Arrive Alive® is hydrophilic foam designed to provide water and nutrients to cut flowers for transporting, storing or displaying purposes. The foam is biodegradable, completely sterile, has a neutral PH and exhibits uniform hydrology. The highly porous foam maintains a 60/40 air to water ratio, directs more than 90 percent of all water and nutrients to the cut flowers and retains hydration. The basic concept of this product is that cut flowers are wrapped in the Arrive Alive® pad, sleeved with a polyethylene bag, and secured with a rubber band.

*For more information on the programs or benefits listed, please contact the MFA office at (517) 575-0110, or visit [www.michiganfloral.org](http://www.michiganfloral.org), or e-mail [rod@michiganfloral.org](mailto:rod@michiganfloral.org).*



**MFABENEFITS**

# Partnerships = Higher Revenue

## 10 Professional Partnership Benefits

### 6. TRANSPORTER 10® Delivery Systems

The All-In-One Delivery System – TRANSPORTER 10® ensures that your beautifully created arrangements arrive in the same condition as when they left your shop. No more broken stems, cracked containers or spilled water! Engineered with graduated openings TRANSPORTER 10® floral vase blocks hold everything from bud vases to vases with a 10 inch diameter. With a variety of styles to choose from, there is a size to fit every need. TRANSPORTER 10® assures peace of mind knowing that your deliveries will reach their destinations looking as good as they did on your design table.

### 7. Sandwich Boards/ Changeable Sidewalk Signage

MFA's patent-pending SignTrax system allows users to change from a graphic panel to a message board, and back again, in seconds. The SignTrax system also allows for inserting optional clear plastic over the sign faces. These covers protect the letters and graphics from the weather and also from pranksters who might rearrange the text. Our SignTrax system includes our exclusive built-in locking mechanisms. A standard padlock (not included) locks the sign panels, and clear covers, in place for added security.

### 8. Custom Printed Business Forms

Royal is a national supplier of custom forms and business supplies with distribution to all 50 states. They produce and distribute a variety of continuous, snap-a-part, register and laser forms, demand style point-of-sale invoices and many varieties of promotional products. Specialties include laser cut sheet shells and stock forms for many types of software packages. They can also handle your short run cut sheet, letterhead, and envelope imprinting. Royal has the qualifications and the desire to take care of your business form needs.

### 9. Collection Services

Since 1938, I.C. System has been helping clients achieve their collection-related goals. Their experienced personnel, proven processes, and leading-edge technology combine for high recovery rates *without* alienating your customers. They have collected billions of dollars for clients, and the number of times our practices caused a client to pay a legal judgment is zero. I.C. System is a full-service agency with 30,000 clients representing nearly every industry. Expect unparalleled service and recoveries to greatly improve your bottom line.

### 10. Business Consultants and Freelance Designers

The MFA has Professional Partnerships established with many reputable business consultants and freelance designers that are available on a contract basis to help your business. These professionals have hundreds of years of combined experience and have proven track records. We'll be able to find someone to help guide you through your business challenges or help pull together that extra special once in lifetime wedding or event.

These programs are offered and in place to help make all MFA members more profitable! They do this in various ways from direct savings on insurance premiums, to discounts on products and services offered to active members of the Association. All members should use these products and services to their advantage. There is strength in numbers! If you're not currently using any of these, make sure to check into them and start saving real money. ✿

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## MARKETINGTIPS

# A New Age Embracing change

BY CHERRIE SILVERMAN, AIFD, AAF, CPF



**D**uring 2009 and 2010, my flower shop has experienced tremendous growth and greatly-increased profits. My formula includes:

1. Different buying and selling strategies
2. Capturing my work and showing it to the world
3. Finding and developing the right SEO/Web Designer and nurturing this relationship
4. Utilizing a small portion of the huge amount of marketing the Internet has to offer

I have owned a flower shop in a suburb of Denver for more than 29 years. The last two years have been the most successful and profitable in my history. What? In this economy? The current world is fueled by transparency. We may not like this fact and feel that our privacy is being invaded, but, it's a fact that is not going to change. Fighting it does no good; you might as well make it work – invite the world to view what you've got to give.

It's easy to follow along and let others do your Internet marketing and site development. Not me. I'm working it myself, and my bottom line positively reflects my efforts. Here are a few quick tips to ensure your shop's future success. It's all about taking steps toward success. Start them now!

**1.** A lesson I learned from Carol Caggiano many years ago: know what you sell and sell what you have. Don't go out and run to the wholesaler every time someone requests an item you don't have in stock.

Guide your customers to allow you to create with what product you have in stock. Buy in larger quantities and be creative with it. Keep your shop full of product you sell. Make it a full, lush experience. If you don't have product in your shop to sell, how can you accommodate any kind of walk-in business?

2. Buy in larger quantities when you can. You can save big. I split with other shops when I need to.
3. Your shop only needs one wire service. I used to feel that I needed a lot of wire in business to get community exposure. Now, the Internet serves that purpose.
4. Capture your work and show it to the world. Set up an easy, accessible, photo ready space in your shop that makes it easy to take a quick picture. No excuses! Get rid of a pile of inventory that just takes up space and turn that wasted space into a moneymaking space. Make it easy to take a picture, not a hassle.



## MARKETING TIPS

# and working it

**5.** Find and nurture your most valuable business partner – your SEO (Search Engine Optimizer)/Web Designer. Here’s a link to information about services and what you should look for in an SEO from Google. Interview several and find the ‘right one’: <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35291>.

**6.** Create and design your own Web site layout with the help of your web designer. Use photos of your own work. Your site should cast an immediate impression on the consumer of what you are about... friendly, high-end, homey, goofy (like me). Flower-savvy consumers are tired of looking at the same arrangements in the same site format all over the web. Make your site stand out from the rest. Create your site as you would another store, because that’s what it is – your shop to the world.

**7.** Claim your Google places business listing. Google gives us the option of “Owner Verified.” Make sure that yours is claimed by you. Once you complete the verification process, you can add pictures, descriptions, hours. Google places will give the consumer a glimpse of your business, with reviews from around the web and the pictures you provide.

**8.** If a Google search for “florist” in your zip code does not turn up your shop on the first or second page of Google, you have a problem. Seek help from your SEO to get it fixed.

**9.** Keep your site constantly active with new products and new web specials. Get your clients excited about visiting your site.

**10.** Back links (sites that link back to your site) are very important. List on reputable directories – SuperPages, Bing, Merchant Circle, Yelp, Yahoo. List on industry-specific sites that will link back to your site, such as *weddingwire.com*, *gatheringguide.com*, *decido.com*, *eventdetect.com*. Make sure you’re back linking from reputable directories. Google monitors this.

**11.** Use Google AdWords – they work. Google looks favorable upon your site. We all want to be on the good side of Google. Set a monthly budget and have your SEO create campaigns for you.

**12.** Facebook is an insanely effective marketing tool. Since November 2010, Facebook has more daily users than Google. Set up a personal page and get friends. Then set up a Facebook Business page (my SEO did this for me) and invite your friends to become fans of your business page. Once you collect 25 fans, you can go into the ‘settings’ and claim the URL address for your business page. Again, your SEO should be assisting you with this process.

This is a lot of information to digest, but you have to start taking these steps to survive in today’s business world. Think of it as a progression of ‘baby steps.’ If I can be of any assistance or answer questions, e-mail me at [cherrie@cherryblossomsflorist.com](mailto:cherrie@cherryblossomsflorist.com). ❁

*Cherrie Silverman opened Cherry Blossoms flower shop on December 1, 1981. She became an FTD Master Florist in 1988, a Certified Instructor of Sogetsu, Ikebana in 1989, certified AIFD in 2000 and AAF in 2004. She has been a staff designer for the Fiesta Parade Floats since 2000, and charter president of the Floral Association of The Rockies 2002. Cherrie currently is part of the AIFD online instructor program and co-chair of the AIFD Student Competition. She said she finds many blessings within her existence of being a neighborhood florist.*



## MHIFUND

# A Short History of Insurance and the MFA Fund

## From the Code of Hammurabi to the Self-Insured Retiree

BY JOE CLIFFORD

**A**s my kids get older, they've begun to ask the question that most parents probably hear at some point: "What do you do at work all day?" "Good question," I say... then I try to come up with a response they might understand. In going through this process, I've had to ask myself what it is that I'm actually spending a majority of my workday doing and what impact is it having on those I serve. To do that, I thought I'd take a step back in time to review the origins of insurance and remind myself 'how' and 'why' the fund was established and how it serves members of the MFA.

### The History of Insurance

From the early stages of society, people sought ways to soften the shocks of existence. Our ancestors were very much aware that no individual could go it alone, that only by pooling the resources of the many could the unfortunate few be helped. The earliest stages of insurance as we know it today go back to Babylonian times, around 2100 B.C., where the Code of Hammurabi was the first basic insurance policy. This policy was paid by the traders in the form of a loan to guarantee the safe arrival of their goods by caravan. Of course, caravans faced the same kind of perils our transportation industry faces today – like robbery, bad weather and breakdowns.

### The Greeks

As time progressed, the need for insurance increased. The Phoenicians and the Greeks wanted the same type of insurance with their seaborne commerce. The Romans were the first to have burial insurance – people joined burial clubs which paid funeral expenses to surviving family members. In medieval times, the guilds protected their members from loss by fire and shipwreck, paid ransoms to pirates, and provided respectable burials as well as support in times of sickness and poverty.

### The Italians

Then came the very first actual insurance contract, signed in Genoa in 1347. Policies were signed by individuals, either alone or in a group. They each wrote their name and the amount of risk they were willing to assume under the insurance proposal. That's where the term underwriter came from

(I guess this is where I fit in). Underwriters are the ones who calculate the risk, based on statistics, and decide what the premiums will be. In 1693, the astronomer Edmond Halley created a basis for underwriting life insurance by developing the first mortality table. He combined the statistical laws of mortality and the principle of compound interest.

### The English

In London, in 1688, the first insurance company was formed. It got its start at Lloyd's Coffee House, a place where merchants, shipowners, and underwriters met to transact their business. Lloyd's grew into one of the first modern insurance companies, Lloyd's of London. In the 17th and 18th centuries, British commerce was rapidly growing. As commerce grew, risks increased. Therefore, there were higher payouts for claims. The members of stock companies saw an opportunity for a profitable business here.

### The Americans

The first American insurance corporation was sponsored by a church – the Presbyterian Synod of Philadelphia – for their ministers and their dependents. Then other needs for insurance were discovered and, in the 1830s, the practice of classifying risks was begun. The great Chicago fire in 1871 created losses that were unexpectedly high and companies had no reserves for such a situation. Insurance companies had to work together to find a solution to the challenge of large losses. So they got together and devised a system called reinsurance whereby losses were distributed among many companies. This system is now commonly used in all types of insurance.

### Workers' Compensation in America

New York was the first state to adopt a workers' compensation law in 1910. By 1920, 42 states had adopted workers' compensation laws. In the late 1960s, organized labor sought the establishment of a national workers' compensation law or at least national standards for state laws. The Occupational Safety and Health Act (OSHA) was enacted in 1970. The Act required the establishment of a National Commission, which issued a finding in 1972 that the benefit levels paid to injured workers were too low. In response, many states amended their laws in the 1970s to substantially increase the level of

# Insurance —

## Workers' Compensation Fund

benefits. From 1972 to 1980 there was a clear trend to raise the level of benefits.

### The Michiganders

As a result of additional regulations and benefit requirements, employers saw their premiums rise as insurance companies began to charge more to cover their increased expenses. The timber industry was impacted particularly hard, with a logging rate of \$51 per \$100 of employee payroll. This 51 percent "tax" on all wages was forcing businesses to close and destroying an industry. In 1972, the Michigan Association of Timberman was formed to help address the issue. Several years of meeting with the state legislature and active lobbying paid off with laws allowing for the establishment of "Self Insured Group" (SIG) Workers' Compensation Funds. The first SIG was formed on November 1, 1974 under the name of the Michigan Association of Timberman Self Insurers' Fund. Close to 40 years later, this fund is still thriving and serving the timber industry.

### The SIG Concept Flourishes

Prior to 1974, only very large corporations could be self-insured. The law change now allowed smaller businesses to combine their premiums, pay for only the necessary operational expenses and purchase reinsurance to protect against the impact of large claims. The premium not used for operational expenses and claim costs, went back to the owners, as well as any investment income earned on the premium. The benefit of the cost savings and control soon caught on with other industries throughout Michigan.

### The MFA's Self Insured Workers' Compensation Fund

The law regulating the creation of SIG funds required that a program be formed by businesses that operate in a specific industry. This was to allow for more control in the areas of underwriting, safety and claim adjusting. Once the pioneer of SIG funds, Michigan is now looked at as one of the nation's leaders in the use and management of SIGs, with more than 35 SIG funds in operation.

Nineteen years after the formation of the first SIG fund in Michigan, on June 1, 1993, industry leaders from the Michigan



Floral Association and the Michigan Nursery and Landscape Association pooled their premiums to start the Michigan Horticulture Industries (MHI) Self Insured Fund. Over the past 17 years, the MHI fund has grown to cover more than 600 members and has returned more than \$15 million in member profits. The MHI fund routinely returns more than 45 percent of the premiums paid, back to its member/owners as a result of low expenses and outstanding loss history performance. The high standards required to join the MHI fund help ensure solid performance.



So, there you have it, from caravans transporting goods in Babylonian times, to coffee houses in London, to fires in Chicago, to timberman in the U.P., insurance has served society in many ways. For more information on the MFA's Workers' Compensation Fund and how it can serve your business, go to the fund's Web site [www.mhifund.org](http://www.mhifund.org), or contact Regency Group at 1-800-686-6640. ✨

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*Joe Clifford is program administrator at Regency Group, a Michigan-based administrator of self-insured group funds.*



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INDUSTRIES COMPENSATION  
FUND**

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



*"The MHI Fund has proven to be the best option for our workers' compensation insurance coverage. We've only been in the Fund for a few years and we are already saving thousands of dollars on our premium. The MHI Fund and our MFA membership are vital parts of our business."*

**Marc and Allison Brenner**  
Ludema's Floral & Greenhouses  
Grand Rapids, MI



**MichiganFloral**  
ASSOCIATION

Find out how the Michigan Floral Association and the MHI Fund can work for you!

Contact Rod Crittenden  
[rod@michiganfloral.org](mailto:rod@michiganfloral.org)  
(517) 575-0110

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# Can Your Customers Find You?

## Top tips for establishing your presence online

BY GAIL PABST

Once upon a time, not long ago, buying space in your local Yellow Pages was the best and most cost effective way to get your share of your local audience. Companies would start their names with "AAA" so they would be first in the alphabetical search line when your fingers did the walking. Customers looking for a company locally hasn't changed; what has changed is where your customers look.

Yes, people are ditching the Yellow Pages and doing the majority of their searching on the Web. Local search is the fastest growing area of search engines today. For the 10 billion unique searches conducted each month in the U.S. on the Internet, an estimated 40 percent are considered to be by people searching for something locally... that's four billion! Five percent of these searches use the city/state name in their search, while two percent use an informal term such as neighborhood, and .5 percent uses the zip code. On their mobile phone or computer, people are looking for their local businesses... are you there? Local search leads have proven to bring customers with higher-than-average intent to purchase your products or hire you for your services. If you are not there, you are losing money!

Getting your name and location on the Web is relatively painless. And with these few steps, you should be able to accomplish this, all by yourself. Give it a try!

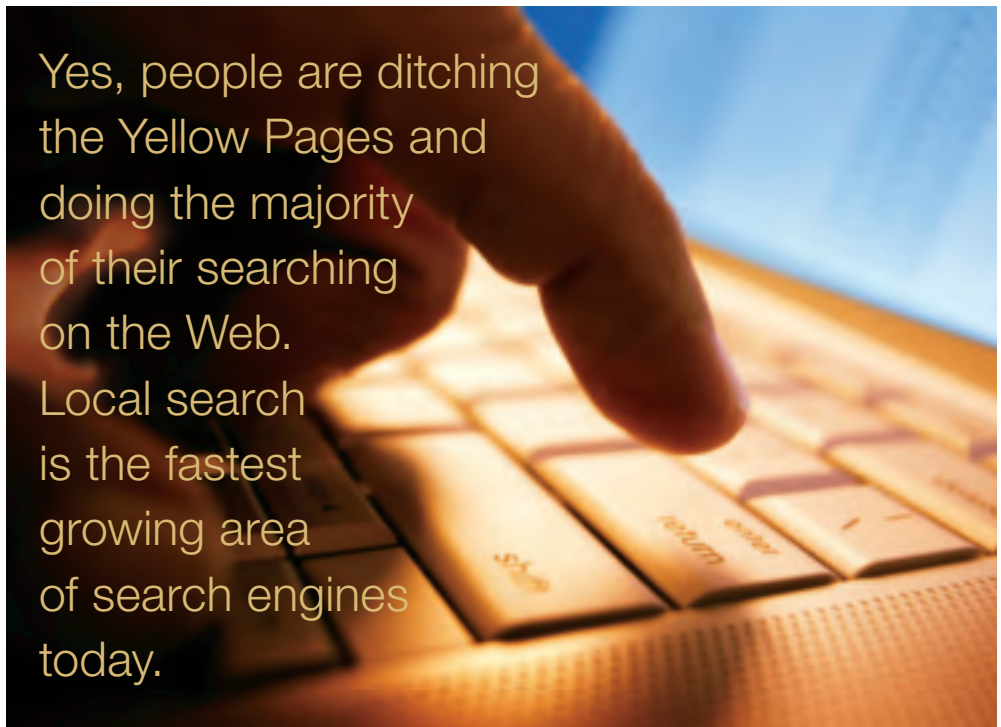
### 1. Where am I now?

Before you get started in optimizing your location, you need to find out where your company is right now in local searches. Go to the search engine of your choice, Google, Bing, Yahoo or Yelp are some of the more popular at this time. Once there, type in your major business description, be it florist, garden center, floral wholesaler, and the city in which your business is located. For example, if you are a florist in Livonia, you would type "florist, Livonia," in the search box and hit return. For Google, (the No. 1 search engine today) you would see a section that says, 'local business results for florists near Livonia.' There are seven florists listed on that first page. If you are not one of those seven and you are a florist in Livonia, you better fix that in a hurry. If your business is not listed on the first page, you are at a definite disadvantage. Not many people click to the second page, and pretty much no one goes to the third

and beyond. If you are in a large metropolitan area, there can be lots and lots of pages under each search. That is why it is important that you make sure you put your listing with all your information directly into the search engines forms and not wait for them to find you.

### 2. The quickest way...

The quickest way to get started with your listings is to go to [www.getlisted.org](http://www.getlisted.org), input your business name and zip code, and click "check listings." You will get a snapshot of your listing score, as well as whether you've declared your business profiles (filled out the information) on Google, Yahoo, Yelp, Bing, and Best of the Web Local.



Yes, people are ditching the Yellow Pages and doing the majority of their searching on the Web. Local search is the fastest growing area of search engines today.

#### a. You want a high listing score.

The listing score is a number between 0-100 that approximates how effectively your business is taking advantage of the free listings at the major search engines. If you are close to zero, you have work to do.

#### b. You want all five check marks.

If your business has a listing at each of these five search engines, there will be a check mark by the search engine

## WEBSAVVY

name. If there is an X mark by the listing, that is where you want to start. You have not put a listing at that local search engine location.

### 3. Take the time to fill out the forms.

Now is the time to fill out the forms for each of the search engines you do not have a check mark by. Don't wait for a better time - now is the best time. Your business depends on it! It's easy: all you have to do is click on the wording "Claim Your Listing" and start filling it out. We will be discussing the best way to fill them out for the search engines in the next issue, but don't wait, do it today! You can always correct the information.

### 4. Is this all there is?

These five search engine locations are just the start. There are more search engines out there then you can shake a stick at. Are you listed in your town's Chamber of Commerce, or a local search engine for your town or area? If not, look into it. The more places you are listed, the higher your company will become in the search listings. You want to be on the first page.

### 5. Get a Web site.

If you don't have a Web site, I can't stress enough that you need at least a one-page site that talks a bit about your company and lists your contact information. You can add this to your local listings and it will help with the search engines finding you.

Why should you take the time to claim your listings? When you do, it sends a signal to the search engines that you are a business and they will start indexing and tracking your profiles properly. Claiming your listings is also the best preventive measure against your listing being hijacked or edited by an unscrupulous competitor.

Don't let another company beat you out of the local search game; put in the time now so when your customers do the typing, you will be there. ✿

---

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

## PROFESSIONALEDCATION

# Steps to Certification

- **Do's and Don'ts**
- **Methods & Mechanics**
- **Insight & Answers**
- **A Hands -On Experience**

June 1, 2011  
10:00 a.m. to 4:30 p.m.

Member: \$149  
Non-Member: \$199  
Lunch included in class fee



Instructor:  
Cindy Ching, AIFD, CF, CFD

MFA Professional Education  
Center - Haslett, MI

**C**indy guides those who plan on becoming a Certified Florist. You'll get tips on how to prepare for both the written and design portions of the test. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the exam, with the all-new CF sections to the written and hands-on! Attendees will leave with a clear understanding of what it takes to pass the prestigious national CF exam. Class will run from 10:00 a.m. to 4:00 p.m. with a half hour break for lunch, which is included in the registration fee.

**Please bring your own tools.** ✿

Call (517) 575-0110 or visit [www.michiganfloral.org](http://www.michiganfloral.org) to register for this class.



DESIGNER SPOTLIGHT

# Circle of Life

BY DIANE BURGESS  
MFA'S 2010 DESIGNER OF THE YEAR  
DESIGNER AT BLUMZ... BY JR DESIGNS  
IN DETROIT AND FERNDALE, MI

**W**e have noticed an increase in requests for easel style designs at the shop. Market trends as well as recent design shows I have attended support this trend. The wide array of forms widely available provides today's design professional with many choices of shape and size, while at the same time the ability to provide a water source to the fresh product used.

For this design, I chose an oval shaped form for a vegetative style design using materials with various textures in neutral tones. Pairing interesting mosses that invite touching with the spicy fragrance of Stocks makes a pleasing combination. This tribute is suitable to memorialize a person who was inspired by and loved nature. The strong line of the bundle of Equisetum adds a contrasting accent with its straight lines and smooth texture.

A popular addition to many sympathy designs is keepsake statuary pieces, such as this pair of doves in soft, earthy, buff/terra cotta tones. In this instance, it is attached in a fashion that makes it easy to remove as a remembrance gift. ✨

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Tampa, FL

Photo by Al Cooley Photography - [www.myspace.com/squareshooter](http://www.myspace.com/squareshooter)

## CFREPORT

# Chairwoman's Report: If You Plant It, You Can Bloom!

BY KATHY PETZ, AAF, CF, PFCI, CF CHAIRWOMAN



**C**ongratulations to the nine new CF members that were recently inducted at the 2011 President's Recognition Banquet, I'm so proud of you all! Our CF committee is busy preparing for the upcoming FFA student CF testing to be held at Michigan State University on April 15, 2011. This experience exposes today's youth to our industry firsthand. A few will go on and further their education and enter our workforce, and those who won't at the very least become an educated consumer.

The tulips, daffodils and crocus will soon be poking their heads through the ground and spring will be in the air. Make 2011 the year you not only grow personally but professionally as well – get certified! The next two Steps to Certification classes are scheduled for June 1 and October 12, and will be held at the MFA headquarters. The next CF testing dates are scheduled for June 12 at MSU, July 11 at OFA Short Course and October 25 at MSU. I wish you all the best as you plan to join the ranks of the Certified Florist. ✿

*Kathy Petz is a senior national account director at Teleflora.*

## An Award for Volunteer Service

**O**n November 9, 2010, at the Michigan Association Agriscience Educators and the Michigan Horticulture Teacher Association Annual Recognition Luncheon, Barbara Yeida Zuleski, CF, was awarded MAAE Honorary Membership. This award is given to an individual who has given much of their time and expertise to the Agriscience departments and teachers, furthering their goal of being able to give their students the most accurate and timely information in the field.

Barbara has volunteered at the Jackson Area Career Center for 10 years and taught at many of the MHTA conferences, preparing Agriscience Teachers to pass the Certified Florist hands-on and written tests. A freelance floral designer, she is a graduate of Stevens College and Eastern University. She received the Michigan Certified Florist Member of the year award in 2004, the first year the award was given out. Barbara also is a member of the CF Committee and was instrumental

in developing the Student CF Certification and Testing. She has judged at the statewide FFA-CF skills day, held each April at Michigan State University for the past nine years.

Congratulations Barbara! ✿

*Robert Johnson presents the award to Barbara Zuleski, CF.*



## CFREPORT

### CF Flower of the Month

#### FLOWERING BRANCHES

**Availability:** November through April.

**Two types most used in spring are:**

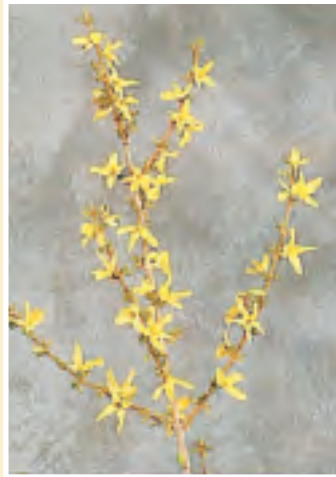
**Forsythia:** Bright, star-shaped flowers of four or five petals clustered along squarish branching stems, 30-48 inches long.

**Pussy Willow:** Half to one inch velvety catkins closely spaced along a woody stems 12-60 inches long.

**Design Tips:** Flowering branches bring unique line and interest to spring and oriental arrangements as well as add color, texture and height. Adds a great look to a vased arrangement!

**Care Information:**

1. Process immediately upon arrival
2. Re-cut two inches off stems
3. Place in a hydrating solution to enhance water uptake and help the bud open
4. Place in warm water (100-110 degrees), keep at room temperature to open buds
5. Store at 40 degrees for several hours before using
6. Do not smash or crisscross cut ends- a clean edge will take up more water (this is a common misconception)



### Visit MFA on the Web



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

**We are here to help...**

## Kennicott Brothers Company

Serving the Midwest Floral Industry since 1881.

Visit us at one of our seven locations or on the web at [www.kennicott.com](http://www.kennicott.com).

***If You can't find it at Kennicott's, You can't find it anywhere!***

- |   |  |
|---|--|
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| Chicago, IL<br>312-492-8200<br>452 N Ashland            | Waukegan, IL<br>847-244-3110<br>3210 Grand Ave.  |
| Elk Grove Village, IL<br>847-734-8650<br>880 Estes Ave. | Decatur IL<br>217-422-2438<br>1695 North 21st St |
| Hammond, IN<br>219-933-7515<br>4316 Calumet             |  |



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... the employees ...  
and you!**

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***Auto-Owners Insurance***

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David Chapman Agency

[sgrinnell@davidchapmanagency.com](mailto:sgrinnell@davidchapmanagency.com)

PH: (517) 321-4600

# MFA MEMBERSHIP APPLICATION

## CLASSIFIED ADS

### Active Membership Requirements:

An active member must be a registered, established business operating in the floral industry. Active members are eligible to vote for elected MFA representatives, use all MFA services, receive member pricing on all Association functions, receive the informative *Professional Florist* magazine\* and all other mailings.

Dues are based on the annual gross sales of your business:

- Up to \$499,999 ..... \$260
- \$500,000 - \$999,999 ..... \$410
- \$1 million - \$2,999,999 ..... \$510
- \$3 million & over ..... \$610

### Member Information:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

Valid Sales Tax ID # (Required): \_\_\_\_\_

Signature (Required): \_\_\_\_\_

### Please check which of the following applies to your business:

- Retailer    Supplier / Manufacturer    Sales/Marketing Rep
- Wholesaler    Service Provider    Supermarket    Grower
- Floral School    Garden Center

### Associate Membership Requirements:

Associate Membership may be held by students or teachers of floriculture and ornamental horticulture, or by any individual working for an active MFA member. Associate members receive member pricing on all association functions, the informative *Professional Florist* magazine\*, and all other mailings, but are NOT eligible to vote or hold elective office in the association.

### Please check which of the following applies to you:

- Student\*\*    Teacher    Employee of Active MFA Member

All Employee/Teacher members ..... \$160

All Student members ..... \$60

\* All membership dues include a *Professional Florist* subscription.

\*\*Must include a photocopy of current active student ID card or enrollment confirmation letter from class instructor.

### Method of Payment:

- Check    Visa    MC    American Express    Discover

Card #: \_\_\_\_\_

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Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

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### FOR SALE

**Inventory for sale:** 28 year old business closed. 50 percent is wedding rental inventory, 50 percent flower shop inventory, including shelving. All in good condition. Over 30 percent off wholesale cost, at \$25,000. Everything needed to start a business, or add to existing inventory. Lots, fills five garages. Contact Linda Swift at 616-550-9434. Lake Odessa, MI.

### HELP WANTED

**Now hiring:** Grand Hotel is now hiring for a floral designer. This person is responsible for working in the busy seasonal flower and gift shop at Grand Hotel. Floral experience a must! For info, contact HR at 906-847-9201. Mail resume to Grand Hotel, attn: HR, PO Box 286, Mackinac Island, MI 49757 or fax to 906-847-9205.

**Floral designer position available:** Frankenmuth Florist is seeking an ambitious, creative, full time floral designer for our unique floral shop. Applicant must have some experience in fresh and/or silk design. Please send resume to: Frankenmuth Florist, 320 S. Franklin St., Frankenmuth, MI 48734.

**Seeking a creative floral designer:** Uniquely Yours Flower Shop in Northville, MI, is seeking a creative floral designer for a full service flower shop and wedding and event planning company. Must have at least 2-3 years experience. Competitive pay, flexible hours. Please e-mail your resume with a list of your past experience to [MeganK@uyevents.com](mailto:MeganK@uyevents.com) and we will contact you for an interview.

**Floral designer needed for upscale flower shop:** Experienced floral designer needed for part time position at upscale floral shop in northwest Detroit. Please call or inquire within. Terry's Enchanted Garden, Inc. 19338 Livernois Ave. Detroit MI 48221, 313-342-3758.

**Floral Designer Position Available in South Lyon.** Bakman Floral Design has a position available for an ambitious, very creative, experienced floral designer, must have wedding design experience can be full or part time. Please send resume to: Bakman Floral Design 22880 Pontiac Trail, South Lyon, MI 48178.

**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. Great benefits, including unparalleled stock ownership plan. Contact any one of our store managers below: Tom Figueroa AIFD, MCF; Warren; 586-755-4200. Cathy Davison; Flint; 810-767-8883. Leslie Walton / Deb Durrant; Grandville; 616-534-6883.

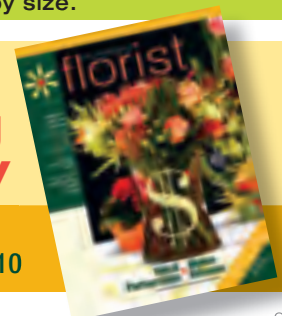
### SEEKING DONATIONS

**MFA Scholarship Committee seeks donations for the 2011 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 please call Peg Long (Saline Flowerland) at (734) 429-4458 or Jim Schmidt (Hyacinth House) at (800) 777-9945.

To place a classified ad, call Rod at (517) 575-0110.  
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**Alice Waterous  
Floral Consultant LLC**

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**Tom Metzger**  
General Manager

20935 Eureka Rd  
Riverton, MI 48174-1317

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Fax: (734) 724-8098  
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**MAYESH**  
SOUTHVIEW



**3999CLR**  
Van's #292088  
7.5" GARDEN VASE  
PLAIN  
Opening: 4.25"  
12/Case



**3952CLR**  
Van's #292301  
7.28" SPRING GARDEN VASE  
PLAIN  
Opening: 3.375"  
12/Case



**3950AST**  
Van's #292298  
7.28" PETITE VASE TRIO  
PLAIN  
Opening: 3.75", 2.375", 2.5"  
12/Case



**3907CLR**  
Van's #292087  
8.5" GARDEN URN  
PLAIN  
Opening: 4"  
12/Case



**3104CLR**  
Van's #292294  
8.5" GATHERING VASE  
PLAIN  
Opening: 4"  
12/Case



**3007CLR**  
Van's #295787  
8.5" MARILYN VASE  
PLAIN  
Opening: 3"  
12/Case



**3005CLR**  
Van's #292216  
9" RIO BUNCH VASE  
OPTIC  
Opening: 2.75"  
12/Case



**3002CLR**  
Van's #292192  
9" RIO VASE  
OPTIC  
Opening: 5.375"  
6/Case



**3003CLR**  
Van's #292194  
9.25" RIO CACHE VASE  
OPTIC  
Opening: 7.25"  
6/Case



**3020AST**  
Van's #292230  
10" BOKAY VASE TRIO  
PLAIN  
Opening: 3.75", 4.625", 3.875"  
12/Case



**3905CLR**  
Van's #292086  
10.25" GARDEN URN  
PLAIN  
Opening: 4.75"  
6/Case



**3008CLR**  
Van's #292217  
10.5" RIO VASE  
PLAIN  
Opening: 5.5"  
6/Case



**3929CLR**  
Van's #292297  
12" CONICO VASE  
OPTIC  
Opening: 6.5"  
6/Case



**3004CLR**  
Van's #292202  
13.25" MING VASE  
PLAIN  
Opening: 5.5"  
4/Case



**3605CLR**  
Van's #292089  
14" GRECIAN URN  
PLAIN  
Opening: 6.5"  
6/Case



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**3914CLR**  
Van's #295760  
5" BUBBLE BOWL  
PLAIN  
Opening: 3.25"  
12/Case




**3967CLR**  
Van's #291722  
6" BUBBLE BOWL  
PLAIN  
Opening: 4.25"  
12/Case



**3553CLR**  
Van's #293002  
8" BUBBLE BOWL  
PLAIN  
Opening: 5.25"  
4/Case



A person wearing a white button-down shirt is shown from the chest down, opening a cardboard box. The box is orange and has the word "FLOWERS" printed on it in a dark, serif font. The person's hands are visible, with one hand on the top of the box and the other near the opening. The background is dark and out of focus.

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**SAVE THE  
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