



Volume V 2010

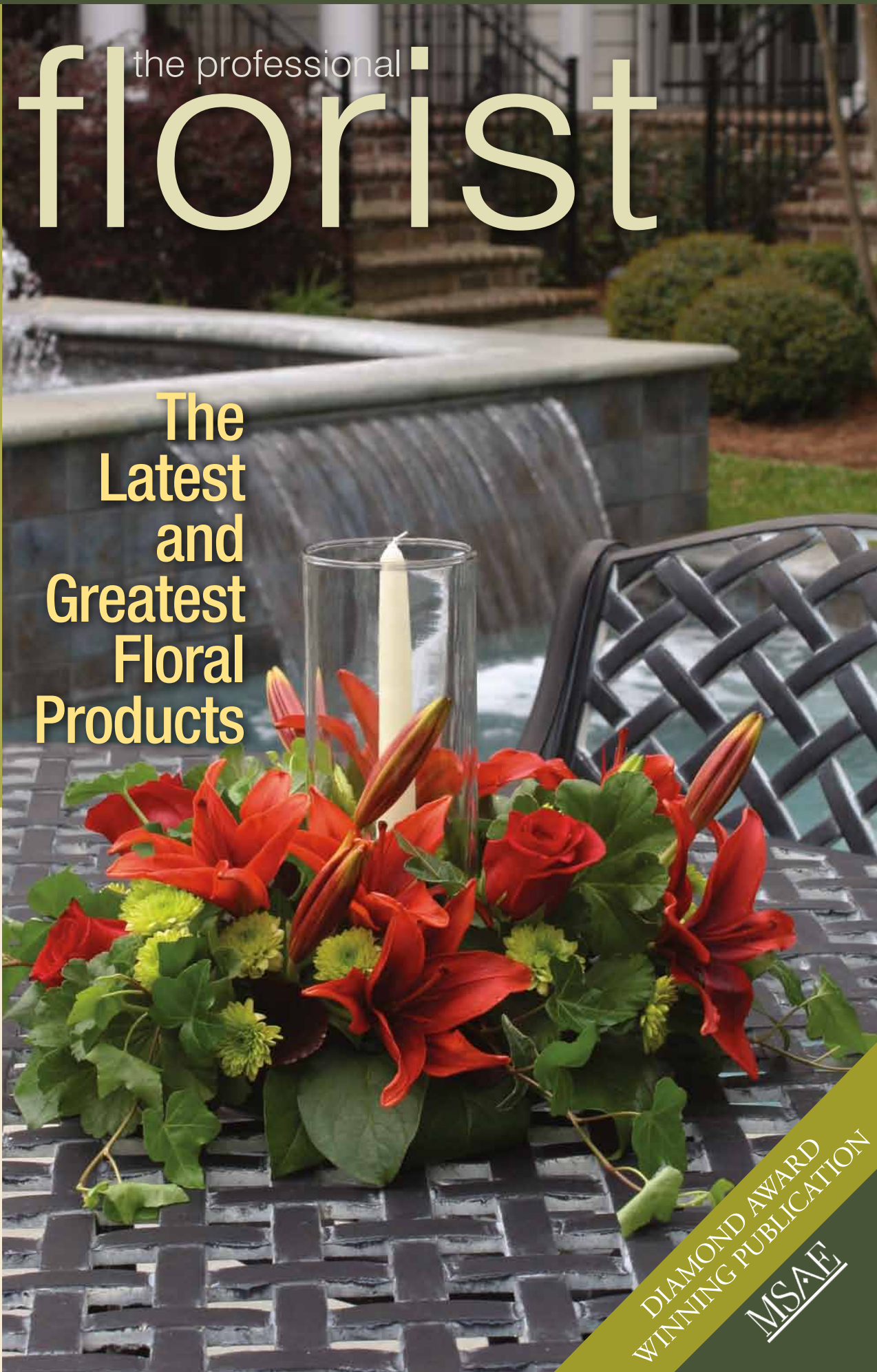
**A Michigan  
Wedding  
Celebrates  
Mother  
Nature**

**Spotlight  
on Saginaw  
Valley Flower  
Exchange**

**MFA  
Education  
on the Road**

# the professional florist

**The  
Latest  
and  
Greatest  
Floral  
Products**



**DIAMOND AWARD  
WINNING PUBLICATION**

**MSAE**



*New Hoosier  
Glass*



    
9 3/4" Rose Vase Asst.  
4094-12-09

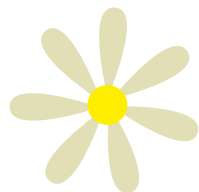


    
8 1/2" Rose Vase Asst.  
4093-12-09



*\*Shown*  
    
9 3/4" Rose Vase Asst.  
4090-12-09

*Bringing it Home...  
with Syndicate Sales*



# the professional florist

Volume V 2010

Cover Image Design by Syndicate Sales

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## Michigan Floral ASSOCIATION

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## LEADERSHIPREPORT

# Help Us Help You

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



As you read this magazine, you might be on the west side of Lake Michigan, down in the Appalachian Mountains, out west in the Rockies or below the 'mitten state' in the Heartland. Wherever you reside, we're glad you're on the mailing list and one of 1,500 floral professionals who receive *The Professional Florist*.

Have you ever wondered why you receive this magazine? It's because you are a voluntary member of your state floral association. The Michigan Floral Association (MFA) has partnered with the Wisconsin Upper Michigan Floral Association (WUMFA), Illinois State Florists' Association (ISFA), Floral Association of the Rockies (FAR), Tennessee State Florists' Association (TSFA), and members of the former State Florists Association of Indiana (SFAI) to bring you this award-winning magazine. It's a win-win-win for all involved: readers have access to materials that keep business fresh, profitable and at the forefront of the industry; your association is able to offer a member-driven publication as a member benefit; advertisers get increased visibility with greater circulation, and the MFA can provide greater national exposure to potential advertisers.

To keep this opportunity beneficial for all involved, we need your help – our editorial department wants to know



what you want to see in upcoming issues. This could be a class or event your association is hosting, a member in the news, amazing wedding flowers designed by a member... anything you would like to share or see covered. Please e-mail this information to [rod@michiganfloral.org](mailto:rod@michiganfloral.org) and we'll do the rest.

We also need you to ask your suppliers to support this publication with advertising. You can download an editorial calendar along with advertising rates and information by visiting [www.michiganfloral.org](http://www.michiganfloral.org). Scroll to the bottom of the home page and click on the link "click here for advertising information." Please download this PDF, or e-mail the link to your favorite suppliers and ask them to promote their products and services with advertising in the magazine – this will help us continue to send it regularly.

Last but not least, please support the advertisers you see in the magazine: Teleflora, Vans Floral Products, Syndicate Sales, MHI Work Comp Fund, Auto Owners, DWF, Saginaw Valley Flower Exchange, Nordlie, Kennicott's, Professional Florist Institute and all the business card advertisers. It's because of these fine companies that we are able to produce this publication on a consistent basis – make sure to support them whenever possible.

I hope you enjoy this publication and find it useful. Please feel free to contact me directly with any input or feedback on how we might make it even better in the future. ✨

## Welcome New MFA Members!

Active Members

### Back to the Fuchsia Jeanne Smiczek

439 Butler St. #4

Saugatuck, MI 49453

Phone: (269) 857-2963

Web site: [www.backtothefuchsia.net](http://www.backtothefuchsia.net)

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NEWPRODUCTSFEATURE

# What's New?

## Great new products and ideas

BY HEIDI ANDERSON, EDITOR



*Accent Decor  
Diego Vase*

**A**s 2010 starts to come to an end, try something new by helping your customers see the many ways they can use keepsake containers and increase the perceived value. By showing special occasion containers put to alternative use in your seasonal displays, your customers will have an opportunity to think of ways to utilize their gift-quality containers in fun ways. The fall season and winter holidays are the perfect time to give this a try! Teleflora's new Harvest Centerpiece Bowl has many uses in addition to the beautiful bouquet.

"You can fill it with river rocks and water and float cymbidium orchids in the bowl, and it's also great for floating candles," said Missy Miller, Teleflora's press contact senior director. "Play with levels and put some bowls upside-down and stack to create interesting angles. Try filling the bowls with grapes, nuts or potpourri."

Teleflora's Pine for Me Bouquet also offers many uses.

"Display with cinnamon sticks, pinecones or kitchen utensils," Miller said. "Drop in four-inch chrysanthemums or kalanchoes to show additional uses to your customers without a lot of effort. This piece is very trans-seasonal. Use it throughout the Christmas season and later on as a gift for men, especially hunters and fisherman."

Use Teleflora's Falling Leaves Vase as inspiration for a fall display in your store.

"Create a fall backdrop with metallic leaves using real leaves as stencils, spraying the leaves and then removing them to create leaf outlines on your backdrop (play around with colors, angles and layering)," Miller said. "Fill vases with wheat, curly willow branches or any fall dried material spray painted gold."

This fall, Oasis Floral Products is offering new Floral Foam Risers and Floral Foam Sphere with Stands. The Risers are available in square and round shapes specially designed to showcase a treasured piece and keep it dry.

"These are great ways to elevate urns, family heirlooms,



*Teleflora  
Harvest Centerpiece Bowl*



*Teleflora  
Pine for Me Bouquet*

## NEWPRODUCTSFEATURE

# for your shop!



*Accent Decor  
Armada Vase*

candles, punch bowls, digital frames, a cake – anything,” said Olivia Mihalic from Oasis. “Florists can market these designs for everything from events/parties to sympathy tributes because you don’t have to worry about treasured pieces getting wet.”

The sphere comes attached to a base and ready to design for banquets, sympathy tributes or any event.

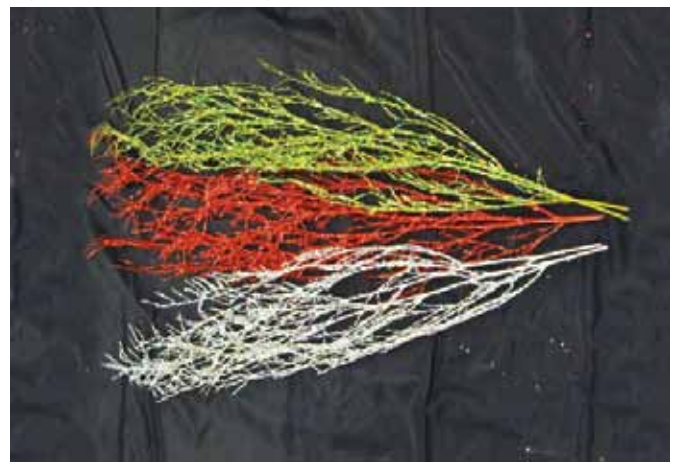
“These products are easy for florists to market, because they are so versatile, and provide a 3D opportunity for designs,”

*Accent Decor Halo Glass Series*



*Oasis Floral Products  
Floral Foam Sphere  
and Base*

*Saginaw Valley Flower Exchange Lazer Branches*





# NEWPRODUCTSFEATURE



*Teleflora  
Fallin' Leaves Vase*

Mihalic said. "The sphere can be designed to be anything from a baseball to a disco ball to an elegant floral sphere for weddings."

Saginaw Valley Flower Exchange has many new fall products, including 36 inch high Lazer Branches that can be added to green and blooming plants and fresh arrangements.

"These branches are really a great bang for your buck," said Kim Herbers from Saginaw Valley Flower Exchange. "All you have to do is stick them in and you've added value to any product."

Great for winter displays is their new Metal Snowflake. It's 24 inches in diameter and has opal flakes to enhance the sparkle. Also great for displays is the Deco Mesh, which measures 21 inches by 10 yards.

"It has a plastic base so it's perfect for indoor and outdoor use," Herbers said. "It comes in many, many colors and is very easy to use."



*Saginaw Valley Flower Exchange Deco Mesh*



*Accent Decor Diego Pot*



*Teleflora  
Pretty Pumpkin Bouquet*



*Saginaw Valley  
Flower Exchange  
Floral Jewelry*



## NEWPRODUCTSFEATURE

Just in time for holiday parties is Saginaw Valley's new line of floral jewelry, which includes hair clips, arm cuffs, necklaces with rhinestones, and bracelets with matching rings.

"This is the new look customers want at a very economical price," Herbers said. "It will put you in the limelight of the body flower industry!"

And if you want to see even more products and learn tips from some of the nation's top designers, consider attending Accent Décor's Design Days. This exciting event takes place in Georgia Nov. 1-2, featuring floral designers Hitomi Gilliam, AIFD, Els Teunissen and Kevin Ylvisaker, AIFD. The entire Accent Décor collection, including a sneak peak at 2011, will be featured. For more information, visit [www.accentdecor.com](http://www.accentdecor.com). For now, check out some of Accent Décor's latest and greatest products here! ❁



Oasis Floral Products  
Floral Square Riser Foam



Saginaw Valley Flower Exchange Metal Snowflake



Accent Decor Synergy Budvase



Teleflora  
Spin a Web Bouquet



## PROFESSIONAL EDUCATION

# MFA Professional Education is 'On The Road!'



MFA partners with retail shops and wholesalers to bring education to you

**M**ichigan Floral Association brings you a new way to get education to your employees with less expense and hardship. Here's the idea: you can have a hands-on workshop right at your own store or wholesale house.

The workshops available are Wedding, Sympathy, and Flowers-to-Wear/Gluing. Simply choose the class and instructor from the provided list and notify the MFA office of your choice. The classes are 3 hours long and could be held in the evening or during the day. The time and day must be mutually agreed upon between the host shop/wholesaler and the instructor. You can do this for yourself or partner with a neighboring shop to maximize the opportunity and lower your expense. Classes are limited to ten students per class.

The MFA office will send you a list of the products needed for each student. You will then be responsible for ordering and paying for the products needed for the class. Each student will receive detailed handouts for each class. MFA will send you a class confirmation letter and the class handouts in advance. Cost per class is \$300 for MFA members and \$450 for non-MFA members. You also will be responsible for providing all flowers/supplies for the class and all instructor travel fees. Our goal is to get education to the retail flower shops in order to keep you at the forefront of floral design.

## Down the Aisle and to the Bank – Bouquets for Profit-Minded Weddings

- Today's Trends • New Wedding Bouquets
- Tips and Ideas • Help your bottom line

The wedding workshop will cover today's trends and what is hot in today's bridal bouquets. With a concentration on current styles and construction methods, you will improve your skills in designing and selling for greater customer satisfaction and profits. Experience methods of creating embellished bouquets with many of today's gems and decorative accents.

### Instructors for this Session

Please list your instructor choice on the Session Reservation Form in order of preference: 1st, 2nd, & 3rd choice.  
Tonja VanderVeen, AIFD, CF, CFD • Jackie Burrell, AIFD, CF, CFD  
• Alice Waterous, AIFD, CF, CFD, PFCI • Cindy Ching, AIFD, CF, CFD • Jerome Raska, AIFD, CAFA, CF, CFD, PFCI  
• Robbin Yelverton, AIFD, CF, CFD, PFCI

## Celebration Of Life

- Creative Designs • Personalizing Sympathy
- What is new with Sympathy

Learn what's new in sympathy design. Ideas and tips on the important trend of 'personalization' to express the life of the deceased. This class will cover everything from a simple vase design to the most elaborate floral design. A discussion of the various kinds of services will take place and tips on how to work smoothly with your funeral directors. Lots of tips, fresh ideas and mechanical insights will be covered in this workshop. This is an investment that will bring profit to your business.

### Instructors for this Session

Please list your instructor choice on the Session Reservation Form in order of preference: 1st, 2nd, & 3rd choice.  
Jackie Burrell, AIFD, CF, CFD • Alice Waterous, AIFD, CF, CFD, PFCI • Jerome Raska, AIFD, CAFA, CF, CFD, PFCI  
• Robbin Yelverton, AIFD, CF, CFD, PFCI

## Flowers to Wear & Gluing

- Youthful, Trendy Designs • New Products
- How to make corsages Fast and Easy
- Do's & Don'ts of Gluing

Become hip to the newest trends and learn how to create fabulous florals to wear that customers will love. From weddings and proms to Mother's Day, learn what it takes to 'wow' today's discerning consumer. This class will cover various techniques to include gluing methods and decorative add-ons. Learn all the new body flower styles and how to create them. Great tips on pricing and production methods will make this class pay for itself.

### Instructors for this Session

Please list your instructor choice on the Session Reservation Form in order of preference: 1st, 2nd, & 3rd choice.  
Jackie Burrell, AIFD, CF, CFD • Alice Waterous, AIFD, CF, CFD, PFCI • Cindy Ching, AIFD, CF, CFD • Jerome Raska, AIFD, CAFA, CF, CFD, PFCI • Robbin Yelverton, AIFD, CF, CFD, PFCI



**MichiganFloral**  
ASSOCIATION



## PROFESSIOALEUCATION

To reserve a session at your shop or wholesale house, simply fill out the reservation form below and return to the MFA office. The MFA office will schedule your class/instructor and notify you.

### Session Reservation Form

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please Check Session:**  Down the Aisle and to the Bank – Bouquets for Profit-Minded Weddings  Celebration Of Life  Flowers to Wear & Gluing

List Instructor Choices: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Date You Would Like to Hold a Session: \_\_\_\_\_ Time: \_\_\_\_\_

Member: \$300 X \_\_\_\_\_  Non-Member: \$450 X \_\_\_\_\_ Total Amount \$ \_\_\_\_\_ Charge to:  MasterCard  Visa  American Express

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Date: \_\_\_\_\_ ZIP Code on CC Bill: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Please return this completed form to the MFA office.**

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## WHOLESALE CONNECTION

# Back to School Shop

## The newest products you need in your

BY SARAH HAMILTON



**Y**our local wholesale distributor works endlessly to bring you the latest and greatest products available on the market. The following products are brand-new and being featured this fall by various hardgood suppliers across the country. Get in contact with your local wholesale distributor so you can start incorporating these products in your designs today!

### Smither's OASIS

Smither's OASIS has many exciting new products to offer their customers this fall, from new foam risers to quality candles.



#### **OASIS Floral Foam Risersal Foam Risers**

Floral Foam Risers are perfect to showcase a treasured piece, from special events to sympathy tributes and holidays. The foam risers allow you to keep frames, punch bowls, candles, urns or other family heirlooms dry while keeping the flowers looking fresh and beautiful. Floral Foam Risers are available in round and square shapes.



#### **OASIS Floral Foam Football and Sphere with Stand**

This is a fun new product recently released just in time for the upcoming football season. Use for sports banquets, sympathy tributes or parties. Add your customer's team colors and this will be an instant hit.

### Berwick Offray LLC

Berwick is your place for all things ribbon and this fall they have some very unique merchandise available.



#### **Tru-Life Leaves**

New ribbon was recently introduced that simulates leaf and bark patterns. Tru-Life Leaves is water resistant ribbon, perfect for wrapping the inside or outside of a vase providing a natural look and feel to the arrangement. The ribbon is very versatile and can be used to create a looped leaf shape within the arrangement by simply tearing the ribbon to a desired length.



## WHOLESALE CONNECTION

# ping... Floral Style!

shop this fall



### **CeCe Bloom**

Keeping in the theme of natural products, Berwick has introduced a new line of natural picks. CeCe Bloom is made with natural sisal fiber on a wood pick. The pick works especially well with green plants by providing color and dimension

### **Jutee**

The new design added to the Jutee line are bags made 90 percent of jute. The new addition to the line includes single-handed bags that fit a 4-inch or 6-inch pot or the larger 8-inch pot. The bag is water resistant and available in three colors: bright pink & citrus, yellow & orange and natural & brown. The handle is generous and meant to hang on doors, over a garden chair back or fence post. This is a new twist on an old favorite that is eco-friendly and very 'green.'



### **Syndicate Sales**

This fall Syndicate Sales has released many new products that make each floral design special.

### **Stackables**

Stackables are a versatile container offered in black and white in half trays and full trays; the combinations are endless. Combine half trays and full trays in any quantity to create any sized arrangement. If you design for it, Stackables has the option for it!



### **Aquafoam Cake Carrier**

Bringing Home the Aquafoam Cake just got easier! Syndicate Sales now offers a convenient carrier designed specifically to fit the Aquafoam Cake kit and pedestal. This innovative carrier has a clean, white surface so it can be personalized to fit any occasion. ✻

*Sarah Hamilton is the director of marketing at WF&FSA, a dynamic business organization dedicated to providing members with the information, services and support they need to remain competitive in today's constantly changing market. The association offers a wide variety of programs and activities to support its mission of enhancing networking and business opportunities for all floral wholesale distributors and suppliers.*

WHOLESALE CONNECTION. Because it takes more than flowers to grow your business.®

## BRIDALUPDATE

# Michigan Made

## A wedding extravaganza that celebrates Mother Nature's splendor

BY AMY HENDRICKSON



*The bridal bouquet consisted of white freesia, white eustoma, white lysmachie, white dahlia and white mini calla lilies, black Privet berry, and miscellaneous herbs, tied off with a collection of funky ribbon. White ostrich feathers were added for movement.*

### Rehearsal Dinner & Welcome Party, Sept. 25, 2009

This took place at the bride's grandmother's summer cottage on Glen Lake in Glen Arbor, MI. Guests travelled in trolleys to the residence. As they walked to the evening's festivities, they passed colorful Venetian lanterns hanging from the large oak trees and more than 200 luminaries that lit the guest path back to the trolleys as the evening came to a close.

Two white tents were erected, one for dining and one for cocktails and circulation; solid and printed Venetian lanterns were hung from the ceiling of the tent and placed on dimmers. All tables were covered with Burlap and a blue and white print overlay. The cocktail napkins were cut from a variety of printed material. Wait staff and caterers dressed in 'country fair' printed aprons and bow ties. All of the food for the meal was grown,

purchased and prepared locally... corn, beans, fruits and veggies, potatoes, breads, meats and cheeses. Serving dishes consisted of a collection of antique platters, trays and bowls. Several of Amy's pieces were used in the vignette, including her great grandmother's 30-inch wooden bread bowl, which held all of the breads and rolls for the dinner.

The cocktails were served in ball jars, with a strip of coordinating fabric tied to them (400 total!) The fresh-squeezed lemonade was served from large ball jars with spigots; the flavors the bride chose were Michigan cherry, lavender and ginger mint.

The dock and the beach had tiki-torches and more than 200 glass 'luminaries' used to create paths throughout the property



*The wedding colors are on display here: mustard yellow, raspberry, creamy white, toasty brown tones and deep mahogany. The foliage and herbs were in shades of grey, green, brown and burgundy and variegated deep green and red.*





*The dining table theme was quite eclectic, with lots of parts and pieces to create the overall effect for the tabletop vignette. Napkins were tied with sprigs of rosemary and lavender. The bride found the peacock bowls from her favorite store, Anthropology. They sat on top of the wooden chargers, and Apple wood tree stumps displayed the menu.*

and down the beach. A huge bonfire was roaring most of evening. A large container held tall sticks for roasting marshmallows. Guests sat on tree stumps telling stories until the wee hours of the morning. The band Daisy Mae performed American folk, country, blues and soul music, a perfect choice to compliment the evening's theme.

Flowers were housed in colorful vintage vases in unusual shapes and sizes, as well as the wonderful collection antique watering cans (all from Amy's rental collection). The dinner tables displayed three to four pieces from the collection, and the look was completed with the hobnail votive candleholders. The flower selection consisted of: hydrangeas, huge fragrant garden roses, veronica, agapanthus, delphinium, eustoma, larkspur, lavender, craspedia, chamomile, white tancetum, tritelia, stock, ornithoglum, aster, snapdragons, zinnias and dahlias, and a fabulous collection of herbs and scented geraniums.

### **Ceremony & Reception – Snow Moon Ranch**

The outdoor ceremony was held on a hill overlooking the North and South Manitou Islands. A picnic basket held pashmina shawls for the female guests. The permanent wedding arch was covered with bare birch tree limbs. We laid birch limbs on the ground, creating an aisle, and weaved rustic hand-thrown mocha clay pots filled with a variety of plant material throughout the "fallen birch." The plant selection included lambs ear, red coral bells, flowering kale, miscellaneous ferns, hosta, variegated ruffled mint and tall red annual fountain grass. Lanterns were hung from iron stakes, and large fieldstones and clump moss were placed amongst the limbs. Benches were covered in burlap. A packet of birdseed and a stone from the beach rested a top each program. At the close of the ceremony, guests gathered for



*Friendly llamas and alpacas greeted guests at the event – and even got their own body flowers!*





*Bursts of bright color make even the workstation a site of beauty.*

champagne and light munchies before heading to the barn for cocktails. Once guests began to congregate in the barn, wait staff greeted them with hors d'oeuvres, and offered a choice of specialty drinks prepared from mango, papaya, pomegranate and pear juices. Each juice was fresh-squeezed and poured in old seltzer bottles with a hanging tag.

The subject matter on the guest tables was relatively eclectic. It consisted of wood, metal, glass, clay, porcelain, paper, ribbons (in suede, satin, grosgrain, jute, velvet and silk), antique mercury glass, a handful of assorted textiles, and a variety of grains and grasses, flowers and plant materials.

*The lemonade table had floral arrangements corresponding with the flavors offered. Each design was displayed in a pedestal glass vase with a mound of white dahlias atop. Lavender buds filled one vase, cherries with the stems filled another, and lastly wild peppermint stems with fresh ginger slices.*



### Simply Spectacular

This wedding was fun – not only did we have fabulous flowers and foliage to work with, but we were able to incorporate reeds, weeds, grasses, and grains into the formal affair! For the reception tables, our designers used large open roses, safari sunset protea, the burgundy tassels from fountain grass, alchemilla mollis, miniature apples, raspberry dahlias, craspedia, mustard achillea, black privet berries, and autumn (olive) and barberry. For most of my life, I was blessed to have the woods as my backyard, and it is apparent in my designs that I show the greatest admiration for Mother Nature. (We

*The portable trailer powder rooms were decked out with pots of impatiens, birch trees and limbs, and lots of candlelight sitting atop tree stumps and hanging from iron stakes*







*Bridesmaid's bouquets were filled with white dahlia, white tantacetum, white mini callas, white eustoma, white freesia, chocolate cosmos, red barberry, scented geraniums, and lambs ear, tied off with fun ribbon.*



*There were 10 Lucite planks suspended from the tent frame. Throughout the limbs were sprays of crabapples in shades of raspberry and yellow, several sizes of black metal lanterns, tall upright fountain grasses and green millet filled glass cylinder vases weighted with sand and stone. The design was finished by suspending glass votive candles from the limbs themselves – all hanging above the guest's table.*



*The path to the barn was lined with hundreds of glass luminaries for the evening exit, as well as tall iron stakes. The stakes held huge Boston ferns in large wicker cone shaped baskets with iron handles, and black carriage lanterns containing large ivory stock candles.*


certainly had a special opportunity to show off her goods with this particular event)!

The fragrance was simply amazing; not too strong, just a soft sweetness to the air. The texture and movement was just right. The plant material consisted of bird nest, button and peris ensiformis ferns, hosta leaves, caladium, barberry, a variety of perennial grasses and grains, coleus, lambs ear, ivy, and sempervivum (hens and chicks). The fragrant stem and potted plant foliage used was lavender, scented geraniums, sage, bay leaves, chamomile, sweet marjoram, mint and rosemary, along with a variety of fresh moss.

Through the reception tent, the moonlit skies and outdoor landscape illumination created a magical evening for this event. It was simply spectacular!

### Amy's Advice

When it comes to wedding business, don't give away what drew you into this business in the first place... your love for flowers, but most importantly your talents. If you have the opportunity to create a wedding on a shoestring or build a blowout bash without a budget then do it... but don't give away your talents. Anyone can sell a flower – but it takes talent to make it dance.

This event took months of research and planning. We had 17 people on staff for the weekend. Many were my amazing friends and family members as well as the talented designers mentioned above. This was a huge project, and I could not have pulled it off without the help of everyone involved. My heartfelt thanks go out to each and every one of them. Thank you! 



*Designer Amy Hendrickson and her talented crew of fellow floral designers, friends and family.*

# 2010 Michigan Floral Foundation Hall of Fame Awards Banquet

HONORING FRANK DEVOS  
Tuesday, October 5, 2010

Be sure to save the date for an evening of fun and fellowship as the Michigan Floral Foundation (MFF) presents its annual Hall of Fame, to be held at the "New" Eastern Floral and The Goei Center at 818 Butterworth SW, Grand Rapids, MI 49504.

Mr. Richard DeVos, co-founder of Amway, will present and speak on his personal and professional relationship with Frank. Many local dignitaries and industry leaders will be in attendance. This evening promises to be very special. An open reception will be held from 6:00 p.m. - 7:00 p.m. for all attendees. Dinner will be served from 7:00 p.m. - 8:00 p.m. Mr. DeVos will be sharing a video history of his life and the building of the business entitled "The Power of Flowers," followed by the induction into the Hall of Fame. The evening will conclude at 9:00 p.m.

Tickets are \$75 for MFA members and \$100 for non-members. Call the MFA office at (517) 575-0110 or purchase online at [www.michiganfloral.org](http://www.michiganfloral.org) (click on the Michigan Floral Foundation logo.)

Sponsors include: Teleflora, FTD and Smithers Oasis.

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Frank DeVos

## About the Michigan Floral Foundation – Founded 2007

The Michigan Floral Foundation has been established to support and advance the floral industry, its members and the communities they serve. The Foundation meets this responsibility through educational opportunities and community enrichment activities.

The MFF will periodically honor outstanding members of the floral industry who have mentored and inspired their fellow industry members. The Michigan Floral Foundation Hall of Fame has been established to record the contributions of those so honored.

The Foundation will support and encourage educational opportunities between the public and design profes-

sionals approved by the MFF board of directors. These programs will be available at a reasonable charge to non-profit community organizations.

The Foundation also will make available financial assistance to those seeking to become a Certified Florist, such as providing matching funds when candidates purchase their study materials. The board of directors will furnish applications upon request. Grants will be awarded on a one-by-one basis in accordance with funds available for distribution.

## How can I support the Michigan Floral Foundation?

The Michigan Floral Foundation (MFF) is a 501(c) 3 organization. Every contribution is tax deductible and there are many ways that an individual can contribute to the MFF. They can give a living memorial by contributing a monetary amount in honor of a person's birthday or anniversary or at holiday time. A donation to the MFF can be given in loving memory of a loved one at their passing. One might request the funeral director include the Michigan Floral Foundation as a possible organization to contribute to. A contribution can be given in honor of someone as a way of saying thank you, or make a professional gesture to let them know they are special by acknowledging them in this extraordinary manner.

The intentions have been outlined; our mission statement completed and donations are now being accepted. Every donation is a tax deductible contribution and stays within the State of Michigan and is used within the State of Michigan to help Michigan florists. So when that person you know has everything they could possibly want, think of contributing a living memorial in their honor. Make them feel good while giving to this cause and keep our State's florists educated and successful and keep our floral industry professional. To donate, contact the MFA office at (517) 575-0110, or visit [www.michiganfloral.org](http://www.michiganfloral.org) and click on the MFF logo!



MichiganFloral  
FOUNDATION



# Floral & Fabrics

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

**N**ordlies has a wonderful supply of products ranging from basic hard goods to some of the newest items on the market. In these two event designs I used some fabrics they started carrying a few months ago.

These are sheer and crinkle sheer fabrics that can be used as table linens and chair ties but also incorporated into floral designs economically. They come in a few different sizes and a wide variety of colors. I also noticed they are carrying some new ribbon as well as the latest and greatest hard good supplies, such as U Glu dots and strips, Oasis forms and wire, containers and accent pieces. ✨



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Cleveland, Newton Falls, Dayton, OH  
Tampa, FL*

## POINTOFVIEW

# The Importance of Image

## Why reputation matters – at work and at home

BY JOHN KLINGEL AAF, AIFD, CFD, PFCI

I know I'm not going to win any literary awards here, but let's talk about something that's important: reputation. Many people really don't think about their reputation. I would like to share my ideas about recognizing the building blocks in creating a stellar reputation. And for the record, I'm still working on mine.

What an individual consistently says and does defines their reputation. A reputation is a work in progress; it's complete when you're dead. Then, it becomes your legacy – think Ebenezer Scrooge. It isn't a one-time incident that you can take praise or apologize for. Basically, people fall into one of two categories, those who create and those who destroy. I know that sounds a bit dramatic, but after all, we are florists. Where would the excitement be if there weren't some drama, right?

*John Klingel creates a design at the Great Lakes Floral Expo.*



*The author has a great reputation in the floral industry.*

Embracing what you do and the people you do it with builds mutual respect and harmony. Hidden agendas and arrogance are destructive and do not work at all in an environment conducive to team building and productivity. In more casual terms, "honey, it's not all about you."

Professional floral designations are indeed fine credentials, but don't measure the depth of character of the individual who holds them... our reputation does. Commit yourself to a higher standard, not only professionally, but personally, too. Take responsibility for your actions and don't slough it off on somebody else.

I have learned, the hard way of course, that whatever feels good is most likely the right thing to do. By the same token, whatever feels bad should be avoided. That goes for people, too. Make an effort to avoid rumor mongering. It doesn't bode well with creating a fine reputation.

Your reputation doesn't depend on telling people what they want to hear. Honesty is the best policy. If you have an

What an individual consistently says and does defines their reputation. A reputation is a work in progress; it's complete when you're dead. Then, it becomes your legacy – think Ebenezer Scrooge.



opinion you're passionate about, share it even if others don't agree. As a matter of fact, they may disagree vehemently, or even take offense. Truth has a funny way of doing that.

Present yourself as a professional not only with your attitude, but also your physical appearance. I know we live in a casual climate, but folks, when you're out in public, or in your shop, look like you sell aesthetic value. I'm really surprised how people dress in their business. I wonder if they service a wedding looking like that. Yikes! I hope the flowers look better.

Working creatively in your chosen field brings joy into your life as well as those around you. What can you do today that will have a positive affect on someone, whether a customer or coworker? Think of it this way: every customer complaint is an opportunity to learn. Every coworker's complaint is an opportunity to understand.

We've all heard, "I had a bad day." No, you created a bad day. The power of creation lies in all of us; sometimes we just fail to see it. There's plenty of 'gloom and doom' out there – just watch the news. Instead of focusing on the misery in life, focus on the joy and everyday gifts we have: good health, talent, opportunity – yes, it still exists – and honest, loving relationships. Tomorrow when you rise tell yourself, "This is going to be a great day," then take the steps to make it true.

Every graduate from the design school who continues on successfully is a reflection on the work done here. I am very proud of that, but it's not to be confused with riding on the coattails of someone else's hard work and success. Don't claim to be something you're not, or offer something you don't. It's vital to know the difference between fact and fiction.

Fact: What I urge students to do, I have myself done: attending conventions and participating in design competitions. This creates a reputation for being a good designer (and you might win.) Fiction: When you do, your reputation is that you always win.

Because of the relationships I've built in the industry, the Center has placed many local students in jobs. In essence, school is a 'jumping off point' for the student. Some of our 'success stories' offer excellent opportunities for students to gain additional experience. Thanks to all of you who have opened up your backrooms to novices. Your reputations are beyond reproach, in my eyes anyway.

Each day brings forth new and exciting prospects. Seeds planted years ago that are nurtured continue to grow, enhancing our reputations. Take care of those relationships. I can think of several times when a referral from someone I barely knew led to an incredible opportunity (judging the Interflora World Cup in Shanghai, China!) It is indeed a small world. People who clearly understand image value and work daily to maintain a solid reputation, personally and professionally, reap the rewards. Building a reputation is a journey, not a destination ❁

---

*John Klingel is Director of the South Florida Center for Floral Studies in West Palm Beach. He has been a member of Florida State Florists' Association since 1975. John also serves on the FTD Education Team and has written two instructional books under the title of The Frugal Florist.*

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Weekend of  
March 4th - 6th, 2011

Amway Grand Plaza Hotel / DeVos Place  
Grand Rapids, MI

## SYMPATHYBUSINESS

# Sympathy 101

## Tips for working with your local funeral director

ARTICLE COURTESY OF THE SOCIETY OF AMERICAN FLORISTS (SAF)

**M**aintaining positive relationships with local funeral directors is the No.1 way to build your sympathy business. It's the best way to get the funeral director to understand and appreciate the role of flowers in the bereavement process and avoid using the "in lieu of flowers" phrase in obituaries and death notices. Some funeral directors regard the "in lieu of flowers" phrase as a convenient, polite way to meet requests for memorial contributions. Others use it because they don't want to deal with flowers. They consider handling and transporting flowers an inconvenience, hassle and expense.

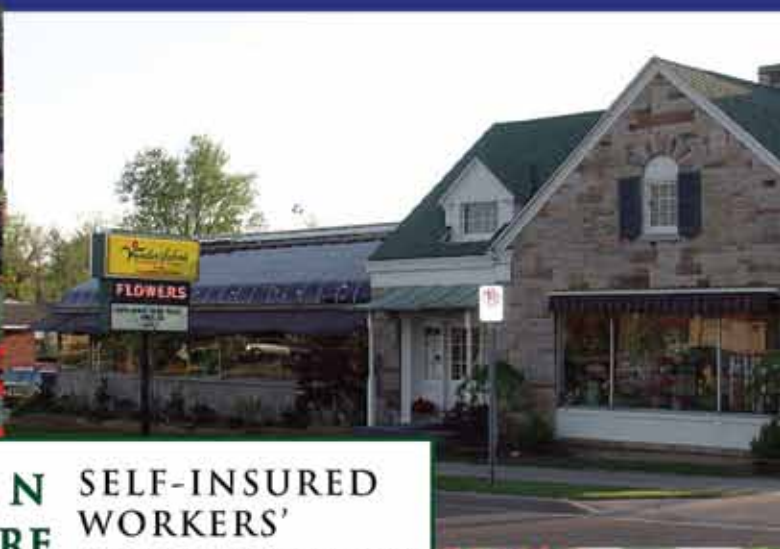
An open conversation between you and your local funeral director will make the funeral director feel comfortable voicing concerns. SAF provides the following suggestions to help you win over your funeral director(s) to flowers through education, support and service.

### CREATE AN OPPORTUNITY

- Send a letter or call the funeral director to request a meeting to discuss the proposed or active policy. Have two or three local florists attend the meeting to demonstrate that it is a community-wide concern. However, keep the meeting small to ensure the intended purpose of face-to-face discussion is accomplished.
- Drop by the funeral home to see if the funeral director has a few minutes to meet with you. (Before you drop by, check the death notices or obituaries in the newspaper to be sure the home is not handling a service that day.) If the funeral director is busy, ask if you can come back another time. Calling ahead is not an effective way to schedule a meeting. Because funeral directors must respond to the needs of their clients on short notice, it is difficult for them to schedule meetings in advance.
- When you meet with the funeral director, ask for a tour of the funeral home. Your request will demonstrate your interest – and a tour will familiarize you with the display areas for future arrangements.
- Use the meeting as an opportunity to learn how you can tailor your shop's services to address any concerns about flowers that the funeral director may have. Discuss the funeral home's policies on delivery times, transporting flowers, size of arrangements, types of containers, etc. Be willing to make changes or offer additional services to make handling and transporting flowers easier for the funeral director.
- Do not be defensive, but understanding of their concerns or past problems with flowers. After listening to their concerns, be prepared to address them realistically. Offer some ideas on how to make things work more smoothly, while still continuing the privilege of floral delivery. This will show them that you are willing to make changes and reach a mutual understanding, one that will benefit all parties – the funeral home, the bereaved families and friends, and local florists.
- Remind the funeral director that the gift of flowers can be a great source of comfort to those grieving the loss of a loved one. Share the results of SAF's Emotional Impact of Flowers study, which proves scientifically that flowers have an immediate impact on happiness and a long-term positive effect on moods. Study participants reported feeling less depressed and anxious after receiving flowers and demonstrated a higher sense of enjoyment and life satisfaction.
- Don't close the meeting without expressing your concern about the use of the "in lieu of flowers" phrase. Respond directly to specific problems or concerns about flowers by offering practical solutions to make the funeral director's job easier. Once you've offered to customize your shop's services to meet the funeral director's needs, ask for his or her support in using alternative phrases that don't cast flowers in a negative light. ✿



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Cathy, John & Ned VanderSalm

**“W**orkers’ Compensation insurance can be very costly, which is why we have our insurance with the MHI Fund – over 10 years. We have been receiving back thousands toward our premium. We highly recommend this money-saving program to all members of the Michigan Floral Association!”

*-John VanderSalm, VanderSalm’s Flower Shop, Kalamazoo*

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## MFASUPPORTERS

Professional Partner's Gold Club

# Spotlight On MFA Supporters: Saginaw Valley Flower Exchange

**M**FA would like to thank the companies who consistently make our association a success. In our award-winning magazine, *The Professional Florist*, we will showcase companies that go above and beyond in supporting the MFA. Through advertising, product donations, support at the Great Lakes Floral Expo and so much more, these stellar companies make the MFA possible. Thank you for all you do! Editor Heidi Anderson talked to Ken Kruska and Kim Herbers at Saginaw Valley Flower Exchange.

### What is your company about?

Saginaw Valley Flower Exchange, Inc., started servicing the professional retail florists of Michigan in 1946. We started out furnishing quality Michigan-grown roses grown from the Mt. Clemens Rose Gardens. We then started providing the fresh cut flowers and supplies needed for the retail florist to meet the changing needs of the public. We have delivered to the customer's doorstep using refrigerated bucket trucks since 1946. This has provided the chain of life needed to supply quality flowers to our customers.

We are a service-oriented company. Through the use of teamwork and our many years of experience, we can provide you with your quality fresh flower and supply needs for all occasions – at a fair price.

### What is your mission statement?

We will provide quality floral products at a fair price. We will provide assistance and share our knowledge with our customers. We will provide educational opportunities for our customers with annual design shows, featuring some of the best talent available in our industry.



*A fall floral display in one of Saginaw Valley's showrooms.*

### Do you have any special sales or open houses coming up?

Mark your calendars for our huge sale and open house, September 10-12. Food and drinks are provided to make your shopping experience a pleasant one. Hours on the Sept. 10 are 3:00 p.m. to 7 p.m., Sept. 11 is 8:00 a.m. to 1:00 p.m. and Sept. 12 from 8:00 a.m. to 3:00 p.m.

We also have a Fall Design Show scheduled for Wednesday, October 27, with featured designer Frank Feysa, AIFD. He is a great designer with so many ideas that are usable to florists. Please plan on attending. These shows fill fast, so register early!

### What do you offer MFA members?

We provide education through our design shows. We support the MFA Great Lakes Floral Expo, which offers great design and business classes, as well as a wonderful trade fair. We also have Kim Herbers on staff, who is a director at large for the Michigan Floral Association. Kim is a gifted designer and really understands the needs of our customers.





Saginaw Valley's showrooms are stocked year-round with the latest and greatest products.

**Are you carrying any new items and/or flower varieties?**

Our inventories are in a constant state of change to meet the changing needs of our customers. One of the newer fresh floral items we handle is the beautiful green trick. It is an unusual flower in the carnation family. We can find just about any flower that you may need, so don't be afraid to ask us about your special needs for unusual flowers.

**Is there any current news about your company or staff?**

We were very honored this year with Ed Karaba, our northern route salesperson, being named the Wholesale Employee of the Year by MFA. He was nominated by one of his customers, and was selected to receive the award this year. We are very proud of Ed, as we are of all of our employees.

**Do you have any advice for MFA members in these tough economic times?**

Keep a positive attitude. We still sell to meet a customer's emotions. They come to us for their happiest occasions, and their saddest times. They also purchase everyday flowers to make their day, or someone else's day, a special one. Keep your service and quality as your top priorities. If you are professional and confident in your work, and provide quality product, customers will spread the word and bring you new customers. Don't forget to target the younger ones coming into your store. They are your future customers!

We would like to thank all of our customers who have made Saginaw Valley Flower Exchange, Inc., successful for all of these years. We truly appreciate what you do for us. If you have not yet visited us, please stop in and introduce yourself. We would love to satisfy your quality floral needs. ✨

*Saginaw Valley Flower Exchange, Inc.*

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

**Active Membership Requirements:**

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

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

- Up to \$499,999 ..... \$250
- \$500,000 - \$999,999 ..... \$400
- \$1 million - \$2,999,999 ..... \$500
- \$3 million & over ..... \$600

**Member Information:**

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

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

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

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

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

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

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

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

**Associate Membership Requirements:**

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

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

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

All Employee/Teacher members ..... \$150

All Student members ..... \$50

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

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

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## CFREPORT

# New Additions

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

There is a lot of excitement on the Certified Florist Committee as we welcome Dick Gleason, CF, as co-chairman! Dick has always added valuable input as well as his ever-present enthusiasm to our group. When we decided to add a co-chair, it was an overwhelming 'yes' from the whole committee, and Dick as well. Thank you, Dick, for taking on this responsibility!

We also are adding new members as we begin the new fall season. If you are a CF we would love to add you to our enthusiastic team.

If you are not a Certified Florist, it's time to take that step and obtain this prestigious title! Mark your calendar for the "Steps to Certification" class with instructor Cindy Ching, AIFD, CF, CFD, on October 13. (See page 27 for more information and registration info!) Cindy gets rave reviews from people who take her class; participants say it helped so much in reviewing and understanding not only the design portion, but also the written section of the test. Our next test will be held at the Michigan Floral Association office in Haslett on October 24.

Here's hoping I can welcome you next March at the Expo as a new Certified Florist! ✿

*Kathy Petz is a national account representative for Teleflora, INC.*

## CF Flower of the Month Twice as Nice

As we head into fall, our floral choices and color schemes change.

The bright or golden yellow in Solidago and Solidaster add the perfect touch to fresh fall floral arrangements.

Both last seven to 10 days in an arrangement and are most available in September, October and November. These flowers dry well and can be used in permanents. Contrary to popular belief, they are not weeds and do not cause hay fever. Solidago is closely packed in ¼-inch flowers, forming a feathery horizontally spreading spray, and are about 20-30 inches in height. Solidaster is composed of hundreds of papery flowers, ¼-inch across on many multi-branching stems, and are about 12-24 inches in height.

Both flowers look whimsical when partnered with purple statice and red zinnias or orange button mums when tucked into a hollowed out pumpkin or gourd. Gleaming silver bowls filled with apples, leaves, marigolds, mums or zinnias, combined with Solidago or Solidaster, grace a Thanksgiving table or fall wedding reception with great elegance.



## CF TIP of the Month

The color wheel demonstrates the relationship of color in the spectrum: Color is the most important element of flower selection in the floral design. Understanding color will allow the floral designer to achieve the best creation possible for the customer's specific needs.

Salespeople as well as designers should be well trained in the dynamics of color in order to properly sell and write floral arrangement orders. The color wheel should be used as a tool when creating designs.



### Test the Rainbow! Mini Color Quiz

1. What is Hue?
2. What is Chroma?
3. What is Value?
4. What is a Monochromatic Color Scheme?
5. What is a Complementary Color Scheme?
6. What is a Triadic Color Scheme?
7. What is an Analogous Color Scheme?
8. What is a Split Complementary Color Scheme?

- ANSWERS:**
1. A term that often is used interchangeably with the word 'color.' It's a pure color with no addition or white, gray or black.
  2. Refers to the brightness or dullness of a hue resulting from the amount of or lack of gray in the hue; the degree to strength, vividness, saturation or purity of a hue. Also called intensity.
  3. Refers to the lightness or darkness of a hue (color) determined by the amount of white, gray or black that has been added to it.
  4. A single pure hue and any or all of its tints, tones and shades.
  5. Two hues (and/or their tints, tones and shades) that lie directly opposite each other on the color wheel, such as orange and blue.
  6. Three hues (and/or their tints, tones, and shades) that are equidistant from each other on the color wheel, such as red, yellow and blue.
  7. Adjacent hues on the color wheel, including one primary hue, which form a 90-degree angle.
  8. One hue and the two hues adjacent to its direct complement on the color wheel and/or their tints, tones, and shades.





# Signed, Sealed, Certified!

## Six earn the coveted title of Certified Florist

BY BARBARA ZULESKI, CF

**O**n June 27, Professional Certified Florist testing was held at Washtenaw Community College. Fifteen people tested for either the written, hands-on, or both portions of the test. This was the first test since it was revised from the original manual. The written portion of the test consisted of 120 multiple-choice questions and 30 product identification questions with a two-hour time limit. The hands-on portion consisted of making five orders with fresh flowers with a 2-1/2 hour time limit. Those who passed both parts of the test are commended and have raised their professionalism in the floral industry. We look forward to helping you stay at the forefront of the floral industry, and grow and learn with all of us. ✿

*Cindy Ching, AIFD, CF is Michigan Floral Association Executive Assistant.*

### Congratulations to the new CF inductees!

- **Karen K. Bueby, CF**  
Petals, P.O. Box 805, 6740 Clam Lake Drive, Bellaire, MI 49615
- **Chrisina Fisher, CF**  
8620 North Dixboro Road, South Lyon, MI 48178  
*fishytina2@gmail.com*
- **Deborah Geraldine Ford, CF**  
1565 Balmoral, Detroit, MI. 48205
- **Louise Glowacz-Venlet, CF**  
9145 10th Street, Schoolcraft, MI. 49087
- **Kathy Holtz, CF**  
3225 Edgewood Dr., Ann Arbor, MI. 48104  
*kholtzhp@gmail.com*
- **Karen Kozacki-Snell, CF**  
2617 Pin Oak Drive, Ann Arbor, MI. 48105  
*karen.kozackisnell@gmail.com*

## Steps to Certification

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

October 13, 2010  
10:00 a.m. to 4:30 p.m.

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

Instructor:  
Cindy Ching, AIFD, CF



MFA Professional Education  
Center - Haslett, MI

**C**indy guides those who plan on becoming a Certified Florist. You'll get tips on how to prepare for both the written and design portions of the test. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the exam, with the all-new CF sections to the written and hands-on! Attendees will leave with a clear understanding of what it takes to pass the prestigious national CF exam. Class will run from 10:00 a.m. to 4:30 p.m. with a half hour break for lunch, which is included in the registration fee.

**Please bring your own tools.** ✿

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

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or e-mail [barlowflorist@barlowflorist.com](mailto:barlowflorist@barlowflorist.com)

### FLORAL SHOP JUST SOUTH OF ANN ARBOR, MI, FOR SALE

Established 1996; only floral shop in town. All inventory, equipment, clientele, and 2003 Ford Econline 250 van included. Main walk-in SRC cooler is 7' x 8' which was purchased new 2 1/2 years ago. Small backup cooler also included. Purchase price \$40,000. Currently in a rented building in the heart of downtown. Rent is currently \$900 per month plus gas/water/rubbish. Contact (734) 497-0473 if interested or for further information. Please leave message if I am not available.

### FOR SALE

Inventory for sale, 28 year old business closed. 50 percent is wedding rental inventory, 50 percent flower shop inventory, including shelving. All in good condition. Over 30 percent off

wholesale cost, at \$25,000. Everything needed to start a business, or add to existing inventory. Lots, fills five garages. Contact Linda Swift at 616-550-9434. Lake Odessa, MI.

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

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# the professional florist

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**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



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



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



**3003SCLR**  
 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



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



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



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



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



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



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



A person wearing a white button-down shirt is shown from the chest down, opening a large cardboard box. The box is brown and has the word "FLOWERS" printed on its side in a dark, serif font. The person's hands are on the top of the box, and a ring is visible on their left hand. The background is dark and out of focus.

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