



Volume I 2012



**MFA's  
2012 Expo**

**The New  
Workers'  
Comp Law**

**A Flower  
Shop's  
Groupon  
Success**

**MFA  
Scholarship  
Winners**

# the professional florist

## Vintage-Themed Weddings

DIAMOND AWARD  
WINNING PUBLICATION  
MSA/E

*sealed with a KISS!*



*keep it*  
**SEDUCTIVE**  
**& SPECIAL**  
*with*  
**RUBY GLASS**



8 1/2" Rose Vase Asst.  
opening: 3 1/2" • case: 12  
4093-12-13 Ruby  
\*style count may vary

9 1/2" Rose Vase Asst.  
opening: 4" • case: 12  
4094-12-13 Ruby  
\*style count may vary

*this valentine's:*

*keep it* **SYNDICATE SALES**



Syndicate Sales  
svndicatesales.com





# the professional florist

Volume I 2012

Cover image by  
Rene Van Riems, AIFD  
www.renevanriems.com  
(888) 824-7363



Photo caption: Rene's book,  
Rene's Bouquets for Brides

- Leadership Report**
- 4 Let's Go, Let's Go, Let's Go!**  
By Rod Crittenden, MFA Executive Vice President
- MFA Benefits**
- 5 Floral Partnerships = Higher Benefits**
- Legislative Update**
- 6 Governor Snyder Signs Work's Compensation Reforms Into Law**  
Article Courtesy of Regency Group
- Professional Partnerships**
- 7 Debit Fee Reductions = Savings for You**  
By Anne Heraghty
- Bridal Update**
- 8 A Vintage Affair**  
By Derek C. Woodruff, AIFD, CF, CFD
- Wholesaler Connection**
- 10 The Wholesaler and Retail Florist – A Valentine's Day Match!**  
By Patricia Lilly
- MFA's 2012 Great Lakes Floral Expo**
- 11 All the details on The President's Reception, Recognition Banquet and Industry Awards Ceremony; GLFE Retail Shop Dinner Tour; and Main Stage, Hands-On and Business Sessions**
- 16 GLFE Schedule at a Glance**
- 17 MFA 2011 Design Contest, Books, Bids, Showcases**
- 18 GLFE Registration Form**
- Web Savvy**
- 19 Join the Groupon**  
*How a florist found success with the popular e-mail deal*  
By Kathy Valentine
- Designer Spotlight**
- 21 What's Your Favorite Color?**  
By Derek C. Woodruff, AIFD, CF, CFD,  
2011 Designer of the Year
- Member Profile**
- 22 Home Grown**  
*Hastay's Greenhouse & Flower Shop planting the seeds of success for almost 60 years*  
By Heidi Anderson, Editor
- Industry Advancement**
- 24 Lucky Thirteen Earn MFA Scholarships**
- Company Profile**
- 25 Get to Know N.S.E. Imports**  
By Heidi Anderson, Editor
- CF Report**
- 27 CF Goes to the Expo**  
By Tim Latimer, CF Chairman
- 29 Professional Education Center**
- 29 Classified Ads**
- 30 Business Cards**



**MichiganFloral**  
**ASSOCIATION**

1152 Haslett Road, P.O. Box 67 Haslett, MI 48840  
(517) 575-0110 • (517) 575-0115  
rod@michiganfloral.org  
www.michiganfloral.org

**MFA Staff**

Executive Vice President: Rodney P. Crittenden  
Executive Assistant: Cindy S. Ching, AIFD, CF

**MFA Board of Directors 2011**

President: Alice Waterous, AIFD, CF, CFD, PFCI  
Floral Consultant, Grand Haven, MI

Vice President: Bob Patterson  
Patterson's Flowers, Big Rapids, Cadillac & Reed City, MI

Treasurer: Jim Schmidt  
Hyacinth House, Lansing, MI

Immediate Past President: Jeanette Gaudreau-Ballien  
Gaudreau the Florist, Saginaw, MI

Executive Vice President/CEO/Secretary: Rodney P. Crittenden  
Michigan Floral Association, Haslett, MI

**Directors-At-Large**

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

Kim Herbers  
Saginaw Valley Flower Exchange, Saginaw, MI

Kathy Petz, AAF, CF, PFCI  
Teleflora, Holly, MI

**Regional Directors**

R1: Connie Adamo  
Conner Park Florist, Detroit and St. Clair Shores, MI

R2: Debbie Royal, AIFD, CF, CFD  
Royal Expressions, Blissfield, MI

R3: Teresa Cytlak  
Ridgeway Floral, Three Rivers, MI

R4: Alice Waterous, AIFD, CF, CFD, PFCI  
Floral Consultant, Grand Haven, MI

R5: Jeanette Gaudreau-Ballien  
Gaudreau the Florist, Ltd., Saginaw, MI

R6: Jay Porcaro  
Weber's Floral & Gift, Sault Ste. Marie, MI

**Publications Committee**

Connie Adamo, Chairperson  
Conner Park Florist, Detroit / St. Clair Shores, MI

Teresa Cytlak  
Ridgeway Floral, Three Rivers, MI

Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI  
Blumz...by JRDesigns, Detroit / Ferndale MI

Jeanette Gaudreau-Ballien  
Gaudreau the Florist, Ltd., Saginaw, MI

Alice Waterous, AIFD, CF, CFD, PFCI  
Floral Consultant, Grand Haven MI

Publisher: Rodney P. Crittenden

Advertising Director & Sales: Rodney P. Crittenden

Editor: Heidi Anderson

Graphic Design: Joe McGurn

Printing: Village Press Publications

MFA is not responsible for the statements or opinions published in the *The Professional Florist*. These represent the views of each author and are not necessarily the views of the association or its staff.

## LEADERSHIPREPORT

# Let's Go, Let's Go, Let's Go!

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



**H**ave the last few years just kind of slipped away? Does all the talk of doom and a lousy economy get you down? Are you tired of wondering: where have all the sales gone?

Do you feel like you've missed the starting gun? It's January 2012 and another year full of opportunity has just begun, so let's go, let's go, let's go!

I've spoken with many florists over the past year, and the one common thread amongst them all is: business is OK, it's just coming from different directions and it's crazy trying to put your finger on it, let alone trying to figure it all out. Doing business today means trying new things, exploring new ways to create new revenue streams, and remembering to never, never, never forget about the importance of your customers. Remember this as you prepare for Valentine's Day; just because everyone says you need to be on Facebook or Twitter, don't forget about all those customers who helped build the business that you have today. Many of these people are not into social media on a daily basis. They like you and your flowers because you are you, and your flowers are simply the best. They like how you and your staff treat them when they call, e-mail, send an IM or even walk through your door. They can't get this kind of red carpet service or treatment anywhere else. They can buy flowers anywhere these days, but they come to you because they 'like' you. Again, don't ever forget the importance of your customers –treat them like the gems they are.

With this in mind, I would like to personally invite each of you to Grand Rapids, MI, March 2-4, for the 2012 Great Lakes Floral Expo (GLFE). The GLFE committee, headed by 2012 Chairperson, Bobbi Ecker Blatchford, AAF, AIFD, PFCI, has put together an outstanding lineup of very talented and savvy individuals who will help you put your finger on where today's sales are coming from. I would highly recommend coming for all three days if you can. If you can only come for a day or two, you won't be disappointed. I promise you will leave the Expo re-energized and ready to hit the ground running. You'll have a clearer understanding of where the industry is today and how you can position yourself to take advantage of both new and old time-tested sales strategies.

I sincerely wish all of you a very happy and profitable 2012. Your MFA is your silent partner and we are here to help you grow your business. Please let us know if we can ever be of assistance. I can't wait to see you in Grand Rapids the first weekend in March for "Sell-O-Bration," the most outstanding regional floral expo at the fabulous DeVos Center & Amway Grand Plaza Hotel. ✿

**SELL-O-BRATION**  
outperform • outmaneuver • outsell

*Save the Date*  
**2012 Great Lakes  
Floral Expo**  
Weekend of  
March 2-4, 2012

Amway Grand Plaza Hotel / DeVos Place  
Grand Rapids, MI

Check [www.michiganfloral.org](http://www.michiganfloral.org) for more information

## MFABENEFITS

# Michigan Floral Association Professional Partnership Benefits

## Floral Partnerships = Higher Revenue

**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 \$1.8 million back to its members, bringing the total returned to \$17 million since the Fund's inception in 1993. Right now, more than 70 percent of the members are receiving returns equal to 56 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 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 the David Chapman Agency. 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.**

### 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 our 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!

**4.**

### MFA SuperFleet Fueling and Vehicle Maintenance Program!

SuperFleet and MFA have a no-charge 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 and 5-cents per gallon at Marathon for your first 90 days!

**5.**

### 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.

## LEGISLATIVEUPDATE

# Governor Snyder Signs Workers' Compensation Reforms Into Law

ARTICLE COURTESY OF REGENCY GROUP

**O**n December 19, 2011, Governor Rick Snyder signed a bill modernizing workers' compensation laws in Michigan to benefit both employers and employees. Public Act 266, authored by State Representative Brad Jacobsen, R-Oxford, has two primary purposes. First, it modernizes the workers' compensation statute, which is important because medical advances, economic conditions, and information technology warrant its update. Second, it also codifies case law, which has widely fluctuated over the last 15 years due to different court interpretations of "disability" and "personal injury." Codification of the current interpretations will help prevent continued wavering and bring some certainty and stability to the law.

"An injury on the job is stressful enough for both the employee and the employer without having to deal with confusion in Michigan's law," said Jacobsen. "The updates signed by Gov. Snyder will eliminate this confusion and cut down on the need for court cases to resolve claims. The goal is to



State Representative Brad Jacobsen, R-Oxford, and Gov. Rick Snyder with the signed bill.

get the employee healthy and back to work as soon as possible and these updates will do just that."

The bill clarifies an injury to be "medically distinguishable" from an employee's prior condition in order to be compensable; provides that a limitation of wage earning capacity would occur only if an employee were unable to perform all jobs paying the maximum wages in work suitable to his or her qualifications and training; includes wages an employee earns or is capable of earning in the definition of "wage earning capacity;" and provides that an employee would have an affirmative duty to seek reasonably available work.

According to Tim Hanna, administrator of the Michigan Horticulture Fund and chairman of the Michigan Council of Self Insured Group Administrators, the legislation will help create a more predictable workers' compensation system, which makes the State far more attractive for job expansion and job creation.

"Florists face many challenges, the least of which should be trying to interpret an ambiguous workers' compensation system," Hanna said.

Those currently receiving benefits or those with pending claims will not be subject to changes signed into law today. ✿

**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).

Contact us at [info@kennicott.com](mailto:info@kennicott.com).

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

**Hammond, IN**  
219-933-7515  
4316 Calumet

**Chicago, IL**  
312-492-8200  
452 N Ashland

**Aurora, IL**  
630-896-1091  
720 New Haven

**Waukegan, IL**  
847-244-3110  
3210 Grand Ave.

**Elk Grove Village, IL**  
847-734-8650  
880 Estes Ave.

**Milwaukee, WI**  
414-443-1100  
4831 W. State

**Decatur, IL**  
217-422-2438  
1695 North 21st St.



Visit Regency's Web site at [www.regency-group.com](http://www.regency-group.com).

## PROFESSIONAL PARTNERSHIPS

# Debit Fee Reductions = Savings for You

BY ANNE HERAGHTY



Last year, Congress passed legislation commonly known as the Durbin Amendment, charging the Federal Reserve Board to determine a standard interchange fee for processing a debit card transaction. They decided the new interchange fee would be capped at 0.05 percent + 21 cents. This fee went into effect on October 1, 2011. It is not often that government involvement means lower costs for business owners, but this time you could realize some significant savings, particularly if you accept a fair amount of debit cards.

There are a couple of things you should keep in mind as this new fee is implemented. As with many legislative-based reforms, there are complexities. In this case, the cap only applies to debit cards issued by very large banks – it does not include those issued by smaller, community banks or credit unions. While large banks issue the overwhelming majority of debit cards, the fact remains that some debit card interchange fees will not change.

Processors aren't required to pass through these new lower interchange fees, so the best way to ensure that you are going to get

them is to move to the Interchange Plus pricing model. The Interchange Plus pricing model is the only model that will automatically pass through the interchange fees at their exact cost, including the new lower debit card fee.

As an added bonus, when you move to Interchange Plus pricing, the new debit fee is not the only fee that can be affected. This model gives processors the ability to better analyze data and potentially offer you even more savings.

As the Michigan Floral Association's endorsed processor, we want you to know that this move can be very easy. If you are already processing with MTG, all you need to do is call us at (888) 599-2209. We can quickly review your statement and project the savings you can expect. If you are not processing with us, we encourage you to contact your current processor and ask to be moved to the Interchange Plus pricing model. Again, it is the only way you and your business can realize the full savings of this debit fee cap. If they are unwilling to make that move an easy one, we can help.\*

Anne Heraghty is a communications manager at Midwest Transaction Group, [www.midtrans.com](http://www.midtrans.com).

## Saginaw Valley Flower Exchange, Inc.

Invites you to stop in and see our full line of  
silks and accent decors for Spring 2012

Spring Pottery - Ribbons - Spring Silk Flowers  
and much, much, more!

Order Specialty Wedding Flowers Early!

We look forward to serving you!

1-800-783-3858

1400 Tittabawassee, Saginaw, MI 48604  
(800) 783-3858 • (989) 752-3173  
Fax (989) 752-7905

## BRIDALUPDATE

# A Vintage Affair

BY DEREK C. WOODRUFF, AIFD, CF, CFD



**L**ace birdcage veils, mercury glass and skinny ties are all common elements in today's wedding schemes – but where did these modern day ideas stem from? Vintage events are hot in the wedding industry, and as floral designers, we have great potential for tapping into our heritage of experience for what was once considered modern and new.

As in every industry – fashion, interiors, music – just to name a few, trends go in and out. They are recycled, rebooted, updated and made new again. The key to success is that the trend is different enough not to be outdated, but with a new twist to make it exciting once again. The iconic elements of a vintage wedding are what take the guests on a journey back in time and set the overall mood. It is important to make sure the affair has a flow when choosing things such as music, floral, linens and even food to deliver a consistent theme – every detail counts!

Venue selection may be limited based on one's budget, but considering all the options will help you in selecting the right location for a retro look. Keep in mind that you don't want to choose a venue that you will have to compete with for décor and lighting. If the space doesn't look vintage without décor, it may



*Vintage events are hot in the wedding industry, and floral designers have great potential for making the look modern and new.*

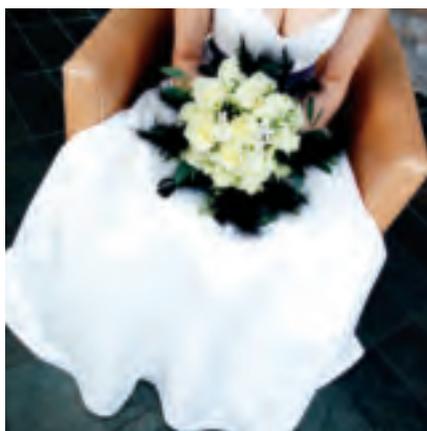
be difficult to pull off an overall scheme. Look for rental spaces such as old hotels, restaurants, barns, or a tent. When it comes time to add the important, decorative elements, the look should appear naturally without much effort, given the proper planning.

Thinking about basic human needs, we can pinpoint the one thing on our guests' minds: the food. Keeping the food theme vintage can be difficult in modern times, given trends in culinary flavoring and over-the-top epicurean creations. Remember: while tasting foods and gathering ideas for the big day, keep flavors and presentation simple. Sometimes being timeless can leave a bigger impression than being trendy. Other popular features of modern day weddings and events are late night coffee or pizza bars. As fun as these things may be, they wouldn't have done them back in the day. Keep dessert as simple and timeless as the meal to really keep your guests impressed.

Even lighting can be vintage. Think back to a simpler time, before modern day technology. Imagine being the guest for dinner at an old Inn. You would see no fluorescent lighting and no LED's. Soft amber chandelier glow, lamplight and collections of candles are great examples of vintage lighting. When used in



*Peonies, garden roses and ranunculus are good vintage-look choices.*



*A splash of feathers gives a nice vintage touch.*



*Large blossoms make the simplest design a dynamic arrangement.*



*Floral trends for vintage weddings tend to be lush and romantic in look and feel.*

abundance, they can provide ample lighting for any event while not escaping the boundaries of the vintage affair.

Floral trends for vintage weddings tend to be lush and romantic in look and feel. Peonies, garden roses and ranunculus are common. Filler flowers are also in demand, as they add a soft and gentle feel, almost like feathers, to any arrangement. Among the most popular is Astilbe, with its soft textures and pastel colors. Vintage bouquets tend to be a rich variety of flowers, which gives the overall wedding an eclectic feel. For centerpieces, placing these large blossoms in separate collected bottles or simple, classically shaped glass vase collections available at your local wholesaler stretches a budget while at the same time giving a true vintage look.

For flowers to wear, the large blossoms make the simplest design a dynamic arrangement. Applying a large garden rose to a metallic bracelet makes a corsage simple, yet fashionable for an addition to a beautiful antique gown. Soft white ranunculus attached to the birdcage veil will be a beautiful detail in the wedding photos. Keep boutonnieres and hairpieces simple using modern day decorative elements (such as wire) for mechanical purposes only, though a splash of feathers or beading gives a nice vintage touch.

As floral designers and event planners, clients come to us to help them achieve the look and feel desired for specific themed events. All of the basic elements come into play when planning such an affair. By knowing our market, our resources, local venues and our clients, we can successfully deliver an overall feeling of satisfaction to our most important patrons and their guests – and a feeling of accomplishment to ourselves. ✨

---

*Derek C. Woodruff is the 2011 Michigan Floral Association Designer of the Year, and was named Young Person of the Year by MFA in 2010. Derek was a contestant on "The Arrangement," the world's first floral design reality competition show, and has been published in national floral magazines. Since 2008, he has owned The Floral Underground in Traverse City, MI.*



alexandra  
FARMS  
Exceptional Garden Roses

# "Romantic Antike"

Long-lasting Nostalgic Garden Roses, available year round.



OUTSTANDING VARIETIES COMPETITION

Like us on



For more information, please contact your favorite wholesaler, or visit our web page at [www.alexandrafarms.com](http://www.alexandrafarms.com) or call Joey at 305-528-3657. [marketing@alexandrafarms.com](mailto:marketing@alexandrafarms.com)



## WHOLESALE CONNECTION

# The Wholesaler and Retail Florist – A Valentine’s Day Match!



BY PATRICIA LILLY



One of the most important days on the calendar each year for the floral industry, Valentine’s Day, requires months of planning and preparation for growers, wholesalers, transportation and logistics providers and retail florists. All of this behind-the-scenes preparation ultimately allows the customer to select the perfect floral gift from a wide array of offerings.

The success of Valentine’s Day sales is dependent on advance planning and preparation factors, as well as another critical component – the role of the wholesaler in the selection and delivery of high quality product and service to its retail florist community. The reliability of the floral supply chain is best represented in the critical role the wholesaler plays. For this reason, a retail florist’s connection with their wholesaler is fundamental to a successful sales strategy, not just for Valentine’s Day, but all holidays and events where timely delivery and superior product are imperative.

Wholesaler floral companies represent the best value for the money and their value comes in many forms: reliability, accuracy, responsiveness, expertise and much more. Let’s take a look at how wholesalers help florists achieve their goals and please their customers. Wholesalers deliver more than just flowers. Consider these:

- 1. Reliability:** Wholesale florists are reliable. They are dependable. They stand behind their promises.
- 2. Accuracy:** Wholesale florists provide accurate order fulfillment and on-time delivery.
- 3. Responsiveness:** Wholesalers respond to your needs. When you need help your wholesaler is there. Timeliness is of the essence in the floral industry and your wholesaler has designed its business model to ensure prompt response to meet your special needs.
- 4. Expert Knowledge:** Wholesalers possess in-depth knowledge and expertise about the products they sell as well as the markets they serve. Their superior floral knowledge can help you plan for Valentine’s Day, and every day, to ensure you have the depth and breadth of product needed to fulfill orders, both small and large, at reasonable price points for all customers.

**5. Cut-Flower Quality:** Wholesalers deliver high quality flowers. Their expertise and connections in the marketplace ensure delivery of the freshest and highest caliber product.

**6. Relationship:** Most retail florists have built a long-term business relationship with their wholesaler. When you call your wholesaler, they know who you are and understand your unique needs. They will introduce new products and recommend existing products based on their understanding of your market and customer needs.

**7. Easy to Order:** Wholesalers are the easiest source from which to order product. Their systems provide easy access and a knowledgeable sales staff trained to help make your ordering a simple and straightforward action.

**8. Convenience:** Wholesalers are located near their retail customers with a method of delivery that is convenient and timely. Due to proximity, lead time in ordering product can be short. Their transportation efficiencies are unequaled.

**9. Selection:** Wholesalers offer a wide assortment of cut flower varieties and basic everyday floral supplies, providing a valuable one-stop shopping source for florists.

**10. Cost Effective:** Wholesale florists provide cost-effective delivery in quantities that retailers need and can use without waste.

Wholesalers in the floral industry have built a solid business model designed to provide exceptional service, extensive product knowledge and sound business practices, all of which will help a retail florist thrive in today’s fast-paced and ever-changing marketplace. Contact your wholesaler to help you maximize your market potential and to provide your customers with the highest quality flowers and supplies. Make this Valentine’s Day, and every day throughout the year, successful and profitable. All you need to do is to make the connection with your wholesaler and nourish the relationship.

To learn more about wholesalers and how they can assist you today, visit [www.wffsa.org](http://www.wffsa.org). Don’t miss MFA’s Great Lakes Floral Expo, March 2–4 in Grand Rapids, MI, where you can meet and visit with many local wholesalers under one roof! ✿

*Patricia A. Lilly is the executive vice president of the Wholesale Florist & Florist Supplier Association.*



# 2012 Great Lakes Floral Expo

## March 2-4

### The Great Celebration! 2012 GLFE Banquet & Awards Ceremony

Sell-O-Brate this evening filled with friends, flowers and awards.

Don't miss the President's Recognition Banquet, Saturday evening, March 3, 2012 in the stunning, newly remodeled, Ambassador Ballroom at the Amway Grand Plaza Hotel. *Additional fees apply.*

**President's Reception • 6:00 p.m. – 6:45 p.m. • Center Concourse adjacent to the Ambassador Ballroom.  
Recognition Banquet and Industry Awards Ceremony • 7:00 p.m. – 9:00 p.m.**

This is the night all your floral friends dress up in their finest attire, mingle in a breathtakingly beautiful ballroom, enjoy delicious food and drinks, and honor MFA's best with the 2012 Industry Awards.

You are cordially invited to the Michigan Floral Association's version of the Academy Awards!

Expect the spectacular as Colleen Carr, AIFD, CF, and her team of students and professional designers present Simply Sellable creations to inspire you!

An array of Industry Awards will be bestowed by the MFA and new inductees into the prestigious Certified Florist program will be recognized. This event only comes once a year, so book your ticket now!

### 2012 GLFE Retail Shop Dinner Tour

**Friday, March 2, 2011 • 6:00 p.m.: Bus departs promptly from the Welsh Lobby at DeVos Place**

The always-popular Retail Shop Dinner Tour remains a highlight of the Great Lakes Floral Expo. This is an early sell out, so sign up today! Sell-O-Brate four fantastic Grand Rapids-area MFA member shops who will 'wine & dine' attendees as they open their doors on this special evening. *Additional fees apply.*

**Grand Haven Garden House • Horsd'oeuvres & Beverages**

901 S Beacon Blvd, Grand Haven, MI 49417 • Phone: (616) 842-8680 • [www.ghgardenhouse.com](http://www.ghgardenhouse.com)

**Picket Fence Floral & Design • Salad**

897-20 S. Washington, Holland, MI 49423 • Phone: (616) 355-0229 • [www.picketfenceflowers.com](http://www.picketfenceflowers.com)

**Eastern Floral & Gift • Main Course**

11595 E Lakewood Blvd, Holland, MI 49424 • Phone: (616) 399-5060 • [www.easternfloral.com](http://www.easternfloral.com)

**Don's Flowers & Gifts • Dessert**

217 E. Main, Zeeland, MI 49464 • Phone: (616) 772-2117 • [www.dons-flowers.com](http://www.dons-flowers.com)

2012 GLFE Friday, March 2

## Amazing All-Day Session!

### HANDS-ON SESSION: Outshine Your Competition in Wedding Design

Sign up early!  
Limited  
space!

INCLUDES  
LUNCH!

**Presented by:** Mario Fernandez • **Sponsored by:** Smithers-Oasis

**Date:** Friday March 2, 2012 • **Time:** 9:30 a.m. – 4:30 p.m.

**Location:** River Overlook AB

*Additional fees apply • Bring your own tools!*



Wedding business is huge business in the floral industry, and it's only getting bigger. Get the cutting edge on the competition in this exclusive session. This special all-day session is available to 20 individuals who want to excel in the wedding marketplace. This session is a designer's dream! Many of today's brides look to celebrity weddings for bridal and bridesmaids bouquets, reception

décor and so much more. Learn how to get the look your clients want! You will work with quality Smithers-Oasis products while learning informative wedding tips and the hottest new bridal trends! Join celebrity designer Mario Fernandez for a full day of fun and education, where you will:

- Design with new and innovative products from Smithers-Oasis
- Learn how to create a celebrity style wedding on a budget
- Get tips on everything wedding, from bouquets to centerpieces

This is one class you won't want to miss! There's only room for 20 and space will fill up fast, so sign up today!

## A Special All-Day Session!

### BUSINESS SESSION: Internet Marketing: Spring Training

Sign up early!  
Limited  
space!

INCLUDES  
LUNCH!

**Presented by:** Ryan Freeman • **Sponsored by:** Strider, Inc.

**Date:** Friday March 2, 2012 • **Time:** 9:30 a.m. – 4:30 p.m.

**Location:** River Overlook EF

*Additional fees apply*



This session is an intensive daylong study of the application of modern Internet marketing techniques as they apply to the retail florist. Moving beyond the basics, you will dig deeper into:

- Building and executing comprehensive marketing plans to strengthen yourself to get the most of your online marketing efforts

- Address common questions and concerns
- SEO- is it a value?
- Social media- is it a worthwhile investment?
- How to convert more online shoppers into buyers
- E-mail marketing- is it still effective?

Plan to spend your day with Ryan as he shows you ways to Sell-O-Brate with the marketing information you gain. Remember, you want to outperform, outmaneuver, and outsell, so sign up now!

### HANDS-ON SESSION: FFA Student Certification Test Preparation

**Presented by:** Brad Youngstrom, CF

**Sponsored by:** Michigan Floral Foundation

**Date:** Friday March 2, 2012

**Time:** 7:15 p.m. – 8:30 p.m.

**Location:** River Overlook AB

*Additional fees apply • Bring your own tools!*



Create your own celebration flowers! Bring your imagination and your tools and learn how to create corsages and body flowers for your next celebration – they will be the talk of the party! Brad will give you tips and show you how to make your own creative, stylish and unique body flowers! Come learn and have fun with flowers!

### MAIN STAGE SHOW: Move, Shake, Drop: The Kinetic Show!

**Presented by:** Derek Woodruff, AIFD, CF, CFD

**Sponsored by:** Michigan Floral Foundation

**Date:** Friday March 2, 2012

**Time:** 9:00 p.m. – 11:00 p.m.

**Location:** Steelcase Ballroom A



Start the Great Lakes Floral Expo off with a bang – a performance-style show that showcases flowers in a way never thought of – presented in an way unheard of way! See how flowers can work the stage when given life from movement. Let's just say the performers aren't the only things in this show that can "Move, Shake, and Drop!"

2012 GLFE Saturday, March 3

### HANDS-ON SESSION: Behold the Bridal Bouquet

**Presented by:** Alex Jackson, AIFD, PFCI

**Sponsored by:** Teleflora

**Date:** Saturday March 3, 2012

**Time:** 9:00 a.m. – 11:30 a.m. • **Location:** River Overlook A

*Additional fees apply • Bring your own tools!*



Get the look of beautiful hand-tied wedding bouquets like the ones

featured in popular wedding magazines! Alex Jackson will share the secrets of how to create a hand-tied look using fresh flowers in a bouquet holder, but with faux stem handles that last longer. The flowers stay fresh in foam, while the faux stems add the look today's brides want. Alex will maneuver you through unique ways to finish faux stems with a variety of decorative elements for the finishing touch!

## 2012 GLFE Saturday, March 3

### ★ HANDS-ON SESSION: Body Flowers for Weddings

Presented by: Jeff Corbin, AAF, AIFD, CFD, PFCI

Sponsored by: FTD

Date: Saturday, March 3, 2012

Time: 9:00 a.m. – 11:30 a.m. • Location: River Overlook B  
Additional fees apply / **Bring your own tools!**



When making corsages and boutonnieres, today's designers need

to know how to make them unique, lightweight and profitable. Jeff will show you the hottest trends and newest ideas as he maneuvers you through the various techniques of wiring, taping and gluing, while emphasizing simplicity, productivity and creativity. Florists quite often overlook this area in weddings, so this workshop is a can't-miss opportunity to make extra profits.

### ★ HANDS-ON SESSION: Bouquets to Boutonnieres

Presented by: Jackie Lacey, AIFD, PFCI, CFD

Sponsored by: BloomNet

Date: Saturday, March 3, 2012

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook C

Additional fees apply • **Bring your own tools!**



With today's changing wedding and prom markets, it's important to stay on top of the trends. Join Jackie to learn the newest trends

and techniques! Jackie will show you how to take many of your everyday wedding and prom designs to a new edge. Don't miss this rare opportunity to ask questions and participate to broaden your comfort level and learn where the market is going. Jackie will share some of the most important marketing tips for projects that you will work on for the full educational experience for the wedding and prom seasons. See what's new in the market and learn how to cut the time on some of your design labor.

### ★ BUSINESS SESSION: Online Marketing Crash Course

Presented by: Ryan Freeman

Sponsored by: Strider, Inc.

Date: Saturday March 3, 2012

Time: 9:00 a.m. – 10:15 a.m. • Location: River Overlook EF



A high-speed, high-content course in online marketing with tips and

tactics designed specifically for retail florists. This presentation is accessible for florists who are new to Internet marketing but serious about learning, and ample enough for seasoned florists who want to stay on top of their game and ahead of the competition. Ryan will help you discover ways to increase your online presence.

### ★ BUSINESS SESSION: It's Only Money- Capture What You Deserve!

Presented by: Dan McManus

Sponsored by: Teleflora and Team Floral

Date: Saturday, March 3, 2012

Time: 10:45 a.m. – 12:00 noon

Location: River Overlook EF

If accounting is hard for you, or you just hate it, this session is what you have been waiting for.



You will find out how to finally capture the profits you've been missing. In clear and simple terms, you will learn how to track your key expenses in just 10 minutes a week using a calculator and scratch pad. Dan will help you make the money you work so hard for. Learn how easy it is! Remember, profit is the word you want to hear and see at the end of a hard day.

### ★ MAIN STAGE SHOW: Designer of the Year Run Off

The IRON CHEF of Floral Competitions!

Presented by: Jerome Raska, AAF, AIFD, CAFA, CF, PFCI

Sponsored by: Teleflora and Smithers-Oasis

Date: Saturday, March 3, 2012

Time: 12:30 p.m. – 1:15 p.m.

Location: Steelcase Ballroom A



It's a Sell-O-Bration on stage at this intense, exciting, awe-inspiring design event! The top five floral designers from the Professional Design Contest will try to Outmaneuver each other as they go head-to-head, flower-to-flower on the Main Stage, working at

identical stations with identical materials. This is IRON CHEF: FLORAL STYLE! All designers will get Teleflora aprons and will use some Teleflora and Smithers-Oasis products. When the designing has concluded, judging will begin and the lucky designer who Outsell the competition will be declared the 2012 MFA Designer of the Year. They win a cash prize of \$300, have six designs featured in the Designer Spotlight in *The Professional Florist* magazine (sponsored by Nordlie, Inc.), their name on a plaque, a trip to NAFA's National Designer of the Year competition, where they represent Michigan, and an automatic entry into the Academy Division.

### ★ BUSINESS SESSION: The Challenges of the Retail Florist

Presented by: Stan Pohmer

Sponsored by: Flower Promotional Organization

Date: Saturday March 3, 2012

Time: 1:00 p.m. – 3:00 p.m. • Location: River Overlook EF



It's a tough world out there, but sometimes it helps to know that your challenges are shared, and there are people

to help you thrive and succeed in spite of the challenges! Stan will give you a snapshot of the real world of retail florists and talk about business and demographic trends that are shaping your business and what's driving them. MFA is a partner in your success. You'll be part of the discussion to identify some of the things MFA provides today, and what you need to help you succeed now and in the future.

## 2012 GLFE Saturday, March 3

### ★ **MAIN STAGE SHOW: Keep Your Shop Buzzing All Year Long!**

**Presented by:** Mario Fernandez  
**Sponsored by:** Smithers-Oasis  
**Date:** Saturday, March 3, 2012  
**Time:** 3:30 p.m. - 4:45 p.m.  
**Location:** Steelcase Ballroom A



business! International designer Mario Fernandez will showcase new and exciting designs and illustrate tips and techniques to make and keep your everyday occasion designs more profitable. Join Mario as he takes us through key points to keep your shop on top of this ever-important portion of our industry, everyday occasions.

Outperform, outmaneuver and outsell your everyday occasion

### ★ **BUSINESS SESSION: Connecting With Your Customers**

**Presented by:** Stan Pohmer  
**Sponsored by:** Flower Promotional Organization  
**Date:** Saturday, March 3, 2012  
**Time:** 3:30 p.m. – 5:00 p.m.  
**Location:** River Overlook EF



It seems like every time you pick up a trade journal or attend a seminar, the major discussion is about social media and connecting with Gen Y. This younger generation will be important to your future success and you need to start cultivating them now.

But until they grow into customers, who will pay your bills? Who is your current customer, and how are they changing? How do you balance your marketing to new and old customers, younger and older generations? What motivates them and drives their purchase behaviors? Stan will share some critical data on demographic segmentation that may surprise you. And with your help, he'll also share some thoughts and ideas on approaches to appealing and reaching each of these demographic groups that you can start using right away!

## 2012 GLFE Sunday, March 4

### ★ **MAIN STAGE PANEL BUSINESS SESSION: Idea Swap Breakfast**

**Presented by:** Bobbi Ecker-Blatchford,  
AAF, AIFD, PFCI  
and Norma Chapman  
**Date:** Sunday March 4, 2012  
**Time:** 8:30 a.m. – 9:30 a.m.  
**Location:** Steelcase Ballroom A

**Idea Swap  
Breakfast!**

In this invigorating session, Bobbi Ecker-Blatchford and Norma Chapman will facilitate a panel discussion that is most relevant to floral retailers, designers, event planners, wholesalers and suppliers. You will learn about strategies deployed by each of the panel members for today's economy. You will learn about how to:

1. Stay small and mighty
2. Balance revenue and expenses

3. Cultivate customer loyalty
4. Promote flowers as a top-of-the mind purchase
5. Take the road less traveled

Featured panel speakers are:

- Nancy Butts, CF – Burgett Floral, Grand Rapids, MI
- Tim Galea – Norton's Flowers & Gifts, Ypsilanti, MI
- Courtney Hill – Van's Floral Products, Walker, MI
- Stan Pohmer, Jr. – Flower Promotional Organization, Minnetonka, MN
- Bill Schodowski – Transflora/Delaware Valley Floral Group

We look forward to your attendance and the ideas shared in the Q&A session, reserved at the end of the panel discussion.

### ★ **HANDS-ON SESSION: Picture Perfect Sympathy Designs**

**Presented by:** Robbin Yelverton, AIFD, AAF, CF, PFCI,  
and Loranne Atwill  
**Sponsored by:** Flower Shop Network  
**Date:** Sunday March 4, 2012  
**Time:** 9:00 a.m. – 11:30 a.m. • **Location:** River Overlook A  
*Additional fees apply / Bring your own tools!*



You have a Web site... now you want to put your own custom sympathy designs on it. The arrangements look wonderful, but the pictures just don't do them justice – sound familiar? Learn great tips to making Web-worthy designs and photos in this session! You will make a sympathy arrangement in class, then learn how to photograph it for quality pictures for the Web.

### ★ **HANDS-ON SESSION: Flirting with Fascinators**

**Presented by:** Carolyn Clark Kurek, AIFD, CFD  
**Sponsored by:** Michigan Floral Foundation  
**Date:** Sunday, March 4, 2012  
**Time:** 9:00 a.m. – 11:30 a.m.  
**Location:** River Overlook B  
*Additional fees apply / Bring your own tools!*



Was it William and Kate or the fascinating 'Fascinators' that every-

one was talking about for weeks after the Royal Wedding? Fascinators are the cutting edge trend in bridal accessories, and this fascinating hands-on session will cover the mechanics and various styles for fascinators. Your brides want them – you need to know how to make them. Take your bridal work to the next level and go big, bold, and fun! Guaranteed to be the most fascinating hands-on class you've ever taken!

## 2012 GLFE Sunday, March 4

### ★ **BUSINESS SESSION: Are You Connected?**

**Presented by:** Ryan Freeman

**Sponsored by:** Strider, Inc.

**Date:** Sunday March 4, 2012

**Time:** 10:00 a.m. – 11:30 a.m. • **Location:** River Overlook EF



You are under more pressure than ever before to do more in less time. Efficiency is the key to balancing the pressures. Ryan will show you

how to manage staff, products, business operations and various marketing channels – all while retaining some measure of sanity. You will explore a variety of ways to use technology within your flower shop in day-to-day operations, customer service and marketing. Ryan's passion for marketing and sharing ideas with florists makes this business session something to attend!

### ★ **MAIN STAGE SHOW: Party Like A Rock Star!**

**Presented by:** Alex Jackson AIFD, PFCI

**Sponsored by:** Teleflora

**Date:** Sunday, March 4, 2012

**Time:** 10:00 a.m. – 11:30 a.m. • **Location:** Stage Ballroom A



Weddings, parties and corporate events are big business! Alex Jackson, Academy Awards designer and winner of numerous

floral design awards, will show you how to stretch your budget, give you educational tips and show you fabulous designs. You'll learn how to outperform your competition. Alex will help you look like a floral rock star to your clients! See how those extra little details will make you the talk of the town and drive your sales skyward.

### ★ **BUSINESS SESSION: Here Comes the Bride, Do Not Miss Her!**

**Presented by:** Jo Buttram, AAF, AMF, PCF, and Shelby Shy

**Sponsored by:** BloomNet

**Date:** Sunday, March 4, 2012

**Time:** 12:00 noon – 1:30 p.m.

**Location:** River Overlook EF



This enthusiastic, entertaining mother-daughter duo will help you get the competitive edge to boost wedding sales with affordable

advertising and marketing ideas. They will help you recognize who the wedding generation is and how to reach them through your Web site, direct mail, magazines, blogging, Facebook and other social media. They will tell you how to sell, market and keep brides coming back! Jo and Shelby run a 37-year-old business that specializes in wedding and special events. They do more than 350 weddings each year and will share how they became the go-to gals for events. Don't miss this fabulous session!

### ★ **MAIN STAGE SHOW: Doing the Daily Grind – Another Day, Another Dollar!**

**Presented by:** Jeff Corbin, AAF, AIFD, CFD, PFCI

**Sponsored by:** FTD

**Date:** Sunday March 4, 2012

**Time:** 12:30 p.m. – 1:45 p.m.

**Location:** Steelcase Ballroom A



In today's economy, it's important to guarantee that it's a dollar

earned – not another dollar spent. As an active owner, Jeff understands the current challenges facing the floral industry. Designs, shop operations and marketing will be the focus of this program. Known for his common sense approach practical designs and business knowledge, Jeff will give you information to help you survive these tight times.

### ★ **BUSINESS SESSION: Marketing that Works – Proven Winners**

**Presented by:** Dan McManus

**Sponsored by:** Teleflora and Team Floral

**Date:** Sunday, March 4, 2012

**Time:** 1:45 p.m. – 3:15 p.m.

**Location:** River Overlook EF



"I know that half of my marketing budget is wasted... I just don't know which half!" This

session is a compilation of the most effective marketing practices drawn from research with more than 250 top shops nationally. Do Yellow Pages still work? Should I be in the newspaper? Can radio be profitable? What about direct mail? Publisher of "Flowers and Profits," Dan will present answers to all of these questions during this session. Find out what really works and stop wasting money on unproven advertising methods.

### ★ **MAIN STAGE SHOW: Let's Get This Wedding Party Started Right!**

**Presented by:** Jackie Lacey, AIFD, PFCI, CFD

**Sponsored by:** BloomNet

**Date:** Sunday March 4, 2012

**Time:** 2:15 p.m. – 3:30 p.m.

**Location:** Steelcase Ballroom A



The consultation for your reception or special event is just as important as your design skills. You must get the 'dream' out of your client's mind and into yours to create. And don't forget the challenge

of diverse budgets and financial restrictions. Jackie will host a PowerPoint presentation with important information and how-to knowledge on the consultation, then look at the tabletop as our canvas and start to build the setting for the centerpiece. This is how to sell the whole picture, not just the flowers. Starting with a small budget, Jackie will add to the concept and end with a big budget look for greater visual impact and drama. Let's turn "I Do" into "I Did" and it was beautiful!



## GLFE 2012 Schedule at a Glance

**COLOR KEY:**  
 Green: Business Sessions  
 Blue: Hands-On Sessions  
 Purple: Main Stage Shows  
 Red: Retail Shop Tour, MFA President's Banquet and Industry Awards Ceremony  
 \*Not included with weekend pass.

### FRIDAY, MARCH 2, 2012

8:00 a.m. - 10:00 p.m.	Registration Desk Open	Welsh Lobby
9:30 a.m. - 4:30 p.m.	*Business Session: Ryan Freeman – Internet Marketing: Spring Training	River Overlook EF
9:30 a.m. - 4:30 p.m.	*Hands-On Session: Mario Fernandez – Outshine Your Competition in Wedding Design	River Overlook AB
12:00 noon - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
4:00 p.m. - 6:30 p.m.	Design Contest Registration	Secchia Foyer
6:00 p.m. - 11:00 p.m.	*Retail Shop Tour	Welsh Lobby
7:00 p.m. - 9:00 p.m.	Tradeshow Open and Cash Bar	Steelcase Ballroom A
7:15 p.m. - 8:30 p.m.	*Hands-On Session: FFA Student Certification Test Prep with Brad Youngstrom	River Overlook AB
9:00 p.m. - 10:00 p.m.	Main Stage Show: Derek Woodruff – Move, Shake, Drop: The Kinetic Show!	Steelcase Ballroom A

### SATURDAY, MARCH 3, 2012

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
9:00 a.m. - 5:00 p.m.	Tradeshow Open	Steelcase Ballroom A
9:00 a.m. - 10:45 p.m.	Special Tradeshow Shopping Time	Steelcase Ballroom A
9:00 a.m. - 5:00 p.m.	Silent Auction	Steelcase Ballroom A
9:00 a.m. - 5:00 p.m.	Book Fair	Welsh Lobby
9:00 a.m. - 11:30 a.m.	Hands-On Sessions <ul style="list-style-type: none"> <li>*Alex Jackson: Behold the Bridal Bouquet</li> <li>*Jeff Corbin: Body Flowers for Weddings</li> <li>*Jackie Lacey: Bouquets to Boutonnieres</li> </ul>	River Overlook A River Overlook B River Overlook C
9:00 a.m. - 10:15 a.m.	Business Session: Ryan Freeman – Online Marketing Crash Course	River Overlook EF
10:00 a.m. - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
10:45 a.m. - 12:00 noon	Business Session: Dan McManus- It's Only Money – Capture What You Deserve!	River Overlook EF
11:30 a.m. - 1:30 p.m.	*Lunch Served	Steelcase Ballroom A
12:30 p.m. - 1:15 p.m.	Main Stage Show: Designer of the Year Run Off – commentated by Jerome Raska	Steelcase Ballroom A
2:00 p.m. - 3:30 p.m.	Product Reviews	Steelcase Ballroom A
1:00 p.m. - 3:00 p.m.	Business Session: Stan Pohmer – The Challenges of the Retail	River Overlook EF
2:00 p.m. - 3:30 p.m.	Student Design Contest Showcase	Secchia Foyer
3:30 p.m. - 4:45 p.m.	Main Stage Design Show: Mario Fernandez – Keep Your Shop Buzzing All Year Long!	Steelcase Ballroom A
3:30 p.m. - 5:00 p.m.	Business Session: Stan Pohmer – Connecting With Your Customers	River Overlook EF
6:00 p.m. - 6:45 p.m.	*President's Reception	Center Concourse
7:00 p.m. - 9:00 p.m.	*Recognition and Awards Banquet	Ambassador Ballroom
9:00 p.m. +	*Grand Rapids Nightlife (on own)	Downtown GR

### SUNDAY MARCH 4, 2012

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Lobby
8:00 a.m. - 2:00 p.m.	Silent Auction	Steelcase Ballroom A
8:00 a.m. - 3:30 p.m.	Tradeshow Open	Steelcase Ballroom A
8:00 a.m. - 3:30 p.m.	Book Fair	Welsh Lobby
8:00 a.m. - 8:30 a.m.	Annual MFA Meeting & Breakfast	Steelcase Ballroom A
8:30 a.m. - 9:30 a.m.	Main Stage Panel Business Session: Idea Swap Breakfast with Bobbi Ecker-Blatchford, Norma Chapman, Nancy Butts, Tim Galea, Courtney Hill, Stan Pohmer, and Bill Schodowski	Steelcase Ballroom A
9:00 a.m. - 11:30 a.m.	Hands-On Sessions <ul style="list-style-type: none"> <li>*Robbin Yelverton and Lorraine Atwill: Picture Perfect Sympathy Designs</li> <li>*Carolyn Clark Kurek: Flirting With Fascinators</li> </ul>	River Overlook A River Overlook B
10:00 a.m. – 11:30 a.m.	Business Session: Ryan Freeman – Are You Connected?	River Overlook EF
11:00 a.m. - 6:00 p.m.	Retail Store – Open Hours	Grand Gallery
10:00 a.m. – 11:30 a.m.	Main Stage Show: Alex Jackson- Party Like A Rock Star!	Steelcase Ballroom A
11:30 a.m. – 1:30 p.m.	*Lunch Served	Steelcase Ballroom A
12:00 noon – 1:30 p.m.	Business Session: Jo Buttram and Shelby Shy – Here Comes the Bride, Do Not Miss Her!	River Overlook EF
12:30 p.m. - 1:45 p.m.	Main Stage Show: Jeff Corbin – Doing the Daily Grind – Another Day, Another Dollar!	Steelcase Ballroom A
1:45 p.m. – 3:15 p.m.	Business Session: Dan McManus – Marketing That Works – Proven Winners	River Overlook EF
2:00 p.m.	Silent Auction Bids Closed	Steelcase Ballroom A
2:15 p.m. - 3:30 p.m.	Main Stage Design Show: Jackie Lacey – Let's Get This Wedding Party Started Right!	Steelcase Ballroom A
3:30 p.m.	Tradeshow Closes	

# SELL-O-BRATION

## Contests, Books, Bids, Showcases

### 2012 MFA Design Contest



Sponsored by: Teleflora, Smithers-Oasis and the Michigan Floral Association

Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Your skills could earn you cash prizes, certificates and recognition in *The Professional Florist* magazine, where your designs will be featured in six "Designer Spotlights," sponsored by Nordlie, Inc. You will also represent the Michigan Floral Association at the National Association of Floral Associations (NAFA) National Designer of the Year Competition in Connecticut, October 2012. The Academy winner will represent the Michigan Floral Association in the Sylvia Cup held next September at the SAF Annual Convention. MFA will cover airfare, hotel, meals, and registration fees for both of these contests.

This contest is a perfect opportunity to show off your designs and exchange new ideas while competing – you'll receive professional recognition for your work and gain publicity for you and your shop. Enter today and give yourself something to 'Sell-O-Brate' in 2012!

---

**For More Information:** visit [www.michiganfloral.org](http://www.michiganfloral.org) or call the MFA office at (517) 575-0110 to get a Design Contest packet. E-mail the Design Contest Chairman with any questions: Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, at [Jerome@blumz.com](mailto:Jerome@blumz.com).  
**YOU MUST REGISTER BY FEBRUARY 24, 2012!**

---

### Sell-O-Brate Books at the MFA Book Fair

**Saturday March 3 • Time: 9:00 a.m. – 5:00 p.m.**

**Sunday March 4 • Time: 8:00 a.m. – 3:30 p.m.**

**Location: Welsh Lobby (MFA Registration Desk)**

At the MFA Book Fair, you'll find something that's hard to find at stores these days: a great deal! And these high-value books are all aimed at you, the florists! A wide variety of books will be available, aimed at designers, shop owners and employees. All profits from the MFA Book Fair benefit the MFA Education Fund.

### Place Loud Bids at the Silent Auction

**Saturday March 3 • Time: 9:00 a.m. – 5:00 p.m.**

**Sunday March 4 • Time: 8:00 a.m. – 2:00 p.m.**

**Location: Steelcase Ballroom A**

At the 2012 Expo, you'll learn how to Outperform, Outmaneuver, Outsell and... Outbid! There'll be floral supplies, floral products, unique gifts, gift certificates, services and much more. One hundred percent of the proceeds from the auction go to the MFA Scholarship Fund, which provides MFA-sponsored educational programs, including the Great Lakes Floral Expo, related expenses, MFA testing and certification for deserving florists. In 2011, twelve scholarships were granted. Please call Silent Auction Co-Chairman Jim Schmidt at (800) 777-9945, or the MFA office at (517) 575-0110, to donate a service or product – you'll be Sell-O-Brating a great cause!

### AIFD Showcase

**Location: Secchia Foyer, open all weekend**

The 2012 AIFD Showcase will Sell-O-Brate fascinating full-scale floral designs and installations of inspiring works by North Central AIFD members. Each first-rate designer presents a floral presentation with rich colors, fragrances and textures that will be on display the entire weekend.



### CF Showcase

**Location: Secchia Foyer, open all weekend**

Sell-O-Brate Certified Florists and their exciting exhibits – on display the entire weekend. If you're a designer looking for inspiration, look no further! These displays will inspire your creativity and show you what CF can do for you. The public will learn what the CF credential means, lending more reason to buy from a professional retail florist.



### 2012 Student Design Contest & Showcase

**Saturday March 3 • Time: 2:00 p.m. – 3:30 p.m.**

**Location: Secchia Foyer**

Support student designers by Sell-O-Brating their budding creativity at the 2012 Student Design Contest and Showcase! This is their opportunity for special recognition and encouragement, and a chance to meet their hard-working instructors.

### Tradeshow Marketplace

**Friday, March 2 • Time: 7:00 p.m. – 9:00pm**

**Saturday, March 3 • Time: 9:00 a.m. – 5:00 p.m.**

**Special Shopping Time:**

**Time: 9:00 a.m. – 10:45 a.m.**

**Sunday, March 4 • Time: 8:00 a.m. – 3:30 p.m.**

**Location: Steelcase Ballroom A**

Everything you need for your flower shop in one place... how much easier can it get? Browse or buy the latest and greatest cut flowers, green and blooming plants, decorative containers, floral hardgoods, jewelry and so much more. You'll appreciate the opportunity for unhurried conversations with the quality vendors who are happy to assist you.

### The Hunt is on: Outperform the Competition!

Outmaneuver others on the tradeshow floor with the scavenger hunt! Outperform your competition as you get your game card filled at each vendor. Once you have visited all participating booths, return your game card to the registration desk and you will be entered for a chance to win the CASH! **The winner will be drawn Sunday, March 4 at 2:00 p.m. on the Main Stage in Steelcase Ballroom A.**

### Annual MFA Meeting

**Sunday March 4 • Time: 8:00 a.m. – 8:30 a.m.**

**Location: Stage Ballroom A**

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

Michigan Horticultural Industries  
Self-Insured Work Comp Fund

Learn what your association has been up to over the past year and find out our plans for the upcoming year. Meet members of the MFA staff and board of directors as you enjoy a free continental breakfast. Sponsored by: The Michigan Horticultural Industries Self-Insured Workers Compensation Fund.



# Join the Groupon!

## How a florist found success with the popular e-mail deal

BY KATHY VALENTINE

I first learned about Groupon in 2010 as a consumer. It seemed like a great way to try a new restaurant, product or service in my area. I was pleased when Groupon became available in Lansing, as I had been reading about the concept in business journals and on the Internet. Groupon grew quickly and became available in city after city. The concept is simple: customers purchase 'gift cards' from a local business for at least 50 percent off the normal retail price. (For example, you pay \$25 and receive \$50 to that store.) The offer is concise and clearly defined in a few words and one picture. Groupon writes a catchy and slightly offbeat promotion for the offer and e-mails it out. The site is set up to save credit card information, so customers can easily buy offers that interest them.

The customer base is varied, but trends toward people in their 20's to 40's with a strong grasp of technology and propensity to use the Internet. Interestingly, many of these folks are quite committed to shopping locally, and want to find the local option if it can be made convenient for them. Many will come back again if service is strong and they find the quality and convenience they seek.

A new deal is e-mailed to subscribers (it's free to join) in the market each morning. Deals can run for one to three days, but will be the featured 'Deal of the Day' for just one day. The system is set up to require that a certain number of people must select the offer for the deal to be available, and the online screen

shows a ticking clock and the number of purchases so far, as well as the number needed to have the deal actualize. People can forward the deal information to their friends and are rewarded for doing so. Most deals are limited to one per person, but often one additional item can be purchased as a gift.

Groupon approached The Plant Professionals in early 2011, as a Lansing business with a Web presence with products not recently featured on the site. Because our local reputation is largely for our commercial interior plantscaping business, we chose to feature our floral side to increase local awareness and foot traffic. We offered plants and flowers normally sold for \$50 for \$25, and we selected a picture that promoted potted flowering plants and ferns. We ran the feature during the spring planting season and deepened stock in patio plants and specialty tropicals. The Groupon was valid for floral arrangements, but delivery was not included, and of course Michigan sales tax is always in addition. We updated our Web site and added a Groupon page to help answer questions. We saw a lot of new faces and many people commented that they had no

*The Plant Professionals is located in Lansing, MI.*



idea what all we offered, despite being in this location for several years. We have a design room with display coolers but we are not a gift shop. Even our plant rentals for events benefitted from increased customer awareness. We gained one exterior services customer who saw the Groupon, did not buy it but later contacted us to learn more. They have purchased several times since.



*Rows of bromeliads, which are plants from the pineapple family.*

We had a Groupon running for three days in early November, featuring \$15 for \$30 in fresh greens or an artificial wreath. This drove a lot of customers in, and we also drew for gift certificates, which allowed us to capture additional information about these new customers at the cash register and strengthen the bond. Some folks chose to upgrade to a larger and/or more heavily decorated wreath. The timing of the Real Michigan Christmas campaign was perfect, as we offered fresh wreaths made in our own Clinton County, and the posters and signage were prominently displayed.



*A popular Groupon featured fresh Christmas greens.*

It's important to remember that Groupon is a form of advertising. Groupon collects the money the customer pays, and then reimburses you 50 percent of the money collected. On average, about 5 percent of customers will not redeem their Groupon, but that does not affect your proceeds. Under Michigan law the Groupon remains valid for the actual price paid after the expiration, so half the face value. It's important to give careful thought to who you are trying to reach and what you want to promote. Groupon allows you to limit the number

of Groupons available for sale, the minimum number that must be sold, and the dates and specifics of the promotion.

Be sure you have extra staff to answer the phones and respond to e-mailed questions the day the promotion runs. You will need to stock and staff heavily for the first few days and the last few days of your promotion. There are now several competitors to Groupon, including Living Social and Deal Chicken. Ask for the current statistics of households reached via the e-mailed promotion each day to make an informed decision as to how you will reach the most people. Your best Groupon customer is the one who either sees you on the feature and comes in without ever buying the Groupon, or the person who buys one Groupon and then becomes a regular customer based on the experience they have in your store. ✿

*Kathy Valentine is the owner of The Plant Professionals, Inc., in Lansing, MI. Established in 1980, the 7,000 square-foot facility sits on three acres and features 18-foot ceilings. This custom facility allows them to ship and acclimate large specimen trees and palms from South Florida's tropical foliage growers. Each season brings its own color and fragrance as they prepare for and respond to each client's needs. They are here because they want to share their love of plants and flowers with others. The staff of 20 believes that plants and flowers, indoors and out, are healthy and beneficial for everyone. Visit their Web site at [www.theplantprofessionals.com](http://www.theplantprofessionals.com).*

A promotional advertisement for DWF Florists. The background is a vibrant bouquet of flowers, including large pink roses, orange roses, and purple flowers. The text is arranged in a clean, professional layout. At the top left, the words "Love Story" are written in a large, elegant script. Below it, the tagline "It's value that you'll love." is written in a smaller, cursive font. A bulleted list of four points highlights the company's strengths: competitive pricing, quality flowers, friendly service, and creative Valentine's Day supplies. A call to action encourages customers to shop for Valentine's Day. A "Convenience" box promises home delivery. The DWF logo is prominently displayed at the bottom left, and the company's name, address, and phone numbers are listed at the bottom.

## DESIGNERSPOTLIGHT

# What's Your Favorite Color?

BY DEREK C. WOODRUFF, AIFD, CF, CFD  
MFA'S 2011 DESIGNER OF THE YEAR  
OWNER OF THE FLORAL UNDERGROUND  
IN TRAVERSE CITY, MI

●●● asked the little boy to the little girl as he handed her the Valentine in her choice of color. It is time to put on the consumer's shoes and pretend that this one hates the predictable pink, red and white. What color flowers would someone send to their partner on this obvious floral holiday? Think back to when you were a child and things were as simple as picking out your favorite color. In this case, that color is orange! Personalization is what our industry is moving toward more and more each day, and not just in sympathy work, but in all pieces of floral art. Even though this beauty has not been created in a red heart ceramic bowl using red roses and baby's breath, it's apparent that it is a special design that was well thought out. It was created for someone who loves the color orange and loves to get flowers on Valentine's Day! ✻

Sponsored by

*Nordlie*

Nordlie, Inc. of  
Warren, Flint, Grandville, MI  
Cleveland, Newton Falls, Dayton, OH  
Tampa, FL



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

## MEMBERPROFILE

# Home Grown

### Hastay's Greenhouse & Flower Shop planting the seeds of

BY HEIDI ANDERSON, EDITOR

**I**n Eaton Rapids, MI, there's a place people can go to escape the gray skies, freezing temperatures, mountains of snow and slick ice that last for so many months out of the year: Hastay's Greenhouse & Flower Shop.

"I don't get the winter blues like a lot of people do," said Barbara Hastay, who runs the retail store of the business her parents, Doc and Pat Hastay, started in 1955. "In the winter, people pop in on their lunch hour to walk the greenhouses, see something green and smell something good."

And there's plenty to see in the seven greenhouses, run year-round by Barbara's brother, Rodger Hastay, who does all the growing, from seed to sale, himself. In January, he starts planting for spring – he grows annuals, perennials, geraniums, combo pots and hanging baskets. They sell bulk seed for gardeners and carry organic pesticides and fertilizers.

Green and tropical plants are grown and sold year-round, and they even grow some of their own cut flowers, such as mums, snapdragons, freesia and iris. In June, Rodger starts growing hearty mums for fall and plants the poinsettias, which are ready for sale in mid-November.

"We grow the older, heartier varieties," Barbara said. "People call me in the summer who still have their poinsettias from last season, wanting tips on re-blooming."

In 2011 Hastay's grew about 2,000 red, white and marble poinsettias, some sold in specialty pots planted with each color.

"All the sunlight we got last fall was perfect for the poinsettias," said Barbara, who never thought she'd be a florist, but returned to the family business in 1986 after she "moved away and really missed it."

She and her brother have two full-time, one part-time, and two seasonal employees. The flower shop, a member of Teleflora and Flower Shop Network, is full-service and delivers all around the Capital area.



*Rodger Hastay starts planting for spring in January.*



*Customers come to Hastay's for a pop of color during the dreary winter. Rows of flats fill up one part of seven greenhouses.*



*Hastay's grew around 2,000 red, white and marble poinsettias in 2011.*



## Years of success for almost 60 years

"We do everything, any occasion," Barbara said. "And everybody can do everything here, including floral design."

Wedding work has been strong at the shop, and sales for big floral holidays such as Valentine's Day and Mother's Day have remained steady.

"We've been family owned and operated for so many years, we have the quality," Barbara said. "We have good, repeat customers. People tell me their Thanksgiving arrangements are still alive at Christmastime. We look forward to seeing those same customers. Being here so long, it's been a real plus."

Understanding the importance of home, Barbara always buys local, from right in Eaton Rapids when she can, and never from a farm. If she ever needs something not grown in-house, she calls local Michigan wholesalers. Even Hastay's Web site, [www.hastaysgreenhouse.com](http://www.hastaysgreenhouse.com), was designed by a local company.

They get a lot of orders off the site, which features a beautiful, colorful photo gallery of their vast greenhouses, and a Flower Shop Network link for fresh flower designs. Hastay's also has a Facebook page that "gets a favorable response from customers." Much of their advertising is word-of-mouth and community newspapers, but in the spring they run billboards that "do really well for us," Barbara said.

In 2011 Hastay's tried a TV ad for the first time, through the Eaton Rapids Chamber of Commerce.

"Customers said they saw it and came in," Barbara said. "It was really good."

'Good' is something she chooses to focus on instead of dwelling on bad times the challenging economy can bring.

"I'm just an optimist, always have been," she said. "Things will turn around. You've got to learn to cut back a little bit and live within your means. Just hang in there."

In Eaton Rapids, Hastay's Greenhouse & Flower Shop is the perfect place to 'hang in,' whether you're a customer seeking 'something green' or the person who plants the seeds.

"Everyday is a new day, nothing is the same," Barbara said. "I never get tired of the color!" ❁



*Bleeding Hearts are one of many perennials grown at Hastay's.*



*Pink hydrangeas are a beautiful pop of color among the green leaves.*

# Flowers & magazine

Your first choice  
for floral design  
inspiration.

www.flowersandmagazine.com




---

To learn about a  
special deal for  
first-time subscribers,  
call 800-321-2665 or email  
[ecohen@teleflora.com](mailto:ecohen@teleflora.com).  
Be sure to mention the  
Michigan Floral Association!

---



Scan the QR code  
with your smart  
phone for more  
information.

## INDUSTRY ADVANCEMENT

# Lucky Thirteen Earn MFA Scholarships

Since 2002, the MFA Scholarship Program has awarded more than \$58,000 in scholarships. The scholarships can be used for classes at our Great Lakes Floral Expo (GLFE), at the MFA Professional Education Center, or to purchase materials to become a Certified Florist. The award winners have 18 months to use their scholarship, or the funds are rolled back into the MFA scholarship fund. The silent auction – held each year at the GLFE – is the main source of fundraising for the scholarship program. Please consider starting your support of this beneficial program by making a list of items to donate to our auction in March 2012. Please share this article with florists who might not belong to the MFA; show them one of the many member benefits of our association. Where else can you or your employees, as members of MFA, get free dollars to further floral abilities and bring benefits back to your shop and make more money? Encourage your staff to apply!

### 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's course of study.

### How to Apply

Download a complete scholarship application at [www.michiganfloral.org](http://www.michiganfloral.org), click on "MFA Scholarship" in the menu bar, or call the MFA office at 517-575-0110.

### Announcement of Award

Letters are mailed to the winners on September 1, 2012. Scholarship winners will be published in the *The Professional Florist*. The scholarship grant will go directly to the MFA office in the applicant's name. ✿

### Scholarship Winners



Amy Clark, CF  
Flowers from Sky's the Limit  
Petoskey, MI



Angela Dunstan  
Flowers from Nature's Garden  
Petoskey, MI



Garrett Fairbanks  
Blumz...by JRDesigns  
Ferndale, MI



Debi Hoeksema  
Marvin's Gardens  
Ellsworth, MI



Deborah Houston  
Blossoms Florist  
Allen Park, MI



Danielle Naumann  
Oakland Schools Tech Center  
Troy, MI



Dave Pinchock  
Vogt's Flowers Inc.  
Grand Blanc, MI



Geoffrey Rentovich, CF  
Clinton Township, MI



Paul Sawyers  
Blumz...by JRDesigns  
Ferndale, MI



Cindy VanDeraa  
Ridgeway Floral  
Three Rivers, MI



Boonrouy VerMerris  
Eastern Floral & Gifts  
Grand Rapids, MI



Alexandra Younger  
One Enchanted Evening  
White Lake, MI



Barbara Zuleski, CF  
Designs Unlimited  
Jackson, MI

## COMPANYPROFILE



*This 12-inch tall glass vase holds up to three-dozen roses comfortably.*



*This 25-inch tall metal stand with a 9-inch opening is great for party or wedding work.*



*Colorful vases are nice with simple, elegant spring arrangements for any occasion.*



*These containers work great with dish gardens.*

# Get to Know N.S.E. Imports

BY HEIDI ANDERSON, EDITOR

**B**rothers Alan and Gary Buckley have been with Norman Smith Enterprises since their uncle, the company namesake, founded it in the late 1970's. N.S.E. Imports started out selling cupids, cherubs and baskets, then moved into dish gardens, silks and ceramics. As the industry grew and evolved, the company did too, adding glass and seasonal products. Today, co-owners Alan and Gary offer all of this and much more. A large national importer, largely serving the East Coast, Alan said they strive to offer customers the best price, the best service, and the best variety – which brings the best results.

"We had our best year in more than 30 years in 2011," he said. "In a bad economy, that means a whole lot."

Located in New Jersey, N.S.E. Imports supplies flower shops, garden centers, fruit basket businesses, chocolates companies and other specialty shops.

"Our smallest accounts to our largest accounts, we treat them all the same," Alan said. "You get a lot of close attention."

The company has a warehouse in China, where Alan and Gary go twice a year to visit factories and consolidate products.

"We like finding good, quality items for our customers," Alan said. "We check out the competition, which we enjoy. It makes us a stronger company."

Customers can shop the company on their Web site, [www.nsenet.com](http://www.nsenet.com), or call 800-345-6855 to have a sales representative in your area call on you. Jim Wilson is a new representative for Michigan and Ohio.

"Jim's been in the industry so long, he's a great asset to us," Alan said. "He understands the business, has seen so much and is easy to work with. When he tells someone 'this is a hot item



*The birdhouse planter can be used for a 4.5-inch drop-ins or a floral arrangement.*



*Jim and Sharon Wilson take a break from setting up a booth at the Great Lakes Floral Expo.*

you need in your store,' people understand that he really knows that. He respects the industry and our company and honestly likes what we do."

Alan, Jim and another Michigan/Ohio representative, Sam Feder, will be at the Great Lakes Floral Expo in Grand Rapids, MI, March 2-4.

"We're really excited to get to Michigan and showcase our products and develop new relationships with the attendees," Alan said. "They're going to see our great prices and the varieties and functions of our products. It's everything flower shops need."

Attendees will see N.S.E. Import's Spring 2012 line, as well as pre-book Fall and Christmas 2012, including new accessories such as weatherproof berries.

"Going through samples for Christmas 2012, Gary said I looked like a kid sorting through presents on Christmas morning," Alan said. "I still have that kind of excitement for the products and a true love for the business. We have a finger on the pulse of the industry. That's really what it's all about. That's why we're still here." 

*Visit N.S.E. Imports at booths 117, 228 and 226 at the Great Lakes Floral Expo!*

# CONGRATULATIONS MHI FUND

## \$1.8 Million back in members' pockets!

**70% of Members Are Receiving  
56% of Their Premium Back**

**Over \$17 Million Returned Since 1993**

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

Endorsed By



**MichiganFloral**  
ASSOCIATION

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

Contact Rod Crittenden  
[rod@michiganfloral.org](mailto:rod@michiganfloral.org)  
517.575.0110



administered by

**REGENCY GROUP**

800.686.6640 | [www.mhifund.org](http://www.mhifund.org)

## CFREPORT

# Chairman's Report CF Goes to the EXPO



BY TIM LATIMER, CF CHAIRMAN



**S**till waiting to take the written CF exam? Why not take it at the Great Lakes Floral Expo this March? The test will be offered at 1:00 p.m., Saturday, March 3, 2012. There are many educational opportunities to take advantage of at the Expo, and be sure to attend the Banquet for the induction of all our new members! With the start of the New Year, we have a new testing option: take the CF test online in the comfort of your own home! Want more assistance preparing to take the test? Cindy Ching's next preparation class is June 5, 2012, at the MFA headquarters in Haslett, MI. This class is a great warm up for the test. Cindy will give you great advice for studying and test taking and guide you through the process of the hands on portion of the test. The next hands-on and written test will be offered June 10, 2012, at Michigan State University, followed on July 16, 2012, by the OFA Short Course at the Greater Columbus Convention Center, Columbus, OH. I look forward to seeing the CF credential after your name! ✿

### CONGRATULATIONS NEW CERTIFIED FLORISTS!

- Mical (Mickey) Dunlop, CF** . . . . . Dunlop's The Art of Flowers  
Wolverine, MI
- Miwa Kameyama, CF** . . . . . Ann Arbor, MI
- Hiroe Peterson, CF** . . . . . Ann Arbor, MI
- Katherine Seeburger, CF** . . . . . Ann Arbor, MI
- Doreen Thomas, CF** . . . . . Classic Designs, Lachine, MI

*Our new CF Chairman, Tim Latimer, CF, teaches floral design at Michigan State University and has been on the CF committee since its inception. He was involved in developing the Certified Florist manual and writing the written exam. Tim has been designing and teaching at MSU for 25 years.*

### A Special Thank You to Kathy Petz!

*Kathy Petz, AAF, CF, PFCI, served as CF chairwoman since 2007. Kathy has been on the CF committee since its inception and played a big role in the development of the CF manual. Thanks for your hard work and dedication, Kathy!*

## CF Flower of the Month

### STOCK (*Matthiola incana*)

Stock is an old-fashioned, wonderfully fragrant flower used in mixed garden vase bouquets and line arrangements. It is still used much of the time for bridal work because of its delightful colors and magical scent, reminiscent of Victorian, Flemish and County French Periods of design. It is available year round, coming in colors of white, red, pink, cream, purple, lilac, yellow and peach. Stock last about five to seven days, depending on its water source and freshness when used.

Stock is ethylene sensitive, so check that it was treated with STS at the growers or wholesales; if not, treat with silver thiosulfate solution. These flowers are susceptible to mildew and must be given plenty of room to breath in storage. Check and change the holding solution every two or three days. If stored too long in the cooler, they may still look good but will have lost their fragrance, one of the most desirable features of this bloom.



## FLORAL TIP

Whether displays are used in a window or inside your shop, visual merchandising requires a variety of elements and principles in order to achieve its overall outcome. Incorporating viewpoint, a focal point, scale and proportions, balance space and order, rhythm, harmony and unity along with good lighting is essential. It only makes sense to put the same amount of thought and skill into displaying your work and products as it takes to make them.

# Business Insurance.



**It's Not Just  
About the  
Bricks, Mortar  
& Inventory...**

**It's about the people  
who rely on the  
business: the customers  
... the employees ...  
and you!**

As an Independent Agent we can tailor a program just right for you. Safe.Sound.Secure.® insurance protection from Auto-Owners Insurance Company, The "No Problem" People.®

## ***Auto-Owners Insurance***

---

As a member of the



***MichiganFloral***  
ASSOCIATION

**You'll save big!**

**For information  
and a rate quote contact:**

Mr. Steve Grinnell

David Chapman Agency

sgrinnell@davidchapmanagency.com

PH: (517) 321-4600

# Certified Florist Manual & Testing

**Did you know? MFA's Certified Florist (CF) program is a comprehensive program that covers all aspects of professional floristry and is the most affordable program available to florists today.** And the most convenient: you can self-study at your own pace with this great manual/reference resource. The Certified Florist accreditation is nationally recognized and an approved pathway to AIFD accreditation. MFA offers an optional, educational "Steps to Certification" class to help prepare for certification.

Other Certification or Certified Floral Designer programs available today would cost you over \$1,000 and could take you years to accomplish! But not this program:

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

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

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

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

## The CF Manual consists of the following chapters and books:

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



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

## Professional Education Center Nature's Creative Edge Workshop 2012

**Monday, March 26 • 9:00 a.m. to 4:30 p.m.**

**Member: \$249 • Non-Member: \$349**

**Instructor & Host: Robert Friese, AIFD**

**Call the MFA office at (517) 575-0110 to register.**

If you want to learn more about designing with natural products in a relaxing woodland setting, this class is for you. Bob has long been known for his skills utilizing nature's bounty; one of his specialties is creating moss topiary-style animals. These all-natural sculptures are perfect to use as garden accents, or with flowers for special event work. Bob suggests that once you have learned the basic skill, you will be able to duplicate the animals made in this project to use as rental pieces or sell in your business. Those who have taken previous classes on natural design with Bob have given rave reviews. It's a treat to spend a day in the serene natural setting of his home/workshop. You will learn how to select and harvest natural materials and then how to turn them into unique animal inspired shapes. The price of the class includes all your materials and lunch. This experience is priceless. **Please bring your own tools** including a good pruner, knife, needle nose pliers and a wire cutter.

*Bob Friese operated a successful retail flower shop and design school in Riverside, IL, before "retiring" to Michigan a number of years ago. He has been a presenter at a bevy of floral design programs, and presented AIFD regional and national Symposium programs numerous times.*

*As an active member of the MFA for the past 10 years, he has partnered with the MFA to teach classes at his country home near Muskegon and Grand Haven each spring. Bob is the founder and host of "Nature's Creative Edge," a floral exhibit held on his wooded country property*

*the third weekend each September. Floral designers from across the country are invited to create large themed displays in a wooded area next to his home, then the exhibit is open for viewing by the public for three evenings. Proceeds from this event go toward floral education projects through the North Central Regional Chapter of the American Institute of Floral Designers.*



## CLASSIFIED ADS

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

**FOR SALE: Successful Business and Building.** Owner Retiring after 35 Years. Northwest Wayne County Location. For more information, contact Robert Campbell at (248) 568-7830 Max Broock Realtors.

**SEEKING DONATIONS: MFA Scholarship Committee seeks donations for the 2012 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.

## BUSINESSCARDADS

Eng Gost  
President/CEO

2226 Woodrow St.  
Grand Rapids, MI 49503  
616.446.2200  
Ph: 616.446.2200  
616.446.2200  
eng@gost.com

Alice E. Waterous, AIFD, CF, CFD, PFCI  
**Alice Waterous  
Floral Consultant LLC**

217 Sherman Ave.  
Grand Haven, MI 49417  
616 446 5099  
616 847 4052  
awaterous@gmail.com

(248) 437-8188

**Bakman**  
FLORAL DESIGN

Brian Bak  
Owner

2288 Pontiac Trail • South Lyon, MI 48178  
Hours: Monday - Friday 9 a.m. - Saturday 9 a.m.  
[www.flowersbybakman.com](http://www.flowersbybakman.com)

the professional  
**florist**

*The Professional Florist* (ISSN 2150-8658, USPS 008593) is the official membership publication of the Michigan Floral Association, 1152 Haslett Road, Haslett, MI 48840. All membership dues include a \$50 subscription fee. Non-member subscriptions are available at the same rate for selected research, publication and related personnel. *The Professional Florist* is published bi-monthly for members of Michigan Floral Association. Periodicals postage paid at Haslett, Michigan and other additional offices. POSTMASTER: Send address changes to *The Professional Florist*, P.O. Box 67, Haslett, MI 48840. Phone: (517) 575-0110. FAX: (517) 575-0115. The Michigan Floral Association is not responsible for statements or opinions published in *The Professional Florist*. They represent the views of the author and are not necessarily the views of MFA or its staff.

**MISSION STATEMENT**

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

**Ridgeway  
Floral & Gifts**

901 W. Michigan Ave.  
P.O. Box 147  
Three Rivers, MI 49093  
(269) 278-3955  
Fax (269) 278-8085

Flowers from  
**Sky's The Limit**

413 Michigan Street  
Potosky, MI 49770  
(231) 347-7770  
Jackie Burrell, AIFD  
Michigan Certified Florist

**Weber's** FLORAL & GIFT

110 E. W. Michigan Ave. • Grand Rapids, MI 49503  
Phone: (616) 446-2200

1728 Spring St. • Muskegon, MI 49421  
Phone: (616) 221-1111

**Conner Park  
FLORIST, INC.**

2000 Adams  
East Lansing, MI 48824

[www.connerpark.com](http://www.connerpark.com)

Phone: (517) 331-1333 • (517) 331-1881 fax  
Fax: (517) 331-1333 • (517) 331-1881 fax  
1-800-377-6279

## VENDORS

**NEED DISPLAY OR  
STORAGE COOLERS?**

800-521-0398 [www.SRC.ca](http://www.SRC.ca)

**Post Gardens  
Greenhouses**  
Belle Creek Extension

3000 W. Michigan Ave. • Rome Creek, MI 49087

PH: 269-463-1519  
616-205-0611/1127  
www.postgardens.com

**LION RIBBON CO.**  
TOM SWIENTEK  
(517) 256-7007  
2181 Woodleaf Ct.  
Okemos, MI 48864

**Florists on Facebook!**

Looking for a fun, easy and FREE way to network with fellow floral professionals and keep in touch with friends? Join Facebook today at [www.facebook.com](http://www.facebook.com). The Michigan Floral Association has a group page on Facebook and we'd like you to join! You'll learn about upcoming Professional Education Center classes, view pictures from the Great Lakes Floral Expo, share tips and learn from industry professionals, and so much more. Have questions? E-mail Rod Crittenden at [rod@michiganfloral.org](mailto:rod@michiganfloral.org) to get started.

**To Place A Classified or Business Card Ad  
In The Professional Florist  
Call Rod Crittenden at  
(517) 575-0110**



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



Alsip, IL  
708-371-8000  
Edina, MN  
952-831-8008  
South Bend, IN  
574-282-2884  
Indianapolis, IN  
317-291-8267

Walker, MI  
616-785-9500  
Chicago, IL  
773-254-0700  
Doraville, GA  
770-449-0100



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



# You can't drop-ship artistry.



**Florists lose \$500 million every year to drop-shippers.**

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

**teleflora.**

©2009 Teleflora FM2524

**SAVE THE  
FLORISTS.**