



Volume I 2014

the professional florist

**2014
Great Lakes Floral
Expo Program**

**What the
Michigan Floral
Association
Does for YOU**

**Red Kennicott
Inducted into
MFF Hall of Fame**

**MFA Awards Four
Scholarships**



**DIAMOND AWARD
WINNING PUBLICATION**
MSAE

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Volume I 2014

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LEADERSHIPREPORT

Make One More New Year's Resolution!

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



One More New Year's Resolution... Better Networking... with the goal of increasing profits in 2014!

I know right now you're saying networking, networking, networking, that's all I ever hear about. In order to run a successful business you must network, yada yada yada.

This is not a new idea by any means, but it is time tested and proven. If you look at all successful MFA members, you will find great networkers. I've seen it work year in and year out and can attest to its viability.

Networking is a broad term that can cover many different activities. To be successful at networking you need to sit down and strategically think about how, where, and what you are going to do in the upcoming days, months, and years to actually spend time away from your shop and DO IT.

It's not good enough to just think

about it, you must create a plan and act on it. Strategic thinking is critical when participating in future activities. At each function you must consider who you will be able to spend time with and how they could have a positive effect on your businesses revenues and expenses. Look at networking opportunities and prioritize them on the potential return on your time invested.

One networking opportunity on the top of the priority list for many successful MFA members is attending the Great Lakes Floral Expo. Your time will be well spent whether you invest



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CLIP&SAVE

in one day or come for the entire weekend.

At the GLFE you can talk one on one with leading industry suppliers, cut flower wholesalers and successful retailers. See and experience the latest and greatest new products, flowers, designs and business practices first hand. Talk face to face with industry peers that are facing the same real issues that you face every day.

I can't tell you how many times over the years I've heard from members who say the number one reason for being a MFA member is the friendships and business relationships that they have developed because of the Association.

There will be many different opportunities presented to you in the coming year. Choose how you spend your time wisely and make the most of every minute. Spend sometime refreshing yourself on how to network effectively. Constantly think about how your services and products can help others and be prepared to not only talk the talk but to follow up and walk the walk.

I hope to see you March 7-9 in Grand Rapids, Michigan, at the 2014 Great Lakes Floral Expo. Wishing you a very successful and prosperous 2014. ✨

Floral Holiday Calendar

Floral Holidays	2014	2015
New Year's Day	Wednesday, January 1	Thursday, January 1
Valentine's Day	Friday, February 14	Saturday, February 14
St. Patrick's Day	Monday, March 17	Tuesday, March 17
Passover	Tuesday, April 15	Friday, April 3
Easter Sunday	Sunday, April 20	Sunday, April 5
Administrative Professional (Secretaries) Day	Wednesday, April 23	Wednesday, April 22
Cinco de Mayo	Monday, May 5	Tuesday, May 5
National Teachers Day	Tuesday, May 6	Tuesday, May 5
Dia de Las Madres (Mexico)	Saturday, May 10	Saturday, May 9
Mother's Day (US/Canada)	Sunday, May 11	Sunday, May 10
Memorial Day	Monday, May 26	Monday, May 25
Father's Day	Sunday, June 15	Sunday, June 21
Independence Day	Friday, July 4	Saturday, July 4
Grandparents' Day	Sunday, September 7	Sunday, September 13
Rosh Hashanah	Thursday, September 25	Sunday, September 13
Yom Kippur	Saturday, October 4	Tuesday, September 22
Thanksgiving Day (Canada)	Monday, October 13	Monday, October 12
Bosses' Day (US)	Thursday, October 16	Friday, October 16
Sweetest Day	Saturday, October 18	Saturday, October 17
Halloween	Friday, October 31	Saturday, October 31
Thanksgiving Day	Thursday, November 27	Thursday, November 26
Hanukkah	December 17-24	December 6 -14
Christmas Day	Thursday, December 25	Friday, December 25
Kwanzaa	December 26 – January 1	December 26 – January 1

Welcome New MFA Member!

Give her a call and welcome her to the MFA group!

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MFA SPECIAL EVENTS

Great Lakes Floral Expo, Grand Rapids. – March 7-9, 2014 • March 6-8, 2015

MFABENEFITS

What the Michigan Floral Association Does for YOU

The Many Reasons for MFA Membership

The Michigan Floral Association offers a wide range of Professional Partnerships and Business Services. In addition there are added member benefits in the fields of education, marketing, and government advocacy.

The 2014 membership invoices are currently being mailed. When you receive yours we hope you will return it with payment right away. Even if you don't take part in any of the listed benefits your money is put to good use making the industry better.

Professionally Staffed Office

The MFA is proud to maintain a staffed office focused 100 percent on the floral industry. It provides professional answers for consumers and the industry. When you have a question about the floral industry, answers are simply a phone call or e-mail away. If our staff can't help you immediately they are committed to finding the answer and getting back to you within 24 hours.

Consumer Awareness

The MFA provided answers to questions such as, "Why should I buy flowers from a professional florist, and how do I maximize my dollars spent?" Prior to major holidays the office sends consumer alerts and press releases to all major media outlets across the state speaking directly to these questions.

"Find A Florist" Website Links

Members' websites are linked to the www.michiganfloral.org. "Find A Florist" tab which receives over 2,000 consumer hits per month. We are driving orders directly to members' businesses 24 hours per day, 7

days per week, 365 days a year. We also provide direct links to all grower members as well as Certified Florist members.

Advocacy

The MFA is your daily voice in Lansing, MI, and Washington DC. MFA has constant contact with both State and Federal Government officials. Rod Crittenden, MFA EVP, is a member of the Capitol Club, an elite group limited to the top 50 state trade association executives. The Capitol Club members monitor the actions of the State and Federal branches of government and the decisions they make which affect small business. They meet bi-weekly in Lansing, and have direct access to state officials. MFA is the only industry specific organization with this kind of direct influence. Issues are only one phone call away. Unified voices have POWER! Grassroots networking is the most effective tool.

Great Lakes Floral Expo (GLFE)

The Great Lakes Floral Expo is one of the nation's premier floral events. It's held annually the first weekend in March at DeVos Place in Grand Rapids, MI. It is a must attend number one networking event in the floral industry. The GLFE is unique in the industry because it is held in conjunction with the West Michigan Home and Garden Show, which provides many opportunities to interact with the general public. MFA brings together the best of the

best floral industry experts to showcase today's top trends and provide the up-to-date information all florists need to know.

Business Owners Protection: Michigan Horticulture Industries Self-Insured Workers' Compensation Fund (MHI Fund)

The Michigan Horticulture Industries Self-Insured Workers' Compensation Fund (MHI Fund) has offered floral employers a way to control their workers' compensation costs for the last 20 years. Owned by its members, the MHI Fund offers the same protections as an insurance company but returns underwriting profits and investment income back to its participants. With a track record of returning an average of 45 percent of premium, the MHI Fund continues to outperform the competition, saving members money year after year on their workers' compensation. The Fund has returned a total of \$20.8 million since its inception in 1995. Most members would agree that the MHI Fund has proven to be the best option for their workers' compensation insurance coverage by offering continuous premium returns. Right now, more than 70 percent of the members are receiving returns equal to 56 percent of their premium.

Insurance: Business and Personal Lines Automobile, Blue Cross/Blue Shield 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 to 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. You can reach Steve via email at: Sgrinnell@DavidChapmanAgency.com.

Unbeatable Credit Card Processing Rates

Midwest Transaction Group (MTG) has a long history of providing the membership



some of the lowest processing rates in the industry. This past year MTG underwent a successful merger; the new company is called Veracity Payment Solutions. Everything that our members loved about MTG in the past has stayed the same. The partnership is best known for the personalized customer service it provides and this hasn't changed. Every member call to their 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 provided. There really isn't a better program available.

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 collectively on their fuel, 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 five cents per gallon at Marathon for your first 90 days! Contact Thomas Farnham at (989) 615-2736 for more information.

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 these 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.

Professional Education Center

MFA offers top-of-the-line education benefits with its Professional Education Center at the headquarters in Haslett, MI. Among the classes offered on a regular basis are Floral Design School: Introduction to Design, Intermediate Floral Design Certified Florist Preparation, and Steps to Certification. For more information go to www.michiganfloral.org, or call the MFA office at (517) 575-0110.

Information Sources: The Magazine, E-News, Web Site and Facebook

The Professional Florist magazine, a Diamond Award-winning publication, is mailed six times per year and keeps MFA members current on trends and floral industry news. It is the premier magazine to voice your opinions, show off an amazing wedding or event your shop created, and learn what's going on locally, around the nation and in the world. The magazine is packed with important information on the Great Lakes Floral Expo.

In addition to the magazine, MFA sends out an e-news bulletin straight to your e-mail with the latest floral news and happenings. News From MFA is an easy and informative way for MFA members to stay on top of current events in these busy times. The MFA web site, www.michiganfloral.org, features the "Find A Florist" tab, which drives consumers directly to your business. You can also learn more about classes, how to become a Certified Florist, more on the MFA Scholarship Program, MFA Awards, contact information and so much more, all at the click of a mouse! Members also have access to the Michigan Floral Association Facebook group page, which provides members with instant information.

Arrive Alive® Cut Flower Bouquet Hydration Wraps

Arrive Alive® is hydrophilic foam designed to provide water and nutrients to cut flowers for transporting, storing and displaying purposes. The foam is biodegradable, completely sterile, has a neutral PH and exhibits uniform hydrology. The highly porous foam maintains a 60/40 air to water ratio, directs more than 90 percent of all water and nutrients to the cut flowers and retains hydration. The basic concept of this product is that cut flowers are wrapped in the Arrive Alive® pad, sleeved with a polyethylene bag, and secured with a rubber band. The foam pad directs over 90 percent of the water and nutrients to the cut flowers, and allows cut flower growers to ship flowers in vertical or horizontal packaging. The foam also ensures that flowers or plants wrapped in the product will continue to be hydrated for up to 48 hours. 100ct triangle wraps sell for \$65.00 per case including shipping and are available through the MFA directly by calling the office.

TRANSPORTER 10® Delivery Systems

The All-In-One Delivery System TRANSPORTER 10® ensures that your beautifully created arrangements arrive in the same condition as when they left your shop. No more broken stems, cracked containers or spilled water! Engineered with graduated openings, TRANSPORTER 10® floral vase blocks hold everything from bud vases to full size vases with a 10 inch diameter. With a variety of styles to choose from, there is a size to fit every need. TRANSPORTER 10® assures peace of mind knowing that your deliveries will reach their destinations looking as good as they did on your design table. Features include: Graduated openings to hold an assortment of vases. Fits all types of vehicles. Resists mold and mildew. Non-skid bottom. Handles embedded in base for easy carrying. Absorbs road shock. Special MFA pricing is available on all Transporter 10® shapes and sizes.

Value

All this and more for only 71 cents to \$1.67 per day depending on your annual gross sales.

For more information on joining the MFA or to renew your membership by phone please call Cindy at (517) 575-0110. ✨

MEMBERPROFILE

Green Thumbs Run in This Family!

BY BARBARA GILBERT, EDITOR



Barbara, Steve, and Laurie.

Many businesses are family affairs but perhaps none more so than the retail florist. The younger generation starts learning the business early and many shops pass down from parents to children. The perfect example of this is B/A Florist in East Lansing, Michigan.

B/A founder Barbara Hollowick went back to college in her 50s to get a business degree at Michigan State University. Although she was a stay at home mom with three children, she was determined to follow her dream of opening a plant shop. In 1979 she opened a store in Okemos.

According to daughter Laurie Van Ark, "Mom was always into plants. We had a greenhouse at the back of our house and "green thumbs" seem to run in our family. When she opened the plant store, she put in a flower cooler and discovered that the flowers were what sold."

After trying out three locations, B/A Florist (which stands for Barbara Ann) opened at its present location on the northeast corner of Grand River and Hagadorn Road. The shop is in a 1920s era house with wood floors, handcrafted woodwork, a fireplace, and

archways. The 2,000 square ft. shop consists of three floors. The basement level has deliveries, a storage cooler, and a design room. The first floor is the sales area and a design room with an office on the top floor.

Barbara Hollowick decided to "retire" this year but can't really stay away from the shop. She drops in now and then to chat with customers and see how everyone is doing plus does some of the office work. And she is an expert quilter whose work decorates the shop.

Her daughter Laurie Van Ark who now runs the business has worked there since she was in high school. Laurie has her degree in merchandising management and textiles. Originally she thought she would be in the auto industry. Instead, in 1984, after she graduated from MSU she went to work in the shop, never left, and is now carrying on the family business.

Staff in the shop has expanded from three employees in the beginning to the nine that now service customers. There are three designers, four salespeople, a full time driver and a part time driver. Between Laurie and her mother they have over 34 years of experience each. Their head designer, Steve Stoner, has been designing just as long and their head sale associate, Linda Grua, has been with them for 20 years.

Barbara says that this is probably the best group of employees they have ever had.

As the economy has gotten tighter all have taken on more jobs rather than just specialize in one thing. Laurie says that they each have main areas of specialty but that they all join forces to make sure customers are happy, business progresses and they maintain the highest of standards.

Laurie feels, "Our staff is worth far more than their weight in gold. We have learned to do it all through blood, sweat and tears!"

Being next to MSU presents many opportunities. "Fall is a crazy busy

time with Michigan State starting classes, and faculty returning. The 47,000 students are a big part of our business. Students buy everything under the sun for their girlfriends, boyfriends, parents, etc. One student bought 100 long stemmed red roses at Valentine's Day for his girlfriend. I thought maybe he was going to propose but he said not. So, I wondered what he would get if he did propose."

There is a large international community at the university. The Asian population has grown by leaps and bounds so Laurie enlisted the help of an MSU professor to help pinpoint their buying habits and cater to their floral needs.

The Greek fraternities and sororities get a discount since they hold many events that require flowers and accessories. The shop also gives bulk discounts designed to pass on savings to those who buy in large quantities. They try to give customers the best options so they can get the best results.

"For many flower shops, Christmas and Mother's Day are the busiest and biggest holidays. For us Valentine's Day and MSU graduation are by far the biggest. We gear our promotions, to a large extent, around our student customer base," said Laurie.

According to Barbara they are also trying to expand the gift line and present new products at price points that will work.



Bright displays are found throughout the store.

Design classes for adults and hosted birthday parties for children where they can make designs and take them home are also part of the mix.

When asked what B/A florist specializes in there is no question in Laurie's mind that it is not only superior product, such as their best seller, roses, but first and foremost customer service.

"We have an old school mindset and want to address each and every customer as a friend by name. We ask about the reason they came in and we get involved. We do our very best to help them find the perfect choice in flowers to express the message they want to convey. We treat every customer exactly how we would want to be treated if we were in their shoes. We put our heart into our work and our customers know it. I think that is one of the most important reasons they keep coming back. In a way, our customers are like our extended family".

Customers are welcome to come in and just relax awhile. There are comfortable areas to sit down, have coffee or tea, visit with friends and staff, and see what is going on in the shop.

The shop itself is known for its contemporary design work and its designers look for ways to keep their work upbeat and trendy. B/A Florist has won a People's Choice Award for the best Lansing area florist many years in a row.

As with most businesses these days, B/A has a high profile in social media. Their website www.bafloristonline.com is undergoing a major renovation. One of the improvements is the Google virtual 360 degree tour of the store. There is also their Facebook page and an Instagram account. These two are important because of the 18-25 year olds who are a large percentage of the shop's customer base.

Looking at how the economy has affected the small business owner, Laurie noted that "this economy separates, as they say, the men from the boys. It has been tough the last 6-8 years. We have learned how to conserve even more than we ever thought possible. Owning a small business is not for the faint of heart. There are so many wonderful aspects to it, the costs run high at times but the good still outweighs the bad. We are tough. That is how we are still standing."

She feels that it's very important for local professional florists to keep up the dialog in their communities. "Local businesses have done a pretty good job with keeping the

buy local concept in the customer's minds but we need to keep at it. Now is not the time to become complacent with this concept. We are at a critical stage and something needs to change or we will continue to lose more local floral shops in the future."

"Our plans for the future are to survive and succeed. And we will succeed by continuing to win the hearts of our customers.

In a day when the big box stores seem to be taking over not a day goes by when we don't have customers tell us how much they appreciate what we do, how we do it, and how we provide a warm and friendly environment for them to shop and sometimes just come in to visit. We all have to stand up and support the small retailer or we will become a big box store society." ✿



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DESIGN TIP: Flexible Mechanics

BY DEREK C. WOODRUFF, AIFD, CF, CFD, TRAVERSE CITY, MI

Mechanics for floral designing have evolved exponentially over the years. From chicken wire to hana kubari, designers are constantly on the lookout for new and improved ways to make their arrangements strong and stable. Often the most favored kinds of design mechanics are those that are decorative and need not be hidden. For a colorful addition to your arrangement that holds your flowers neatly in place, try this: A vase enhanced with Flex Wrap!



STEP 5

Using your design knife, cut some small slits in the wrap cover. This is where you will insert your flower stems.



STEP 1

Make sure your vase is ready to go with water and Aqua Plus.



STEP 3

Flex Wrap sticks to itself. Wrap the strip of Flex Wrap around the container and press it firmly to itself on the opposite side.



STEP 6 AND 7

Insert your flowers and watch as they stay right where you place them!



STEP 2

Flex Wrap tears easily. Tear a strip of Flex Wrap long enough to wrap around the mouth of the vase.



STEP 4

Tear off a wide piece of your Flex Wrap and pull it taut over the top of the vase, pressing it into the wrap already in place wrapped around the vase.



STEP 8

For an added finish, tear off a couple more pieces of Flex Wrap and band the bottom of your vase!

Flex Wrap is a strong, durable decorative material now available to floral designers. It comes in a vast array of colors and even prints to customize your arrangements. It also works great for wrapping hand-tied bouquets and is available at your wholesaler! ✿

It's All About Flowers



2014
Great Lakes
Floral Expo
March 7-9

Floral Awards Extravaganza! It's All About Flowers

Sponsored by



Saturday, March 8, 2014, Pantlind Ballroom, Amway Grand Plaza Hotel
Additional Fees Apply

Reception: 6:00 p.m. – 6:45 p.m.

East Concourse, Amway Grand Plaza Hotel

Recognition Banquet and Awards Ceremony: 7:00 p.m. – 9:00 p.m.

Share the excitement as MFA awards are bestowed on those floral industry members who have been voted the best of the best by their peers. New inductees into the prestigious Certified Florist Program also will be recognized.

Come explore the ballroom filled with exciting, fragrant and colorful flowers. See how they are designed in an array of styles and containers. The ballroom will be filled with an extravaganza of tablescape. You will leave with new inspirations to be used in future events in your own store. The décor will be designed by Antoinette Kiewiet and Skeeter Parkhouse of Eastern Floral and many other talented designers. It will be an evening of friendships, laughter and applause.

Enjoy delectable food prepared by the chefs at the Amway Grand Plaza Hotel, a five star hotel.

Pre-register and you could be a winner!

Register Early for the Great Lakes Floral Expo 2014 and you could win a Plaza Dream!

Register for the 2014 GLFE "It's All About Flowers" by 5:00 pm, February 28, 2014. You will automatically be entered in the contest to win a Plaza Dream one night stay at the beautiful Amway Grand Plaza Hotel. Call the MFA office at (517) 575-0110, visit www.michiganfloral.org, or fill out the registration form on page 20 today!

Remember...Early registration forms must be in the MFA office by 5:00 pm, February 28, 2014!

Always wanted an iPad? Here is your chance to win one!

At 3:30 p.m., Sunday, March 9, after the Main Stage Design Show there will be two drawings. You must be present to win, so plan on sticking around for a chance to take home a new 16GB mini iPad, WiFi ready and Verizon enabled.

The iPads are Sponsored by Kennicott Brothers Company/Vans Floral Products and Nordlie, Inc.





Sign Up
Early!

2014 GLFE All-Day Sessions **FRIDAY**, March 7

Fantastic All-Day Hands-On Workshop!

Today's Weddings.... It's All About Flowers

Presented by Deborah De La Flor, AIFD, PFCI

Sponsored by FTD

Date: Friday, March 7, 2014

Time: 9:30 am to 4:30 pm

Location: River Overlook AB

Lunch included

Additional fees apply

Spend the day with Deborah at this exciting, hands-on, advanced wedding design workshop! This is a once in a lifetime opportunity to study with one of the industry's best designers. Deborah's high energy, passion for the industry floral knowledge is unparalleled. We guarantee you will not leave this floral class disappointed. This session will cover the latest techniques used to design extraordinary wedding bouquets and reception pieces. You'll learn new looks along with the tips and tricks of the trade used to create these one of a kind masterpieces that today's brides are requesting. Deborah knows that when it comes to the perfect wedding**It's All About Flowers!**

Register early, as this class

is limited to the first

twenty participants.

Bring your own tools



Terrific All-Day Business Session!

Floral Management

Presented by Paul Goodman, CPA, MBA

Sponsored by Teleflora

Date: Friday, March 7, 2014

Time: 9:30am - 4:30pm

Location: River Overlook EF

Lunch included

Additional fees apply

Come join Paul Goodman, the floral management and bookkeeping guru of gurus. He founded Floral Finance, Inc. in 1982 and in cooperation with AFS began publishing *Floral Finance*, a monthly newsletter aimed at providing "financial information, education and control for the retail florist." He continues to write the monthly publication which is now owned by Teleflora. This all day session is a don't miss opportunity if you are in the floral industry. Paul will be covering five sessions detailing major issues facing a retail florist today!

- Controlling Cost of Goods Sold
- How to Set Prices
- Controlling Payroll
- Proper Staffing
- Financial Statements: How to set them up and read them.

You will receive three tools (Excel spreadsheets) you can use to help make the proper decisions on controlling COGS and payroll. The sessions will be practical with action plans you can take home and implement.

All-Day
Sessions Include
Lunch!

2014 GLFE Sessions **FRIDAY**, March 7

▶ **HANDS-ON SESSION:**

FFA Student Certification Test Preparation – Hip to b Square

Presented by Angela Christie, CF

Sponsored by Mayesh Wholesale Florist

Date: Friday, March 7, 2014

Time: 7:15 pm - 8:15 pm

Location: River Overlook AB

Additional fees apply

Having fun with flowers is what this weekend is all about. Angela starts by taking the ordinary square cube, and letting you be inspired to create fun, cool, hip arrangements! It may be "All About Flowers", but it is also all about doing cool and awesome things with ordinary cubes and flowers. So come and let's get "Untraditional with Cubes"!

Bring your own tools



★ **MAIN STAGE DESIGN SHOW:**

Prom Designs for Digital Natives

Presented by Doug Bates, CF

Sponsored by FloristWare

Date: Friday, March 7, 2014

Time: 9:00 pm - 10:00 pm

Location: Steelcase Ballroom AB



Are your prom designs stuck in the 1980s? Does every corsage go out with a tulle pouf? Learn how to set yourself apart from your competitor and tap into the seemingly unlimited budget of today's teen. Make your shop the go-to destination with creative body flower designs! If you want tips and ideas on how to use colorful wire, rhinestones, beads and lots of ribbons, you will not want to miss this show.



2014 GLFE Sessions **SATURDAY, March 8**

■ BUSINESS SESSION:

The Health Care Reform Act: How Are You Affected?

Presented by Tammy Duer

Sponsored by Grotenhuis

Date: Saturday, March 8, 2014

Time: 9:15 am to 10:00 am

Location: River Overlook F



The impact of PPACA on small business will be discussed by a health care professional. It has been several months since the implementation of this act and Tammy will review what the law means for you as a small employer and what it means for your employees.

▶ HANDS-ON SESSION:

The Wacky World of the Social Media Bride

Presented by Darla Pawlak, AIFD,CFD,PFCl

Sponsored by Teleflora

Date: Saturday, March 8, 2014

Time: 9:00 am - 11:30 am

Location: River Overlook A

Additional fees apply

What is the new bride looking for and more importantly looking at and how do we create a perfect wedding for her. Darla will help you create two designs that are sure to please the discerning bride and discuss ways to make her wedding day extra special.

Bring your own tools



▶ HANDS-ON SESSION:

Everyday Designs with a Twist

Presented by Donald Yim, AIFD, CPFD

Sponsored by BloomNet

Date: Saturday, March 8, 2014

Time: 9:00 am - 11:30 am

Location: River Overlook B

Additional fees apply

Donald will show you a different perspective on your everyday designs, with the addition of a modern touch. Come join us and learn how to select flowers, containers, and materials, all typical of everyday design work and turn them quickly and easily into modern pieces of floral art!

Bring your own tools



▶ HANDS-ON SESSION:

Sympathy Makeover

Presented by Leanna Gearhart-Theye AIFD, CF

Sponsored by Mayesh Wholesale Florist

Date: Saturday, March 8, 2014

Time: 9:00 am - 11:30 am

Location: River Overlook C

Additional fees apply

Who couldn't use a good makeover from time to time especially when it comes to casket sprays and easel arrangements? Then, this is the class for you! Leanna will help you take average, everyday materials and use them in new ways while giving you new techniques for old mechanics.

Bring your own tools



■ BUSINESS SESSION:

Making Money on Delivery

Presented by Paul Goodman, CPA, MBA

Sponsored by Teleflora

Date: Saturday, March 8, 2014

Time: 10:15 am - 11:00 am

Location: River Overlook E



Delivery is one of the most sought after services from a retail florist. You need to know how to set your delivery prices and how to be efficient in the process. You will learn practical methods and take home a tool (Excel spreadsheet) that will help you determine exactly what your delivery costs are and who the most efficient driver is.

■ BUSINESS SESSION:

Alternative Pricing Methods

...Beyond cost-plus:

What movie theatres, ice cream and fast food combos can teach us about pricing for greater sales.

Presented by Mark Anderson

Sponsored by FloristWare

Date: Saturday, March 8, 2014

Time: 10:15 am - 11:00 am

Location: River Overlook F



In this session we'll look at proven, real-world strategies like versioning, bundling, hurdles, high-low pricing, discounting and more... techniques that shape our own buying habits almost every day, and then examine how they can be used in retail floral. The goal is to provide you with a powerful new pricing strategy that leaves every customer feeling like they got the best possible value and you with the greatest possible profit.

■ BUSINESS SESSION:

Wire Service: Friend or Foe

Presented by Paul Goodman, CPA, MBA

Sponsored by Teleflora

Date: Saturday, March 8, 2014

Time: 11:15 am - 12:00 noon

Location: River Overlook E



This session will give you an objective look at your wire service and how to evaluate its impact on your shop. We'll leave emotions at the door and just look at the facts, facts from which you can draw your own conclusions.

■ BUSINESS SESSION:

Building Better Corporate Sales

Presented by Rick Rivers

Sponsored by Flower Shop Network

Date: Saturday, March 8, 2014

Time: 11:15 am - 12:00 noon

Location: River Overlook F



Are you tired of very low or no profits? Let Rick teach you how he built his corporate sales. Corporate sales can be a nice addition to the revenue section of your financial statement. Building corporate customers sounds intimidating but it shouldn't be. Rick will take the fear out of this process and show you ways to work with all sizes of corporate accounts.



2014 GLFE Sessions **SATURDAY, March 8**

★ **MAIN STAGE DESIGN SHOW:**

Designer of the Year Run Off

Presented by Jerome Raska,
AAF, AIFD, CAFA, CF, PFCI
Sponsored by Teleflora,
Smithers-Oasis,
and

California Cut Flower Commission

Date: Saturday, March 8, 2014

Time: 12:30 pm - 1:15 pm

Location: Steelcase Ballroom AB

It's All About Flowers in this Design Competition!

The top five floral designers from the Professional Division design contest will compete against each other head to head designing with identical materials to go for the "Designer of the Year" title. All designers will receive Teleflora aprons and will use Teleflora and Smithers-Oasis products, with flowers from the California Cut Flower Commission. Judging will be done by a distinguished panel of evaluators, and one lucky designer will win the title of MFA Designer of the Year for 2014! The winner will provide the Design Tips section in six 2014 issues of *The Professional Florist* magazine. The winner also will represent MFA at the National Alliance of Floral Associations' National Designer of the Year contest. In addition, the Designer of the Year is automatically entered in the Academy Division. All the winners of the Student and Novice and Professional Divisions will be announced on stage.

■ **BUSINESS SESSION:**

Increasing Sales

Presented by Paul Goodman CPA, MBA

Sponsored by Teleflora

Date: Saturday, March 8, 2014

Time: 1:00 pm - 1:45 pm

Location: River Overlook E

It's the number one topic for most retail florists. We'll review the major strategies to increase your sales. These strategies have proven successful at many retail florists. You'll go home with practical ideas you can put to use immediately.

■ **BUSINESS SESSION:**

The Power of Email Marketing

Presented by Kim Schott, CCF

Sponsored by Constant Contact

Date: Saturday, March 8, 2014

Time: 1:00 pm - 1:45 pm

Location: River Overlook F

This information-packed seminar will show you how email marketing can really help you drive your business success. Discover how communicating with your customers regularly can help you stay connected, and generate increased referrals, repeat sales, and unwavering customer loyalty. You'll learn how to start and build a strong permission-based customer list... get your audience to open, read and act on your email... and use your past results to sharpen your email marketing program.



■ **BUSINESS SESSION:**

Customer Service /Satisfaction

Presented by Barry Gottlieb

Sponsored by Rosaprima

Date: Saturday, March 8, 2014

Time: 2:00 pm - 2:45 pm • Location: River Overlook E

Find out the # 1 reason why you lose a customer, learn the four levels of customer satisfaction and where you need to be to build and keep loyal customers, find out the impact of a dissatisfied customer... and what you can do to avoid it.

■ **BUSINESS SESSION:**

Getting Started with Constant Contact

Presented by Kim Schott, CCF

Sponsored by Constant Contact

Date: Saturday, March 8, 2014

Time: 2:00 pm - 2:45 pm • Location: River Overlook F

In Getting Started with Email Marketing, you will watch the Constant Contact Email Marketing product in action! You will see how simple it can be to create an email from scratch, brand an email, import contacts, and add images and links.

■ **BUSINESS SESSION:**

Social Media Marketing Made Simple

Presented by Kim Schott, CCF

Sponsored by Constant Contact

Date: Saturday, March 8, 2014

Time: 3:00 pm - 3:45 pm • Location: River Overlook F

This is not Facebook, Twitter or LinkedIn 101. This session will cover how to get the most out of social media including time management and measuring the return of your activities. We will talk about what social media marketing really is, how to incorporate it into your business life without losing productivity, and look at how other businesses gain visibility, develop relationships and drive sales and response.

★ **MAIN STAGE DESIGN SHOW:**

You Only Get Married ONCE...at least this way!

Presented by Neville MacKay, CAFA, PFCI

Sponsored by Smithers-Oasis

Date: Saturday, March 8, 2014

Time: 3:30 pm - 4:45 pm • Location: Steelcase Ballroom AB

There have been many changes in the world of weddings over the years, and in this fast-paced and floral-fun-tastic show, internationally-celebrated floral designer, Neville MacKay, will not only share with you his design skills and ideas, but will engage you with stories from the front lines of our business! Learn coping skills, selling strategies, and, as important, leave inspired and enthusiastic about our industry!

■ **BUSINESS SESSION:**

Building Winning Teams

Presented by Barry Gottlieb

Sponsored by Rosaprima

Date: Saturday, March 8, 2014

Time: 4:00 pm - 4:45 pm • Location: River Overlook E

Leadership (Building Winning Teams) – Learn the #1 Rule of Leadership, how the 5E's and the 1 P will help you choose the right person for the job, the #1 motivator for peak performance and how the 3 C's can destroy your company.





2014 GLFE Sessions **SUNDAY, March 9**

MICHIGAN FLORAL ASSOCIATION ANNUAL MEETING

Date: Sunday, March 9, 2014

Time: 8:00 am – 8:15 am • Location: Steelcase Ballroom AB

Enjoy a free Continental Breakfast sponsored by The Michigan Horticultural Industries Self-Insured Workers Compensation Fund. Discuss plans for the future with MFA directors and members.

★ **MAIN STAGE BUSINESS SESSION**

Breakfast with Barry Gottlieb:

Life/Work Balance

Presented by Barry Gottlieb

Sponsored by Rosaprima

Date: Sunday, March 9, 2014

Time: 8:15 am – 9:00 am • Location: Steelcase Ballroom AB

Every day is a gift and Barry, who is both a life coach and a business coach, will tell you about the five simple gifts you can give yourself that will enhance your life forever. He will also discuss his book Brilliant on the Basics. Look for Barry's book at the Book Fair and have it autographed after his presentation. **At 8:15 am one lucky attendee will receive a box of Rosaprima's finest Ecuadorian roses.**



► **HANDS-ON SESSION:**

Getting the Most from your Wedding Flowers!

Presented by Neville MacKay, CAFA, PFCI

Sponsored by Smithers-Oasis

Date: Sunday, March 9, 2014

Time: 9:00 am - 11:30 am • Location: River Overlook A

Additional fees apply • Bring your own tools

Internationally-celebrated floral designer Neville MacKay is sure to inspire all who attend this exciting yet relaxed workshop, showing quick \$\$-making designs, upgrades and how to use fewer flowers to increase profits. Each person in the class will create a beautiful bridal bouquet. This is a great opportunity for designers of all skill levels to learn and work with one of Smithers-Oasis' highly talented design directors!



► **HANDS-ON SESSION:**

Body Flowers for Weddings and Proms

Presented by Doug Bates, CF

Sponsored by FloristWare

Date: Sunday, March 9, 2014

Time: 9:00 am - 11:30 am • Location: River Overlook B

Additional fees apply • Bring your own tools

Seize the opportunity to experiment working with mediums that appeal to Generation Z and lead to customer excitement. Learn to make wedding and prom body flower designs that are unique and profitable. Show your customers your skill at creating body flowers that makes their wedding or prom flowers amazing and outstanding.



■ **BUSINESS SESSION:**

Making Money on Delivery

Presented by Paul Goodman, CPA, MBA

Sponsored by Teleflora

Date: Sunday, March 9, 2014

Time: 9:15 am - 10:00 am • Location: River Overlook E

Delivery is one of the most sought after services of a retail florist. You need to know how to set your delivery prices and how to be efficient in the process. You will learn practical methods and take



home a tool (Excel spreadsheet) that will help you determine exactly what your delivery costs are and who the most efficient driver is.

■ **BUSINESS SESSION:**

The Power of Email Marketing

Presented by Kim Schott, CCF

Sponsored by Constant Contact

Date: Sunday, March 9, 2014

Time: 9:15 am - 10:00 am

Location: River Overlook F



This information-packed seminar will show you how email marketing can really help you drive your business success. Discover how communicating with your customers regularly can help you stay connected, and generate increased referrals, repeat sales, and unwavering customer loyalty. You'll learn how to start and build a strong permission-based customer list... get your audience to open, read and act on your email... and use your past results to sharpen your email marketing program.

★ **MAIN STAGE DESIGN SHOW:**

Sympathy Trends...Adjusting to the Changing Market

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

Sponsored by Syndicate Sales

Date: Sunday, March 9, 2014

Time: 9:15 am - 10:15 am • Location: Steelcase Ballroom AB



This presentation will incorporate not only gorgeous floral and plant designs, but more importantly ideas on how to build strong relationships with funeral homes, the newest techniques in selling and great partnership ideas. If you implement the content of this session you will certainly increase sales. Jerome is noted for his exciting and informative presentations filled with usable tips. Don't miss this one!

■ **BUSINESS SESSION:**

Customer Service /Satisfaction

Presented by Barry Gottlieb

Sponsored by Rosaprima

Date: Sunday, March 9, 2014

Time: 10:15 am - 11:00 am • Location: River Overlook E

Delivering Happiness (Customer satisfaction)

Find out the # 1 reason why you lose a customer, learn the four levels of customer satisfaction and where you need to be to build and keep loyal customers, find out the impact of a dissatisfied customer... and what you can do to avoid it.



■ **BUSINESS SESSION:**

Getting Started with Constant Contact

Presented by Kim Schott, CCF

Sponsored by Constant Contact

Date: Sunday, March 9, 2014

Time: 10:15 am - 11:00 am

Location: River Overlook F



In The Power of Email Marketing, you learned how communicating with your customers regularly can help you stay connected, generate increase referrals, encourage repeat sales, and build unwavering customer loyalty. In Getting Started with Email Marketing, you are invited sit back and watch the Constant Contact Email Marketing product in action!



2014 GLFE Sessions **SUNDAY, March 9**

★ MAIN STAGE DESIGN SHOW: What's Trending in Permanent Botanicals

Presented by Darla Pawlak AIFD, CFD, PFCI

Sponsored by Teleflora and Nordlie Inc.

Date: Sunday, March 9, 2014

Time: 10:45 am - 11:45 am

Location: Steelcase Ballroom AB

Permanent botanicals are the perfect complement to any home decor or commercial interior. Darla will explore the current trends and how to incorporate them into your client's home or business. Interesting techniques, a mix of designs, a variety of textures plus a wealth of creative ideas will be sure to inspire you. Don't miss this exciting, must see presentation.

■ BUSINESS SESSION: Building Winning Teams

Presented by Barry Gottlieb

Sponsored by Rosaprima

Date: Sunday, March 9, 2014

Time: 11:15 am - 12:00 noon • Location: River Overlook E

Leadership (Building Winning Teams) – Learn the #1 Rule of Leadership • Learn how the 5E's and the 1 P will help you choose the right person for the job • Learn the #1 motivator for peak performance • Learn how the 3 C's can destroy your company

■ BUSINESS SESSION: Social Media Marketing Made Simple

Presented by Kim Schott, CCF

Sponsored by Constant Contact

Date: Sunday, March 9, 2014

Time: 11:15 am - 12:00 noon

Location: River Overlook F

This is not Facebook, Twitter or LinkedIn 101. Instead, this session will cover some of the strategies and best practices to get the most out of your social media activities including time management and measuring the return of your activities. We will talk about what social media marketing really is, how to incorporate it into your business life without losing productivity, and look at how other businesses are using these low-cost tools to gain visibility, develop relationships and drive sales and response. We will discuss the various social media outlets that are available, how they interact together and ways to leverage their inherent strengths and to evaluate them for best use for your business or organization.

★ MAIN STAGE DESIGN SHOW: Weddings with Personality

Presented by Deborah De La Flor, AIFD, PFCI

Sponsored by FTD

Date: Sunday, March 9, 2014

Time: 12:45 pm - 1:45 pm

Location: Steelcase Ballroom AB

Weddings and what brides want are changing everyday. Deborah will teach you how to meet your client's needs and wants. Deborah will show you how to interpret what brides want for their one of a kind event. Deborah will demonstrate and present the latest in wedding styles, colors and trends as well as talk about what she predicts for the upcoming year. Her energy and great ideas will make this an outstanding experience.



■ BUSINESS SESSION: Wire Service: Friend or Foe

Presented by Paul Goodman, CPA, MBA

Sponsored by Teleflora

Date: Sunday, March 9, 2014

Time: 1:00 pm - 1:45 pm • Location: River Overlook E

This session will give you an objective look at your wire service and how to evaluate its impact on your shop. We'll leave emotions at the door and just look at the facts.

■ BUSINESS SESSION: Flowers and Funerals: What Works and What Doesn't

Presented by Funeral Home Directors Randy Wyman and Lee Karelse, and Jerome Raska, AAF, AIFD, CF, CAFA, PFCI.

Sponsored by Michigan Floral Foundation

Date: Sunday, March 9, 2014

Time: 1:00 pm - 1:45 pm • Location: River Overlook F

Make sure your funeral work is up to par! Come and learn how you can make funeral work profitable for both the funeral director and the florist while at the same time providing your customers with memorable sympathy tributes. Join constructive conversations that will help you work harmoniously with your local funeral directors.

■ BUSINESS SESSION: Increasing Sales

Presented by Paul Goodman, CPA, MBA

Sponsored by Teleflora

Date: Sunday, March 9, 2014

Time: 2:00 pm - 3:00 pm • Location: River Overlook E

It's the number one topic for most retail florists. We'll review the major strategies to increase your sales. These strategies have proven successful at many retail florists. You'll go home with practical ideas you can put to use immediately.

■ BUSINESS SESSION: Building Better Corporate Sales

Presented by Rick Rivers

Sponsored by Flower Shop Network

Date: Sunday, March 9, 2014

Time: 2:00 pm - 3:00 pm • Location: River Overlook F

Are you tired of very low or no profits? Let Rick show and teach you how he built his corporate sales. This is one area that many retail florists overlook. It can be a nice addition to the revenue section of your financial statement. Building corporate customers sounds intimidating but it shouldn't be. Rick will take the fear out of this process and show you ways to work with all sizes of corporate accounts.

★ MAIN STAGE DESIGN SHOW: Modern Twist on Everyday Design

Presented by Donald Yin, AIFD, CPFD

Sponsored by BloomNet

Date: Sunday, March 9, 2014

Time: 2:15 pm - 3:15 pm • Location: Steelcase Ballroom AB

Donald presents a modern approach to everyday design, sharing new tricks to take your floral designs to that next level. By using different materials, and seeing design through a different perspective, new ideas will be brought to life. With simple changes to materials, containers, and flower choice, everyday arrangements will be transformed into fresh new pieces of floral artwork.

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GLFE Special Events Schedule

Trade Show Marketplace

Visit the It's All About Flowers marketplace, the number one place to shop. Looking for the newest varieties of cut flowers, greens and plants? Searching for an outstanding selection of supplies, containers, and novelties? The marketplace is *The Place to be!*

Visit with exhibitors and find out the current industry trends that will put your shop on the cutting edge.

Support our vendors without whom the Expo would not be possible.

Friday, March 7, 2014, 7:00 p.m. – 10:00 p.m. • Saturday, March 8, 2014, 9:00 a.m. – 5:00 p.m.

Sunday, March 9, 2014, 8:00 a.m. – 3:30 p.m.

Location: Steelcase Ballroom AB

Find the Daisy and Win a Prize!

Participate in our exciting Find the Daisy contest! Scour the trade show floor for great products and daisies. Prizes will be given to winners. So put on your comfortable shoes, move around the Expo, and buy products for your flower shop.

It's All About Flowers at 2014 MFA Book Fair.

Saturday, March 8, 2014 • 9:00 a.m. – 5:00 p.m.

Sunday, March 9, 2014 • 8:00 a.m. – 3:30 p.m.

Location: Welsh Lobby next to MFA Registration Desk

You'll love the prices and all profits benefit the MFA Education Fund.

Ssh, Be Quiet, It's the Silent Auction.

Saturday, March 8, 2014 • 9:00 a.m. – 5:00 p.m.

Sunday, March 9, 2014 • 8:00 a.m. – 2:00 p.m.

Location: Steelcase Ballroom AB

Put your bid in and join the fun at this year's Silent Auction. Up for consideration will be all manner of floral products, unusual gifts, gift certificates, and more.

MFA Early Breakfast Annual Meeting

Sponsored by: The Michigan Horticultural Industries

Self-Insured Workers Compensation Fund

Sunday, March 9, 2014

8:00 a.m. – 8:30 a.m.

Location: Stage Ballroom AB

www.mhiund.org



Wake up; join your fellow attendees for breakfast. Learn what the MFA has been up to this past year, and offer suggestions or ideas on what the MFA could do to help your business. This is your chance to help association leaders chart the course for the coming year. Meet and greet the MFA board of directors and association staff while enjoying the free Continental breakfast.

2014 MFA Design Contest FRIDAY, March 7

It's the All About Flowers Design Contest!

\$5000 in Awards and Prizes! New Divisions, Exciting Categories, Educational Tips!

Sponsored by Teleflora, Michigan Floral Association, Smithers-Oasis and the California Cut Flower Commission



The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Your skills can earn certificates, cash prizes and recognition in *The Professional Florist* magazine. The contest is a perfect opportunity to show off designs and exchange new ideas. You'll receive professional recognition for your work and gain publicity for you and your shop. Enter today and aim higher, achieve more, and reach for excellence.

NEW! NEW! NEW!

The Designer of the Year will be doing the Design Tips column in six issues of *The Professional Florist* magazine. Also new this year, the Academy winner will be creating the Design Spotlight arrangements in six issues.

Cash or Prizes for Every Category!

DOY (Designer of the Year) represents MFA at NAFA National Designer of the Year competition!
Academy Winner represents MFA at the (SAF) Sylvia Cup competition!

For More Information: E-mail Design Contest Chairman Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, at Jerome@blumz.com, or call the MFA office at (517) 575-0110, or visit www.michiganfloral.org, to download a Design Contest packet. **YOU MUST REGISTER BY FEBRUARY 28, 2014!**



COLOR KEY:
 Green: Business Sessions
 Blue: Hands-On Sessions
 Hot Pink: Main Stage Shows
 Purple: MFA President's Banquet
 and Awards Ceremony
 *Not included with weekend pass.

SCHEDULE AT A GLANCE

FRIDAY, March 7

8:00 a.m. - 10:00 p.m.	Registration Desk Open	Welsh Lobby
9:30 a.m. - 4:30 p.m.	*All Day Business Session: Floral Management – Paul Goodman (Teleflora)	River Overlook EF
9:30 a.m. - 4:30 p.m.	*Hands-On Session: Today's Weddings...It's All About Flowers – Deborah De La Flor (FTD)	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	Steelcase Ballroom AB
7:00 p.m. - 10:00 p.m.	Trade Show Open (cash bar)	Steelcase Ballroom AB
7:15 p.m. - 8:15 p.m.	*Hands-On Session: Angela Christie (Mayesh) – FFA Student Certification Test Preparation: Hip to b Square	River Overlook AB
9:00 p.m. - 10:00 p.m.	Main Stage Show: Design for Digital Natives: Doug Bates (FloristWare)	Steelcase Ballroom AB

SATURDAY, March 8

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Lobby
9:00 a.m. - 5:00 p.m.	Trade Show Open	Steelcase Ballroom AB
9:00 a.m. - 5:00 p.m.	Silent Auction	Steelcase Ballroom AB
9:00 a.m. - 5:00 p.m.	Book Fair	Welsh Lobby
	Hands-On Sessions: (Choose One)	River Overlook ABC
9:00 a.m. - 11:00 a.m.	*The Wacky World of the Social Media Bride – Darla Pawlak (Teleflora)	River Overlook A
9:00 a.m. - 11:30 a.m.	*Everyday Designs with a Twist – Donald Yim (BloomNet)	River Overlook B
9:00 a.m. - 11:30 a.m.	*Sympathy Makeover – by Leanna Gearhart Theye (Mayesh)	River Overlook C
9:15 a.m. - 10:00 a.m.	Business Session: Health Care Reform Act How Are you Affected – Tammy Deur (Grotenhuis)	River Overlook F
10:00 a.m. - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
10:15 a.m. - 11:00 a.m.	Business Session: Making Money on Delivery – Paul Goodman (Teleflora)	River Overlook E
10:15 a.m. - 11:00 a.m.	Business Session: Alternative Pricing Methods – Mark Anderson (FloristWare)	River Overlook F
11:15 a.m. - 12:00 noon	Business Session: Wire Service: Friend or Foe – Paul Goodman (Teleflora)	River Overlook E
11:15 a.m. - 12:00 noon	Business Session: Building Better Corporate Sales – Rick Rivers (Flower Shop Network)	River Overlook F
11:30 a.m. - 12:30 p.m.	Trade Show Shopping Time Only	Steelcase Ballroom AB
11:30 a.m. - 1:30 p.m.	*Lunch Served	Steelcase Ballroom AB
12:30 p.m. - 1:15 p.m.	Main Stage Design Show: Designer of the Year Run Off, commentated by Jerome Raska	Steelcase Ballroom AB
1:00 p.m. - 1:45 p.m.	Business Session: Increasing Sales – Paul Goodman (Teleflora)	River Overlook E
1:00 p.m. - 1:45 p.m.	Business Session: The Power of Email Marketing – Kim Schott (Constant Contact)	River Overlook F
2:00 p.m. - 3:00 p.m.	Student Recognition and Teacher Recognition	Steelcase Ballroom AB
2:00 p.m. - 2:45 p.m.	Business Session: Customer Service/Satisfaction – Barry Gottlieb (Rosaprima)	River Overlook E
2:00 p.m. - 2:45 p.m.	Business Session: Getting Started with Constant Contact – Kim Schott (Constant Contact)	River Overlook F
3:00 p.m. - 3:30 p.m.	Trade Show Shopping Time Only	Steelcase Ballroom AB
3:00 p.m. - 3:45 p.m.	Business Session: Social Media Marketing Made Simple – Kim Schott (Constant Contact)	River Overlook F
3:30 p.m. - 4:45 p.m.	Main Stage Design Show: You only get Married ONCE...at least this way! – Neville MacKay (Smithers-Oasis)	Steelcase Ballroom AB
4:00 p.m. - 4:45 p.m.	Business Session: Building Winning Teams – Barry Gottlieb (Rosaprima)	River Overlook E
6:00 p.m. - 6:45 p.m.	* Reception	East Concourse
7:00 p.m. - 9:00 p.m.	*Recognition and Awards Banquet	Pantlind Ballroom
9:00 p.m. - ?	*Grand Rapids Nightlife (on own)	Downtown GR

SUNDAY, March 9

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Lobby
8:00 a.m. - 8:15 a.m.	MFA Early Breakfast	Steelcase Ballroom AB
8:00 a.m. - 2:00 p.m.	Silent Auction (Will have an early buy out price for people wanting to leave early)	Steelcase Ballroom AB
8:00 a.m. - 3:30 p.m.	Trade Show Open	Steelcase Ballroom AB



SUNDAY, March 9 Continued

8:00 a.m. - 3:30 p.m.	Book Fair	Welsh Lobby
8:30 a.m. - 9:00 a.m.	Main Stage Motivational Speaker: Work / Life Balance – Barry Gottlieb (Rosaprima)	Steelcase Ballroom AB
9:00 a.m. - 11:30 a.m.	Hands-On Sessions: (Choose One) *Getting the Most from your Wedding Flowers – Neville MacKay (Smithers Oasis) *Body Flowers for Weddings and Proms – Doug Bates, (FloristWare)	River Overlook AB River Overlook A River Overlook B
9:15 a.m. - 10:15 a.m.	Main Stage Show: Sympathy Trends and You...adjusting to the changing market – Jerome Raska (Syndicate Sales)	Steelcase Ballroom AB
9:15 a.m. - 10:00 a.m.	Business Session: Making Money on Delivery – Paul Goodman (Teleflora)	River Overlook E
9:15 a.m. - 10:00 a.m.	Business Session: The Power of Email Marketing – Kim Schott (Constant Contact)	River Overlook F
10:15 a.m. - 11:00 a.m.	Business Session: Customer Service/Satisfaction – Barry Gottlieb (Rosaprima)	River Overlook E
10:15 a.m. - 11:00 a.m.	Business Session: Getting Started with Constant Contact – Kim Schott (Constant Contact)	River Overlook F
10:45 a.m. - 11:45 a.m.	Main Stage Design Show: What's Trending in Permanent Botanicals – Darla Pawlak (Teleflora)	Steelcase Ballroom AB
11:00 a.m. - 6:00 p.m.	Retail Store – Open Hours	Grand Gallery
11:15 a.m. - 12 noon	Business Session: Building Winning Teams” – Barry Gottlieb (Rosaprima)	River Overlook E
11:15 a.m. - 12 noon	Business Session: Social Media Marketing Made Simple – Kim Schott (Constant Contact)	River Overlook F
11:45 a.m. - 12:45 p.m.	Special Trade Show Shopping Time	Steelcase Ballroom AB
12 noon - 1:30 p.m.	*Lunch Served	Steelcase Ballroom AB
12:30 p.m. - 1:45 p.m.	Main Stage Design Show: Weddings with Personality – Deborah De La Flor (FTD)	Steelcase Ballroom AB
1:00 p.m. - 1:45 p.m.	Business Session: Wire Service : Friend or Foe – Paul Goodman (Teleflora)	River Overlook E
1:00 p.m. - 1:45 p.m.	Business Session: Flowers & Funerals: What works and what doesn't - Randy Wyman, Lee Karelse, and Jerome Raska (Michigan Floral Foundation)	River Overlook F
2:00 p.m.	Silent Auction Bids Closed	Steelcase Ballroom AB
2:00 p.m. - 3:00 p.m.	Business Session: Increasing Sales - Paul Goodman (Teleflora)	River Overlook E
2:00 p.m. - 3:00 p.m.	Business Session: Building Better Corporate Sales – Rick Rivers (Flower Shop Network)	River Overlook F
2:15 p.m. - 3:15 p.m.	Main Stage Design Show: Modern Twist on Everyday Design – Donald Yim (BloomNet)	Steelcase Ballroom AB
3:30 p.m. - 3:45 p.m.	Thank You! Save the date, March 6, 7, 8, 2015	Steelcase Ballroom AB
3:30 p.m.	Trade Show Closes	Steelcase Ballroom AB

The Michigan Floral Association would like to thank these fine sponsors for making the 2014 Great Lakes Floral Expo possible.



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Mail Completed Registration Form with Payment to: Michigan Floral Association, P.O. Box 67, Haslett, MI 48840 or Fax (517) 575-0115 with credit card information

DESIGNERSPOTLIGHT

An All Purpose Arrangement!

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

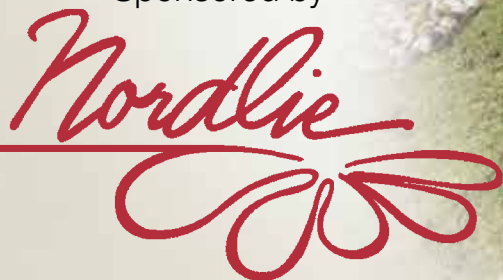
This arrangement is suitable for all kinds of events: sympathy work, weddings, parties, etc. I used two cone shaped trellis at different heights and one medium bark basket laid on its side in front of the cones. I used a total of five iglus (which can vary depending on the budget). These iglus were wired to the trellis cones using Spanish moss to hide the mechanics.

I went with a yellow color palette featuring sunflowers, and solidago, complemented with peach roses, lily grass, and Italian ruscus. The bold color of the yellow in this arrangement will make a great impact. Strategically placed lily grass connects the iglus and brings a sense of movement to the design. If you don't have lily grass you could use ribbon or ting ting. The basket was placed on its side to create a slight waterfall look with the same flowers used in the iglus. Wire all three pieces together or use these three pieces separately so you can place them in different positions. The bold color pallet and natural items create great texture and can be tailored to fit any budget and a variety of events.

Add a few more iglus to make this arrangement more three-dimensional or leave it like it is and set it up at different angles. It can be one sided for a sympathy arrangement or two sided for a buffet table. ✿



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MEMBERNEWS

Red Kennicott Inducted into MFF Hall of Fame

BY BARBARA GILBERT, EDITOR



Katie and Red pose with Hall of Fame award.



Hall of Fame winners all: Bobbi Ecker-Blatchford, AAF, AIFD, PFCI, 2012 ; James Nordlie, 2011; Red Kennicott, 2013 and Tom Butler, AAF, PFCI, 2009.

Harrison "Red" Kennicott was inducted into the Michigan Floral Foundation Hall of Fame at the 2015 dinner held in East Lansing. He is the sixth recipient of the Hall of Fame award.

Held at the Michigan State University Club, the event drew industry leaders, company executives, and floral industry representatives from all over the country and throughout Michigan. A slide show of Red's life and industry honors was shown as guests enjoyed the reception and dinner.

Michigan Floral Foundation Chairman Alice Waterous, AIFD, CF, PFCI, welcomed attendees to the event and Teleflora Chairman Tom Butler, AAF, PFCI, the first winner of the award,

acted as master of ceremonies as various people told their personal stories of Red and his many contributions to the industry. Butler noted that Red has given much to the industry and can always be counted on to serve when asked.

Peter Moran, executive vice president of the Society of American Florists, lauded Red as "an icon of the industry" and reminisced about a trip he took with Red down to Colombia.

Red's partner in crime and everything else, Katie, told the audience how she and Red met. "I had him from the first time we met on that beach in Florida over spring break. He is a wonderful father, husband, and playmate." Members of the Kennicott family including Katie's sisters and the Kennicott children were also there to honor him.

In his acceptance speech, Red noted that he was proud and humble to receive the award and grateful to those who support the Michigan Floral Foundation. "I owe the floral industry for every material thing that I have. The flower industry is unique and the best part is to come. The future will bring new technology and a new, talented generation to carry on."

The Michigan Floral Foundation would like to give special thanks to the following corporate table sponsors for their generous support of the Foundation and the Hall of Fame dinner: Kennicott Brothers/Vans Floral Products, Smithers-Oasis, and Teleflora. Thanks for the evening's décor goes to FloraCraft Corporation, Smithers-Oasis, Robert Friese AIFD, and Alice Waterous AIFD, CF, PFCI. MFF would also like to thank BloomNet for their financial contribution to the MFF in honor of Red Kennicott's induction into the Hall of Fame.

Anyone wishing to honor Red Kennicott can do so by sending a donation to the Michigan Floral Foundation. The donations are 100 percent tax deductible. They can be mailed to the MFF, P.O. Box 67, Haslett, MI 48840 or be made on line at www.michiganfloral.org. Call (515)575-0110 for more information. ✿



Michael Stephens, representing BloomNet, presents a \$1,000 check to MFF Chairman Alice Waterous, AIFD, CF, PFCI; MFA President Robert Patterson, and Red Kennicott.

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CFREPORT



Certification Report Why Being a Certified Florist is Important!

BY CINDY CHING, AIFD, CF

Being a Certified Florist provides many benefits. It is nationally recognized and is a pathway to becoming a member of AIFD. It is great way to achieve a personal goal or a shop goal. In any industry, education is the way to advance in your career. Get certified and stay certified.

A Certified Florist knows the best ways to care for flowers and how to get more quality from hydration, correct temperatures, and use of preservatives. Every Certified Florist must pass a rigorous exam that thoroughly tests their knowledge of flower and plant care, as well as floral design. Continuing education is required of all Certified Florists assuring they will be proficient in design and aware of new floral trends and innovative techniques.

The Certified Florist program upholds the highest standards of ethics and professional practice in our industry and is endorsed by the National Alliance of Floral Associations (NAFA)

So if you have a manual dust it off and set a goal to become CF this year. If you need to purchase a manual go on line at www.michiganfloral.org. Make this year your year to become a Certified Florist!

Next date of CF testing is Sunday, June 8, 2014. Of course, you can take the written exam on line any time. Next Steps to Certification workshop is Wednesday, June 4, 2014. ✿

Congratulations to six new Certified Florists from the state of Utah!

*Darla Anderson, CF
A Perfect Arrangement
West Jordan, UT*

*Shonda Cunningham, AIFD, CF
Shonda's Secret Garden
South Ogden, UT*

*Amy Austin, CF
Springville, UT*

*Alma Filipovic, CF
Harmons Floral Dept
West Valley City, UT*

*Tracy Barlow, AIFD, CF
The Window Box
Layton, UT*

*Katherine Larsen, CF
Salt Lake City, UT*



Design Style The Fabulous Hogarth Curve!

Of all the arrangement forms, this design is the only one named for a person, the English artist William Hogarth (1697–1764), rather than a geometric shape. The shape comes from Hogarth's self-portrait titled "Portrait of the Painter and His Pug", dated 1745, in which the artist drew a serpentine line on a painter's palette with the words, "The Line of Beauty" under it. He theorized that all beauty was based on this two dimensional serpentine S-line and the three-dimensional S-Line he called "The Line of Grace". Floral arrangements using this serpentine line truly display the graceful rhythm for which Hogarth is known.

Those floral arrangements display a sophisticated asymmetrical appearance and have a downward sweeping curve that extends below the container rim. Most importantly, they must be constructed in a tall vase often called a 'compote vase'.

The S-shaped arrangement is generally not as popular as other design shapes because it is more difficult to construct, requiring curving stems, and a taller and heavier container, often adding to the expense. Therefore, you must make sure you add on to the cost of these beautiful arrangements. Great way to upsell and add to your bottom line. ✿



Image reprinted with permission from Florists' Review Design School

CF Flower of the Month

Yarrow



Yarrow is available February through September. Regular yarrow comes in yellow while cottage yarrow is white, pink, or red. Clusters range from three to six inches across.

Cottage yarrow will last from four to seven days while regular yarrow has a seven to ten day shelf life. Yarrow dries easily and is long-lasting for use in dried and artificial designs.

INDUSTRY ADVANCEMENT

MFA Awards Four Scholarships

The MFA Scholarship Program has awarded more than \$40,000 in scholarships since 2002. This year there are 4 deserving winners who will be able to further their education with these scholarships. The awards can be used for classes at the Great Lakes Floral Expo (GLFE), March 7-9, at the Amway Grand Plaza Hotel in Grand Rapids, or at the MFA Professional Education Center, or to purchase materials to become a Certified Florist. The winners have 18 months to use their scholarship, or the funds are rolled back into the scholarship fund.

The silent auction, held each year at the GLFE, is the main source of fundraising for the program. Please consider starting your support of this beneficial program by making a list of items to donate to our auction in March 2014. 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, 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, 2013. Scholarship winners will be published in *The Professional Florist*.

The scholarship grant will go directly to the MFA office in the applicant's name. ✿

Scholarship Winners



Libbie Deering
Vogt's/
Grand Blanc Florist
Grand Blanc, MI



Katherine Holton
Ludema Floral
and Garden
Grand Rapids, MI



Michele Keeler
Barlow Florist
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Lea Kuklinski, CF
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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 or call 517-575-0110 and register today!

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PROFESSIONAL EDUCATION CENTER

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

Advanced Wedding Workshop: Increase Your Wedding Knowledge

Instructor: Colleen Carr, AIFD, CF

Member \$199.95

Non-Member \$299.95

Wednesday, April 2, 2014

Location: MFA Office

Time: 10:00 a.m. – 4:30 p.m.

Lunch Included

Learn labor saving tips that will make your work shine. Colleen will show you the latest sales techniques designed to boost your wedding business. Find out how to put your weddings, events and parties a step above your competition. This workshop will include making several unique hands-on projects, all with new techniques. Colleen will also cover networking with wedding clubs and marketing groups; how to do this and what to look out for. You won't want to miss this class.

“Let’s Get Wired” Workshop

Instructor: Leanna Gearhart-Theye, AIFD, CF

Member \$199.95

Non-Member \$299.95

Wednesday, April 9, 2014

Location: MFA Office

Time: 10:00 a.m. – 4:30 p.m.

Lunch Included

In case you haven't noticed during your most recent trip to your floral wholesaler, there is a whole aisle devoted to wire. Not only your normal green, but beautiful colors in all shapes and sizes. If you haven't explored the wonderful things you can do with wire, then this class is for you. If you only use wire to make little curls for corsages and boutonnieres, then this class is for you. If you can't think of an appropriate way to use wire for sympathy work, then this class is for you. This class will work with all the different types, styles and sizes of wire in ways that will transform your design work. Learn how to use it in different styles of body work (floral necklaces to corsages), everyday designs, bridal and event work, and more. So bring your best wire cutters, bunch cutters, and needle nose pliers and "Let's Get Wired".

For more information and examples, see the display at the Great Lakes Floral Expo.

Floral Design School: Introduction to Design

Instructor: Tim Latimer, CF

Member \$900

Non-Member \$1000

12 weeks of class

Beginning Wednesday, May 14, 2014

6:00 p.m. – 9:00 p.m.

This comprehensive course will introduce beginning students to the exciting field of floral design. Focus will be placed on the application of the principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color. This class will be a great first step for those desiring to become a Certified Florist.

Time will be divided between lecture and hands-on design. All materials are included in your course fee and you will have a completed floral design to take home each week. Topics include: vased arrangements, symmetrical triangles, asymmetrical triangles,

horizontal centerpieces, round designs, hand-tied bouquets, corsages, and boutonnieres.

The class will meet for 12 weeks beginning May 14. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams.

Limited course enrollment of 12 will ensure that each student receives personal attention.

Intermediate Floral Design Certified Florist Prep

Instructor: Tim Latimer, CF

Member \$900

Non-Member \$1000

12 weeks of class

Beginning Thursday, May 15, 2014

6:00 p.m. – 9:00 p.m.

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination. (Students who do not wish to take the CF exam will still be welcome.)

The CF manual is the text for this course. You may purchase this manual at: www.michiganfloral.org or call (517)-575-0110. This manual is recommended but not required. All other materials will be included in the registration fee.

Time will be divided between lecture and hands on design. A sample test will be given on each topic. Lecture topics include: care and handling of flowers and plants, product identification, customer relations/sales, delivery, marketing, accounting, display, intermediate floral design. Design topics include: vased arrangements, bridal bouquets, corsages, boutonnieres and sympathy. Designs will incorporate the contemporary techniques of grouping, layering, basing, framing, and many more. Each week you will take home your designs.

The class will meet for 12 weeks beginning May 15. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no graded exams. Limited enrollment of 12 will ensure that each student receives personal attention.

the professional florist

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MISSION STATEMENT

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

CLASSIFIED ADS

SEEKING DONATIONS

MFA Scholarship Committee seeks donations for the 2014 silent auction:

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

HELP WANTED

Floral Designer Wanted for Ann Arbor Florist:

Requirements: One to two years of floral designing experience. Individual desiring to take up floral design as her/his professional career. Reliable, energetic, clean and organized with good sense of business etiquette. Proficiency in speaking and writing standard English. Computer proficient (Dove POS experience a plus). Loves to assist customers with sales oriented approach. Able to commit to approximately 30 hours a week, including Saturdays. Excellent shop for those trying to obtain State and AIFD certification. Please e-mail your cover letter and resume to chelseafloresllc@gmail.com.

Floral Designer:

Reputable event planning company is seeking an experienced Floral Designer. Must be energetic, intelligent, hard-working, detail-oriented, and creative! Must have a fresh floral design portfolio available for review. Experience in floral design/arrangement/hydrating additives/ordering of floral. Professional cover letter and resume required for consideration.

Event planning is a fun and exciting industry but qualified individuals must be dedicated to the cause – making events extraordinary! This means that you must be a team-player, follow direction well, and also have a can-do attitude!

Job Requirements: • Must have at least 2 years of experience in wedding/event floral design • Photographic Portfolio • Must be creative and willing to think outside the box • Must be up to date on new and current trends in floral design • Must have a solid wealth of knowledge about floral • Must be able to lift 20+lbs. • Must be 18 years or

older • Must have a high school diploma • Must have valid driver's license.

This is not an administrative job. Location: Livonia, MI. Compensation: competitive / DOE. Send resumes to: Kristen@Linenhero.com.

Assistant Greenhouse Grower Needed:

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

Floral Designer Needed:

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

Experienced Designer Wanted:

Want to join an award winning design team? Country Lane Flower Shop, Howell MI, voted #1 Florist in Livingston County for the past 12 consecutive years is looking for a full time experienced designer to add to their team. Must be experienced with wedding and event designs. Call Kevin Adamo at 517.546.1111 or email resume to CountryLanef@aol.com.

Part Time Floral Designer Needed:

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Register for the 2014 GLFE "It's All About Flowers" by 5:00 pm, February 28, 2014. You will automatically be entered in the contest to win a Plaza Dream one night stay at the beautiful Amway Grand Plaza Hotel. Call the MFA office at (517) 575-0110, visit www.michiganfloral.org, or fill out the registration form on page 20 today!

Remember...Early registration forms must be in the MFA office by 5:00 pm, February 28, 2014!

A Beautiful Advertising Opportunity



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



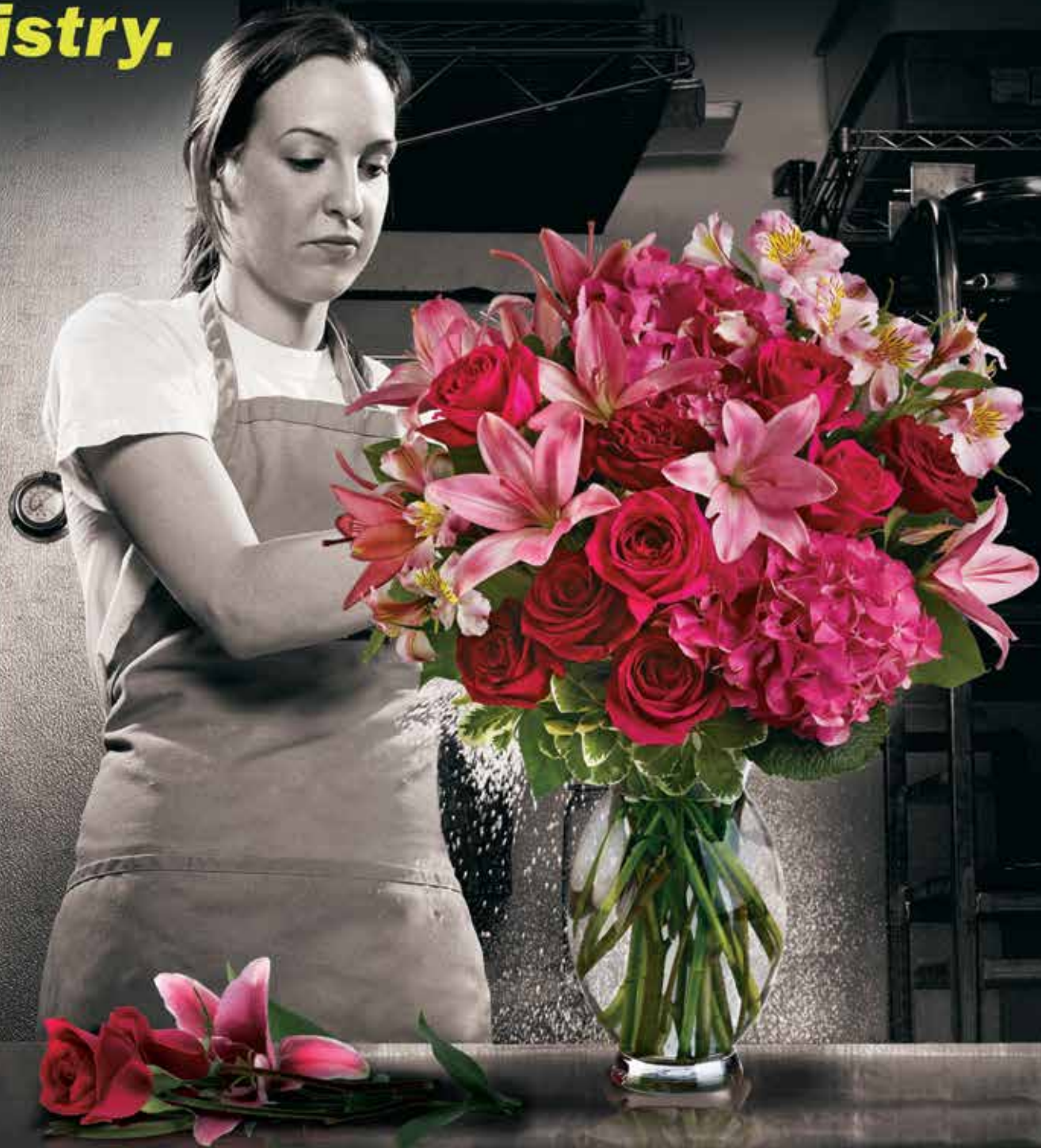
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