



Volume VI 2012

2013 Great Lakes Floral Expo Program

Getting
Ahead of
the Game for
Valentine's Day

A Closer
Look at the
Kennicott/
Vans Merger

the professional florist



The Floral Olympics

March 1-3, 2013



DIAMOND AWARD
WINNING PUBLICATION
MSAE

Education is the foundation **FOR SUCCESS....**

The really successful florists come to Floriology® Institute

“*Every school provides education.... we continue
by providing support and opportunity*”

- JACKIE LACEY
AIFD, PFCI, CFD

FLORIOLOGY® INSTITUTE OFFERS

Principles & Elements

Modern Twist on
Everyday Design

Wedding & Party
and Events

Sympathy of Today

Competition/Certification

Sales Webinar Series



bloomnet
World-Class Florists Worldwide Delivery

floriology
INSTITUTE

ENROLL NOW!

At www.mybloomnet.net/floriologyinstitute.html
or call 1-800-BloomNet (1-800-256-6663)



the professional florist

Volume VI 2012

Leadership Report

- 4 MFA Works... Because of You**
By Alice Waterous, AIFD, CF, PFCI, MFA President

MFA's 2013 Great Lakes Floral Expo

- 5 2013 GLFE Welcome from Chair and Vice-Chair**
By Dick Gleason, CF, Conference Chair and
Teresa Cytlak, Conference Vice-Chair
- 6 GLFE Business Coaches**
- 7 GLFE Design Coaches**
- 8 GLFE All-Day Sessions**
- 9 Main Stage, Hands-On and Business Session Details**
- 12 GLFE Olympic Industry Tour**
*Visit bokay by Eastern Floral, Nordlie, Inc., Vans Floral Products
and Fruit Basket Flowerland*
- 13 Floral Olympics Special Events Schedule**
*Trade Show Marketplace, Trade Show Trivia, MFA Book Fair, Silent Auction,
AIFD Showcase, CF Showcase, Student Designer Contest & Showcase,
and MFA Early Breakfast*
- 14 MFA Olympic Design Contest**
*Student, Professional and Academy Divisions
\$5000 in Awards and Prizes!*
- 16 Floral Olympics Awards Gala!**
*The President's Reception, Recognition Banquet and Industry Awards Ceremony,
and Grand Rapids Nightlife*
- 17 GLFE Conference Committee Chairs**
- 18 GLFE Floral Olympics Schedule at a Glance**
- 19 GLFE Registration Form**

MFA Events

- 20 MFF Hall of Fame Inducts Bobbi Ecker-Blatchford, AAF, AIFD, PFCI**
The evening was presented as a three act play at the Amway Grand Plaza Hotel

Designer Spotlight

- 21 Amor, Amore, L'amour, Love...**
By Doug Bates, CF, 2012 Designer of the Year

Industry News

- 22 A Closer Look at the Kennicott/Vans Merger**
By Barbara Gilbert, Editor

Valentine Feature

- 24 Getting Ahead of the Game for Valentine's Day!**
By Robbin Yelverton, AAF, AIFD, CF, PFCI

- 27 Professional Education Center**

- 29 Classified Ads**



MichiganFloral
ASSOCIATION

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

MFA Staff

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

MFA Board of Directors 2012

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

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

Treasurer: Jim Schmidt
Hyacinth House, Lansing, MI

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

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

Directors-At-Large

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

Kim Herbers
Saginaw Valley Flower Exchange, Saginaw, MI

Janice Curran
Teleflora, Grand Rapids, MI

Regional Directors

R1: Open

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

R3: Teresa Cytlak
Ridgeway Floral, Three Rivers, MI

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

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

R6: Tim Timinski
FloraCraft Corp., Ludington, MI

Publications Committee

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

Teresa Cytlak
Ridgeway Floral, Three Rivers, MI

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

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

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

Janice Curran
Teleflora, Grand Rapids, MI

Colleen Siembor
Cardwell Florist, Livonia, MI

Publisher: Rodney P. Crittenden

Advertising Director & Sales: Rodney P. Crittenden

Editor: Barbara Gilbert

Graphic Design: Joe McGurn

Printing: Village Press Publications

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

LEADERSHIPREPORT

MFA Works... Because of You



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

Executive Vice President, Rod Crittenden, and I, recently attended the National Alliance of Floral Associations annual conference as

representatives of the Michigan Floral Association.

The MFA designer of the year, Doug Bates, CF, represented us in the NAFA designer of the year contest. Though his entries were spectacular, the competition was tough, as Minnesota, Illinois and Utah took first, second and third respectively.

It was gratifying to represent an association that remains cutting edge, vigorous and highly respected. At one time, nearly every state had a professional floral association, not so today. Only a few remain, and of those, fewer still maintain a professionally staffed organization. Rod Crittenden and Cindy Ching, AIFD, CF, are more than employees of the MFA; both have

deep roots in the industry and therefore relate to the needs of our members and present a positive image to the public.

Key to the success of the Michigan Floral Association is the dedication of its members. With diverse business models – from retail florists, growers, educators and students to wholesalers, manufacturers, event florists, suppliers and business services – a common goal is to maintain and nurture a strong industry. The MFA is a reflection of each of you as you work to serve customers and represent floristry in a positive light.

As president of the MFA, I thank each of you for your support, and encourage your attendance/participation in the Great Lakes Floral Expo March 1-3, 2013.

The Expo, held the first weekend of March each year, is a marvelous investment in the future of your business. With loads of design programs, classes, competitions, business sessions, and a diverse trade show, the GLFE is time well spent. In addition to all this, networking is often immensely beneficial.

As I browse the line-up of presenters, a realization strikes. Thanks to our great sponsors and partnerships attendees have thousands upon thousands of dollars of expertise available to them. Rivers, Myers, Adams, Sir Louis, Negen, Huckabee and Marquart = The Best of the Best when it comes to business consulting knowledge. Kurek, Poeltler, Bates, Feysa, Klingel, and Raska represent years of floral designing skills.

All this is available to you and your staff for the small price of a weekend pass. What a deal...priceless! ✿

Making Memories

*Holiday values. Quality product.
Competitive pricing.
Friendly service.*

- Weekly specials & monthly promotions.
- The finest flowers, plus order accuracy & timely delivery.
- Wide selection of the season's newest and most creative supplies and hardgoods.

Come holiday shopping today!

*Extra convenience!
Out of our delivery area?
We'll bring the store
to your door!*

DWF
An employee owned company

DWF-FLINT 5100 Exchange Drive 810-733-5100 or 800-669-4393



THE 2013 FLORAL OLYMPICS

2013 GLFE Welcome from Chair and Vice-Chair



BY DICK GLEASON, CF
CONFERENCE CHAIR

Reaching for Excellence 2013 is your opportunity to hook up with the best in the floral industry, exemplifying excellence in business practices and design.

These Floral Olympians will inspire you and guide you toward the fulfillment of your shop's highest potential. Their strategies, best tips and techniques will help unleash the Olympian mindset needed to succeed for everyone on your team.

It's easy to get so buried in our daily activities that we don't see the new and exciting possibilities that could move us up to the next level. The *Reaching for Excellence 2013* stage shows, design contests, hands-on classes, business seminars, trade fair (supplier showcase), industry tour, book fair and camaraderie with old and new-found friends will propel you and your team forward with rejuvenated passion.

As floral professionals, we take so little time for ourselves. *Reaching for Excellence 2013* is an opportunity to regroup, revitalize and have some fun. Whether you can come for one, two or all three days, you're sure to return to your shop armed with inspiration and practices empowering you and your team to reach for the Gold.

The Expo will be held at the Four Star Amway Grand Plaza Hotel & the Devos Place convention facility. Participants will be inspired by this beautiful setting alongside the Grand River. The location is convenient to the Gerald R. Ford Presidential Museum, the Grand Rapids Public Museum, the Grand Rapids Art Museum and more, making this a fun, family get-away opportunity.

Reaching for Excellence 2013 promises to be high energy, packed full of proven techniques and real world strategies, for you and your team. The payoff of bringing everyone in your shop can be huge – dramatically increasing your customers' satisfaction, boosting productivity and profits. Opening minds to discovering the new world of emerging floral opportunities and infinite possibilities is what *Reaching for Excellence 2013* is all about. ✨



BY TERESA CYTLAK
CONFERENCE VICE-CHAIR

I love the quality of design in my shop, but know it's the daily mentoring of my associates that helps them be topnotch in getting the add-on sale, going above and beyond in service, being the best of the best.

As you scroll through *Reaching for Excellence 2013*, you will see that bringing your team in for these opportunities will result in gaining moneymaking ideas for your business.

This year at the Great Lakes Floral Expo (GLFE), we have Gold Medal winning presenters to put your business on the victory stand. Friday, the team of Rick Rivers and Derrick Myers will present the all day business workshop *Extreme Flower Shop Makeover*: How to make your shop look new, refreshed and more appealing.

Remember Carolyn Clark Kurek, AIFD, the talented designer who thrilled us with fascinators last year? She will present the Friday evening Main Stage show, guaranteed to get your creative juices going as we start the Floral Olympics Weekend.

Saturday the day is filled workshops that make me wish that there were two of me so I could attend "everything"!

Social Networking with Jamie Adams from Flower Shop Network is a must in our technology filled world. Wedding and Consumer Trends will be presented by Jacque Sir Louis

from Smithers-Oasis. And the writer of one of my favorite articles CSI: FLOWER SHOP, Tim Huckabee will be presenting Selling, Service, and Advertising, sponsored by BloomNet. Energetic, knowledgeable, and entertaining while giving us more information than you can count will be Bob Negen from WhizBang Training.

A design show by Frank Feysa, AIFD, from Smithers-Oasis will give you techniques and ideas on boutonnieres, corsages and bridal work. This Main Stage show will inspire everyone just in time for your upcoming prom and spring weddings. Also we will have John Klingel, AIFD, PFCI, from FTD Inc. doing event flowers and Julie Poeltler, AIFD, from Teleflora Inc. balancing the brides and weddings.

Mark your calendar today for you and the people your customers work with everyday, your associates, to attend the GLFE. Let them experience the business sessions, be inspired at the Main Stage shows, and get excited about how to make those add-on sales. I know it sounds a lot more interesting and fun when my associates listen to someone other than myself telling them to be the award winning associates I know they can be.

Going for the gold, thinking like a winning Olympian is what the *Reaching for Excellence 2013*, GLFE is all about. The GLFE this year is for the owner, manager, designer, and associates in your business who meet, greet, design and have direct contact with your customers daily.

I look forward to seeing you at the Amway Grand Plaza Hotel/DeVos Place in Grand Rapids, March 1-3, 2013! ✨



THE 2013 FLORAL OLYMPICS

2013 GLFE Business Coaches



BOB NEGEN and his wife Susan founded WhizBang! Training in 1999 to help independent retailers thrive in a super competitive market. He and his wife are recognized as leading retail experts. They are the authors of *Marketing Your Retail Store in the Internet Age* and the creators of the Retail Mastery System. According to Bob, "No matter what the business, it's all about giving your customers the kind of experience that makes your business memorable and parlaying that first experience into a highly profitable long-term relationship."



TIM HUCKABEE, AIFSE, started working at a high-end New York City flower shop called Surroundings in 1995. Tim learned every aspect of the flower business, including handling telephone sales, customer service issues and dealing with walk-in customers. In his conversations with florists, he realized that there was a dire lack of sales and service education in the industry. In 1997 he founded FloralStrategies, to bring training to florists. Tim has visited thousands of florists around the world to teach them how to give better service and increase their sales. Last year he launched the first monthly training webinar series in the floral industry.



RICK RIVERS has owned a retail florist with his wife Suzie for 28 years. In the 1990s he began to teach for Redbook and FTD, experimenting with different marketing concepts and soon realized that most of what he read was outdated. Rick's marketing tool of choice is now direct mail. He will bring some of the best marketing ideas and apply them to the florist industry with proven results. In the summer of 2009 Rick's first book, *Blooming at the Top, 12 Strategies to Double Your Sales* was released. His second book, released in 2011, is "No Fishing in My Pond, A Blueprint to Protect Your Sales".



DERRICK P. MYERS, CPA, CFP, business consultant, has developed financial strategies unique to the floral industry. His seminars provide techniques that can save your company money and make your business grow. Derrick has been working with the floral industry since 1985. During this time he has perfected his floral analysis program while working with hundreds of florists and being active in numerous florists' associations. This "Floral Analysis Program" allows him to breakdown the financial statements in such a way that he can show the florist owner exactly where to focus their time and energy to reduce costs and increase profits.



PETRA MARQUART is principal in the global speaking and training firm, Petra Marquart and Associates. Prior to this, she was vice president of operations for Krohn Management Corporation. She has a Bachelor of Arts degree in Communication and is listed in Who's Who of American Women. She is the author of the best seller, *The Power of Service: Keeping Customers for Life*, and a certified trainer for the widely acclaimed customer service program, "Treating Your Customers Like Gold." She is an inspirational speaker who has influenced the spirit of service for many professionals. As one manager stated, "Customer service is our future and Petra is our Oz."



JAMIE JAMISON ADAMS is the SEO/ Inbound Marketing Manager for Flower Shop Network. As a recognized authority on social media marketing, she serves on the SAF Website/Directory Taskforce. With a personal understanding of the needs and struggles of independent local businesses, she offers a unique perspective on blending technology and the floral industry. Before joining FSN, Jamie spent ten years growing a retail garden center and maintains an active role in the garden center's operations. She is an Arkansas Certified Nurseryman and continues to hone her plant-care knowledge as the "Plant Expert" by answering weekly questions on the FSN's Bloomin' Blog.



JACQUE SIR LOUIS, marketing manager of Smithers-Oasis, will talk about new wedding and special event trends in the floral industry. This session will be an in-depth discussion and presentation of highly successful marketing strategies for your wedding and special events business. This informal, interactive seminar will walk you through what we have discovered working with florists like you, but don't worry, you'll have a lot of fun too.



Pre-register and you could be a winner!

Register Early for the Great Lakes Floral Expo 2013

Register for the 2013 GLFE Floral Olympics by February 22, 2013 by 5:00 p.m. You will automatically be entered into a contest to win a Plaza Dreams 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 19 today!



Remember... Early Registration forms must be in the MFA office by 5:00 p.m., February 22, 2013!



THE 2013 FLORAL OLYMPICS

2013 GLFE Design Coaches



FRANK FEYSA, AIFD, has been involved in the floral industry for more than 30 years. His love of all things green started at an early age and in 1976 he began growing, hybridizing and exhibiting orchids. He has filled many roles including retail shop owner, event designer, educator, and commercial print designer. In addition to his specialty florist event company, he serves as a design director for Smithers-Oasis. Feysa has traveled throughout Central and South America as an American Orchid Society judge. He has served as secretary, vice president and president of the North Central AIFD Region and is the chairman for the 2014 AIFD Symposium in Chicago.



JOHN KLINGEL, AAF, AIFD, CFD, PFCI, freelance designer, has been in the floral industry for more than thirty-five years. He has owned a retail flower shop, and presented design and business programs. A member of the FTD Education Team, John is also the director of the South Florida Center for Floral Studies. In addition to winning the prestigious Sylvia Cup in 2000, he has also been Florida State and Palm Beach County Designer of the Year. He served as the only United States judge at the 13th Interflora World Cup in China. His how-to book *The Frugal Florist® Do-it-Yourself Flowers on a Budget* empowers the consumer through simple, step-by-step instructions, pictures and diagrams.



JULIE POELTLER, AIFD, CAFA, IMF, PFCI, is an accomplished designer who has over thirty years of experience. She is the owner and operator of Julie's Fountain of Flowers in Lone Tree, IA. She has served on the AIFD board of directors and an OASIS® Floral Products design director for more than ten years. Since 2008, Julie has been a member of Teleflora's Education Specialist team. Her professional style is a combination of teaching the elements and principles of floral design incorporated into stories of her experiences with flowers. She has designed for the Tournament of Roses Parade, the Academy Awards and presidential inaugurations.



JEROME RASKA, AAF, AIFD, CAFA, CF, PFCI, is co-owner of two retail floral and event operations in Metro Detroit. His enthusiasm and sense of humor complement his love for the floral industry and his desire to help others succeed. Jerome currently serves as chairman of the Professional Floral Communicators International and is president of the Michigan Unit of Teleflora as well as past president of the North Central Chapter of the American Institute of Floral Designers and the Michigan Floral Association. A guest speaker for numerous garden clubs, he has received many accolades for his originality, innovative ideas and design talents and continues to share with audiences across America.



CAROLYN CLARK KUREK, AIFD, is the administrator of the C2K Floral Design School in Indianapolis. Wanting to share her passion for knowledge, she opened the school in 2011. C2K is a vocational school accredited with the state of Indiana and offers a variety of classes and workshops for designers at every stage of their career. Carolyn is an award winning designer and has been an accredited member of the American Institute of

Floral Designers since 1999. She currently serves as a board member for the North Central Chapter of AIFD.



KIM HERBERS is a career member of the Michigan Floral Association and serves on the MFA board of directors. She graduated from MSU's floriculture program and FTD's master florist manager program. She has taught adult education at Bay Area Skill Center. Kim has worked in the retail floral sector for more than 14 years and is currently working at Saginaw Valley Floral Exchange Inc.



DOUG BATES, CF, is the Michigan Floral Association 2012 Designer of the Year, and has presented wholesaler design shows to florists in Michigan and Indiana. He earned his CF in 2010. Doug and his wife Karen own Designs by Vogts in Sturgis, Michigan.



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

At 3:30 p.m., Sunday, March 3, after the Main Stage Business Session there will be four drawings. You must be present to win, so plan on sticking around for a chance to take home an iPad.

iPads will be the new 16GB minis, WiFi ready and Verizon enabled.

iPads sponsored by:



THE 2013 FLORAL OLYMPICS



2013 GLFE All-Day Olympic Sessions **FRIDAY, March 1**

Amazing All-Day Hands-On Session! Designing and Selling Today's Sympathy

Presented by John Klingel, AAF, AIFD, PFCI

Sponsored by FTD Inc.

Date: Friday, March 1, 2013

Time: 9:30 a.m. – 4:30 p.m.

Location: River Overlook AB

Additional fees apply

Limited Space



As with everything else trends in sympathy floral design change. They are influenced by new ideas on disposition of the body such as cremation. One thing that doesn't change is people's feelings of remembrance and respect at the time of loss. Come explore a fresh approach on how to design for and sell your customers during this difficult time. Every situation is different and special. Learn new design techniques that you can take back and implement in your day-to-day sympathy business. This class will not only help you become a better designer but also a better sympathy sales consultant. John will cover a variety of topics including:

- Abstract designs
- Weaving and techniques
- Theme designs
- Cremation design trends
- New traditional designs

Bring your own tools!

All-Day Sessions Include Lunch!

An Intensive All-Day Business Session! Extreme Flower Shop Makeover

Presented by Rick Rivers and Derrick Myers, CPA, CFP

Sponsored by FloristWare and Crockett & Myers

Date: Friday, March 1, 2013

Time: 9:30 a.m. – 4:30 p.m.

Location: River Overlook EF

Additional fees apply

Limited Space



The floral business has seen so many changes in recent years. The next five years will be some of the most challenging times. Most florists have lost the clarity in defining who they are and what they sell. It's time to change that and empower shop owners. In the current economy, marketing will play a great role in the survival of the retail florist as we know it. Rick Rivers is the author of two books on marketing for florists and Derrick Myers, CPA, CFP works with many florists. They will be spending the day giving you insights on how to give your flower shop a makeover and put it on the path for continued success in years to come. Rick and Derrick see things differently from others in the industry and often try to show how other approaches can help you attain your goals easier and faster.

Part 1: 9:00 a.m. – 12:00 noon

Move Over, I'm in the Lead

Rick will take you through what changes you will need to make for the upcoming years; the new and projected buying habits of the customers. He will look at who has money to spend and why they spend it. You will learn how to adjust and make the wire services work for you, actually driving business growth and profits. After this session, you will lose your fear of "big box" and turn that fear into increased sales. You

will then know how to use all of the same techniques for your shop. Does your store look like a store of the future? Learn what layouts customers are looking for, sales paths they expect and how you're viewed on the Internet. You will learn new sales terminology, sales styles and social media skills for increasing sales. All attendees will leave with a "blueprint" for success and a newfound love for sales.

Part 2: 1:00 p.m. – 2:30 p.m.

Hidden Profits

Derrick will take you by the hand and show you what your numbers should really say and then how to adjust them to maximize profit. Derrick has helped so many flower shops increase their profits and shift their numbers into the right columns. Not all the numbers are the same for every store, each store has unique "service trends" that can affect your bottom line. No two stores will look alike. How much is your budget for marketing, customer retention and new customer acquisitions? Derrick will help you understand why 10 percent of your money is really not your money, but money that is needed for customers to return to your store. You can make money in this economy despite all the obstacles.

Part 3: 3:30 p.m. – 4:30 p.m.

Move that (Bus) or Flower Truck

Rick and Derrick will go through Point of Sale systems and show you all of the hidden information located in it and just how to transform that information into dollars. It takes an average of three years for people to truly learn the POS system they have, so you will have a head start on that curve. By the end of the day you will be screaming "move that bus" or flower truck in our case and have the tools and information to go back to your store with a makeover plan in hand. Who knows, Mark Anderson of FloristWare might even stop by and show us some of the future features for his POS system.



THE 2013 FLORAL OLYMPICS

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

2013 GLFE Olympic Sessions **FRIDAY, March 1**

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

Presented by Kim Herbers
 Sponsored by Saginaw Valley Flower Exchange
 Date: Friday, March 1, 2013
 Time: 7:15 p.m. – 8:30 p.m.
 Location: River Overlook AB



Additional fees apply
Grab and Go Design

Want to learn to design out of the box? Then come spend awesome evening with Kim!

An accomplished designer and teacher, Kim will show you how to grab the gold in floral design. You will have a fun filled, educational session, learning how to design creatively with your own special flair.

Bring your own tools.

MAIN STAGE DESIGN SHOW: **Opening Ceremonies of the Floral Olympics!**

Presented by Carolyn Clark Kurek, AIFD
 Sponsored by DWF
 Date: Friday,
 March 1, 2013



Time: 9:00 p.m. – 10:00 p.m.

Location: Steelcase Ballroom AB

A true spectacular...the opening ceremonies of the Floral Olympics. Join us Friday night for this exciting event. Carolyn Clark Kurek, AIFD, will demonstrate how to win gold with your floral creations through the application of principles and elements of design. Attend this presentation and become a Gold Medal designer. See how to balance creativity and technique in this exciting opening floral parade on the Main Stage.

2013 GLFE Olympic Sessions **SATURDAY, March 2**

MAIN STAGE BUSINESS SESSION: **Using Social Media to Market Your Website**

Presented by Jamie Jamison Adams
 Sponsored by Flower Shop Network
 Date: Saturday, March 2, 2013
 Time: 9:00 a.m. – 10:30 a.m.
 Location: Steelcase Ballroom AB



This isn't your average social media session. Learn easy ways to gain customers' attention using social media, and how to guide that attention to your website. Tailored specifically for you, this session will include a live connection to Facebook, Pinterest, Google+, and Twitter. Jamie Jamison Adams will answer your social media questions using the actual social platforms.

What you can learn from this session:

- How each type of social media works and what target markets it reaches
- How to integrate social media into your marketing strategy
- Creating, scheduling and promoting a Facebook post
- Facebook privacy controls
- Creating and promoting Google+
- Creating and sharing Pinterest boards
- Creation of a social media marketing calendar
- Identification of social media elements on website

HANDS-ON SESSION: **Flowers Coming Down the Aisle**

Presented by Julie Poeltler, AIFD, CAFA, IME, PFCI
 Sponsored by Teleflora Inc.
 Date: Saturday,
 March 2, 2013



Time: 9:00 a.m. – 11:00 a.m.

Location: River Overlook A

Additional fees apply

Weddings are big business! Julie will give you tips on how to make a beautiful bridal bouquet and a corresponding attendant's bouquet. Learn how to combine color and creativity to produce unforgettable wedding work. Take your bridal business to a new level by utilizing the latest techniques and trends to produce more unique and profitable bouquets.

Bring your own tools.

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

Presented by Carolyn Clark Kurek, AIFD,
 Sponsored by Michigan Floral Association
 Date: Saturday, March 2, 2013
 Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook B

Additional fees apply



Back by Demand! You don't want to miss it. Was it William and Kate or the "fascinating" Fascinators that everyone was talking about for weeks after the Royal Wedding? Fascinators are the cutting edge trend in bridal accessories and this fascinating hands-on session will cover the mechanics and various styles of fascinators. Your brides want them and you need to know how to make them. Take your bridal work to the next level and go big, bold, and fun. Guaranteed to be the most "fascinating" hands-on class you've ever taken. Carolyn will be presenting some new and exciting designs this year. If you took this class last year be sure to sign up and learn more fascinator techniques.

Bring your own tools.

HANDS-ON SESSION: **"Urn" More Sympathy Sales**

Presented by Doug Bates, CF
 Sponsored by Michigan Floral Association
 Saturday, March 2, 2013
 Date: 9:00 a.m. – 11:30 a.m.
 Location: River Overlook C



Additional fees apply



The funeral industry, like so many others, is changing. Visitations that once lasted days, are now reduced to a couple of hours just before the service. Cremation services have become a more affordable alternative to the traditional funeral service. As designers, we must be able to offer our customers choices to accommodate this shift. In this class, Doug will show you how to craft an innovative and stylish cremation urn ring. In addition, you will make a creative tablescape design that also complements the cremation urn. Space in this class is limited, so be sure to sign up early!

Bring your own tools.

MAIN STAGE BUSINESS SESSION: **Weddings and Consumer Trends**

Presented by Jacque Sir Louis
 Sponsored by Smithers-Oasis
 Date: Saturday,
 March 2, 2013
 Time: 10:30 a.m. –
 12:00 Noon



Location: Steelcase Ballroom AB

Come learn wedding and special events trends in the floral industry from Jacque Sir Louis, marketing manager of Smithers-Oasis. This session will be an in-depth discussion and presentation of highly successful marketing strategies and trends



THE 2013 FLORAL OLYMPICS

2013 GLFE Olympic Sessions **SATURDAY, March 2**

for your wedding and special events business. This informal, interactive seminar will walk you through what we have discovered working with florists like you, but don't worry, you'll have a lot of fun too.

■ **MAIN STAGE DESIGN SHOW:** **Designer of the Year Run off** **The Floral Olympics Design Competition!**

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



Date: Saturday, March 2, 2013
Time: 12:30 p.m. – 1:15 p.m.
Location: Steelcase Ballroom AB

This intense, exciting, awe-inspiring design event will take place on the Main Stage. The top five floral designers from the Professional Design Contest will go for the gold, competing against each other head to head, designing with identical materials. Fellow florists, friends and family will be in the audience to cheer them on in the Floral Olympics. All designers will get Teleflora aprons and will use Teleflora and Smithers-Oasis products, with flowers from the California Cut Flower

Commission. When designing has concluded, judging will begin and one lucky designer will win the gold medal and be named 2013 Designer of the Year. The winner will receive a cash prize of \$500, and have six designs featured in the Designer Spotlight sponsored by Nordlie Inc. in *The Professional Florist* magazine. They will also represent MFA at NAFA National Designer of the Year and get an automatic entry into the Academy Division. All the winners of the Student and Novice and Professional Divisions will be announced at this time on stage.

■ **BUSINESS SESSION:** **The L.O.G.I.C.A.L Way to Take Orders** **and Increase Profits!**

Presented by Tim Huckabee, AIFSE

Sponsored by BloomNet

Date: Saturday,
March 2, 2013

Time: 1:00 p.m. – 5:00 p.m.

Location: River Overlook EF



The program is for both owners/managers and your staff, covering essential topics like selling and service to marketing and advertising. Also covered will be optimizing the phone presentation, improving the face-to-face transaction, and making better use

of your POS system while taking steps to get more business from your current customers. Implementation of the concepts and materials covered will result in an immediate 20 percent increase of the shop's average sale!

- Increase \$ per order
- Smart Marketing
- Optimizing your POS for more \$
- Positive, Insightful, Knowledgeable Sales Approach.

■ **MAIN STAGE DESIGN SHOW:** **Color Your World**

Presented by Frank Feysa, AIFD

Sponsored by
Smithers-Oasis

Date: Saturday,
March 2, 2013

Time: 3:30 p.m. – 4:45 p.m.

Location: Steelcase Ballroom AB



Explore the exciting world of color as Frank travels through a spectrum of unique and current color combinations appropriate for today's bride. Fresh design influences abound from exotic locations, cultures and materials. Take a floral journey around the globe and let color be your guide. See models walk the runway in a spectacular Olympic parade of color and fashion.

2013 GLFE Olympic Sessions **SUNDAY, March 3**

■ **MAIN STAGE BUSINESS SESSION:** **The New Rules of Retail – Embracing** **Change and Going for the GOLD!**

Presented by Bob Negen
Sponsored by WhizBang Training!

Date: Sunday, March 3, 2013

Time: 8:30 a.m. – 9:15 a.m.

Location: Steelcase Ballroom AB



Today's retail markets change at breathtaking speed. Embracing the changes, taking responsibility for keeping your business current and keeping a razor sharp focus on the execution of new strategies is the hallmark of today's (and tomorrow's) savviest retailers.

New technologies allow any size retailer to compete, and WIN, against big box merchants and Internet discounters. The key is to quit making excuses, learn to love the uncertain and execute, execute, execute, all the way to the finish line.

Your group will learn:

- Why Responsibility = Control, and

Control + Responsibility.

- The 4 stages of change and how they affect you.
- Why strong customer relationships are still the strongest value.
- And many more insights into thriving in the future...

■ **HANDS-ON SESSION:** **Wedding Bouquet** **Trends and Techniques**

Presented by Frank Feysa, AIFD

Sponsored by
Smithers-Oasis

Date: Sunday,
March 3, 2013

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook A

Additional fees apply



Join Frank Feysa, AIFD for a wedding bouquet workshop using some of the latest decorative products from Smithers-Oasis. Students will design and construct bouquets using a variety of design techniques and

styles, sure to add some style and punch to your wedding work! A not to be missed design experience.

Bring your own tools.

■ **HANDS-ON SESSION:** **Olympic Sympathy Designs**

Presented by Carolyn Clark Kurek, AIFD

Sponsored by Michigan Floral Association

Date: Sunday, March 3, 2013

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook B

**Additional
fees apply**



MichiganFloral
ASSOCIATION

Knowing the newest trends in funeral designs are essential to keep up with changing funeral traditions. Carolyn will teach you how to personalize designs. Learn the mechanics of adding to the perceived value of an urn or picture frame without adding to your cost. Up sell the accessories and make as much or more profit as you would doing a traditional large casket spray.

Bring your own tools.



THE 2013 FLORAL OLYMPICS

BUSINESS SESSION:

“Going for the Gold” Part 1: Your Gold-Medal Staff:

A Customer Focused, Service Driven, Selling Machine!

Presented by Bob Negen

Sponsored by WhizBang Training!

Date: Sunday, March 3, 2013

Time: 9:30 a.m. – 11:00 a.m.

Location: River Overlook EF



Effective, customer focused selling is not pushy or rude. It is the best customer service tool at the independent retailer’s command. This fun, interactive workshop focuses on practical, proven customer service and sales strategies that can be brought back to your business and used immediately to bring more money to your bottom line!

The focus is not on theory, but on easy to understand strategies, tips and tricks to boost your store’s sales while providing gold-medal service. It’s about how to create a customer focused sales culture in your store.

In this workshop you will learn:

- The five steps to every successful sale.
- How to effortlessly get past “just looking.”
- Six powerful questions that uncover what your customer really wants.
- “On the floor, on the fly” coaching techniques guaranteed to get you the gold!
- How to effectively coach retail sales.
- How to create a store wide sales culture.
- And much, much more!

Great customer service and great selling do not happen by accident. This workshop gives the tools needed to deliver the outstanding service needed to increase loyalty and dramatically rev up sales.

MAIN STAGE DESIGN SHOW: The Balance Beam of Successful Weddings

Presented by Julie Poettler,

AIFD, CAEA, LME, PFCI

Sponsored by Teleflora Inc.

Date: Sunday

March 3, 2013

Time: 10:00 a.m. – 11:15 a.m.

Location: Steelcase Ballroom AB



Brides come to you from all walks of life. Julie will present and explore the many different types of brides that potentially could walk through your door. Learn how to handle them, how to up sell them, and how to make their day special and your day profitable. Julie is an accomplished floral designer who has over thirty years of

experience. She will share her ideas and techniques that will create an outstanding experience for both you and the bride.

BUSINESS SESSION:

“Going for the Gold” Part 2: Explode Your Sales!

How to Get the Maximum Bang from Your Marketing Bucks

Presented by Bob Negen

Sponsored by WhizBang Training!

Date: Sunday, March 3, 2013

Time: 11:15 a.m. – 12:45 p.m.

Location: River Overlook EF



Does 15 percent, 20 percent, even 30 percent sales growth next year sound good? This fun, dynamic workshop shows how to dramatically increase customer loyalty, foot traffic, and turbo charge sales.

It teaches the secrets of an organized, consistent system to generate significant sales increases. And it’s not about spending a fortune, finding the next super hot product, or creating a killer newspaper ad. It’s about creating exponential growth by doing lots of little things well: it’s about planting many seeds and watching them grow.

You will learn:

- FOUR ways to get customers to shop more often.
- FIVE ways to get a flood of new customers for almost no money.
- SIX ways to give a BIG boost to your average sale.
- The secret to generating TONS more foot traffic.
- How to jump-start your sales no matter what time of year.
- Why you MUST have a web and social media presence and how to leverage that presence into \$\$\$.
- And many more tricks to grow business without spending a fortune

MAIN STAGE DESIGN SHOW

Great Balls of Flowers

Presented by: John Klingel,

AAE, AIFD, PFCI

Sponsored by FTD Inc.

Date: Sunday, March 3, 2013

Time: 12:30 p.m. – 1:45 p.m.

Location: Steelcase Ballroom AB



The secret of success in today’s floral industry is diversification. As a result, many florists are incorporating party and event work into their service package. Great Balls of Flowers is a presentation featuring a wide variation of designs inspired by the round form. Whether your event has a big blowout

budget or is geared to the frugal client, this program features concepts and techniques tailored to fit any financial plan.

BUSINESS SESSION

LET’S PIN – YOU, ME and PINTEREST

Presented by Jamie Jamison Adams

Sponsored by Flower Shop Network

Date: Sunday, March 3, 2013

Time: 1:00 p.m. – 2:00 p.m.

Location: River Overlook EF



Come, learn, participate – Pinterest is all about the visual. Learn how to leverage this very visual social media platform to create better customer engagement and promote your business. Your participation and questions will drive this session. With a live connection to Pinterest, Jamie Jamison Adams will tailor this session specifically to you.

What you can learn from this session:

- What Pinterest is
- How to use Pinterest to create wedding, event, funeral and every day portfolios of your work
- How to share your Pinterest portfolios with current and potential customers
- Tips, tricks and strategies to connect and drive customers to your website and shop

MAIN STAGE BUSINESS SESSION The Power of Service

Presented by Petra Marquart

Sponsored by BloomNet

Date: Sunday,

March 3, 2013

Time: 2:15 p.m. – 3:30 p.m.

Location: Steelcase Ballroom AB



The Power of Service will give participants the key to getting and keeping customers. Why Service Matters will show you how to interact with and provide a foundation for customer relations. Spheres of Influence will provide a road map for improving your service profile. “Great service requires heart, energy and sacrifice.”

You’ll want to make sure to stick around for this “can’t miss” presentation!

Find out the things that customer expect:

- Service • Quality • Price • Time

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

See page 7 for more information!

THE 2013 FLORAL OLYMPICS



GLFE Olympic Industry Tour – **FRIDAY, March 1**

Better Than the Magical Mystery Tour...

Additional Fees Apply

This year attendees will have a chance to visit with local wholesalers and retail and chain stores. This progressive dinner tour will stop at four industry establishments who will open their doors for this special evening. Organized by chairpersons Doug and Karen Bates, of Designs by Vogts, it promises to be an evening of fun, food, and friendship. You will board a deluxe motor coach for an event to remember. Make your reservations today for this highlight of the 2013 Expo.

SIGN UP EARLY BEFORE IT SELLS OUT!!!

6:00 p.m.: Meet by the Registration Desk in the Welsh Lobby DeVos Place. Bus will depart on time. Please be PROMPT!

Opening Ceremony

bokay by Eastern Floral
40 Monroe Center St., Grand Rapids, MI
Hors d'oeuvres and Beverages



Eastern Floral, West Michigan's largest floral retailer, opened their floral boutique, bokay by Eastern Floral, inside the MoDiv retail incubator in downtown Grand Rapids in December 2011. The boutique broadens the company's over 60 years presence in the West Michigan community and brings urban-chic style to the floral shopping experience. Unlike their other full-service stores, bokay by Eastern Floral merchandise is designed and selected to meet the needs, and cater to the tastes, of downtown residents, workers, shoppers and visitors. Eastern Floral wants their customers to see an alternative floral style, an urban-chic style, and the boutique emphasizes convenient, sophisticated, ready-to-go floral bouquets that go beyond the traditional cash-and-carry style. With its eight locations in Grand Rapids, Grand Haven and Holland, Eastern Floral is a National Top 50 Florist. Eastern Floral is committed to offering only the finest floral designs, plants, and gift items backed by service that is friendly and prompt. Every one of its associates is dedicated to making a customer's visits with the shop a rewarding experience.

First Event

Nordlie, Inc.
4611 Ivanrest Ave. SW, Grandville, MI
Salad



Nordlie, Inc. welcomes the Michigan Floral Association to its Grandville location. Nordlie, Inc. was founded in 1928 by Fred Nordlie, Sr. in Detroit, Michigan. At that time, Nordlie supplied cut flowers from local growers and basic supplies. Today, 85 years later, the company continues to provide top quality cut flowers from global resources. The Grandville location, one of seven

branches, has eight route trucks servicing flower shops in Western Michigan. The supply department has an incredibly extensive line of basics, silks, ribbons, pottery and giftware with a professionally designed showroom that changes for all seasons. Nordlie prides itself on its wonderful staff of experienced salespeople and customer service professionals. Nordlie is an industry leader providing educational classes, professional design shows and marketing tools for our customers.

Second Event

Vans Floral Products
1858 Three Mile Rd. NW
Walker, MI



Main Course

Employee Owned...It Makes a Difference

Vans Floral Products, a Kennicott Brothers Company, welcomes you to the main course at our Grand Rapids location. We look forward to filling your tummy, eyes and senses with delicious food, fabulous flowers and stylish spring supplies. Long time wholesalers, Kennicott Brothers Company and Vans Floral Products joined forces in October, 2012 to bring you the best in quality, quantity and pricing of fresh flowers, plants and supplies. We are excited to share our extensive knowledge, history and experience with you and look forward to continuing to be your local floral wholesaler. Enjoy dinner while relaxing and exploring our extensive array of new merchandise for this spring season.

Closing Ceremony

Fruit Basket Flowerland
3801 Alpine Ave.
Comstock Park, MI
Dessert



Fruit Basket Flowerland first opened its doors in 1949 with one location at 28th Street SW and Clyde Park Avenue in Wyoming, Michigan. Today, Flowerland has three great locations serving the greater Grand Rapids area. With a combined area of over 20 acres between the three stores, you will be sure to find everything you need. Outside, we offer an ever-changing variety of seasonal and nursery items for all your garden and landscape needs. Inside, our Floral Design and Gifts & Home Décor departments offer fresh flowers, arrangements, silks, wedding designs, supplies and much more. Together with Flowerland's award winning radio show (which airs Saturdays on News Radio WOOD 1300), TV 13's 'Green Thumb' segments and our social networking presence, we will help keep you in touch with the very latest products, news and information Flowerland is dedicated to providing the best customer experience possible. With our team of professional gardeners and floral designers, we can answer all of your questions and help you with your next project. Flowerland is dedicated to evolving to serve your needs, and we look forward to growing with you!

Arrive back at Welsh Lobby DeVos Place at approximately 10:30 p.m.



THE 2013 FLORAL OLYMPICS

Floral Olympics Special Events Schedule

Trade Show Marketplace

Friday, March 1, 2013 • Hours: 7:00 p.m. – 9:00 p.m.
Saturday, March 2, 2013 • Hours: 9:00 a.m. – 5:00 p.m.
Sunday, March 3, 2013 • Hours: 8:00 a.m. – 3:30 p.m.
Location: Steelcase Ballroom AB

The Gold Medal marketplace is 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? Find products and services that will put your shop on the cutting edge. Support our vendors without whom the Expo would not be possible.

**Prizes, Prizes, Prizes!!!
Gold, Silver and Bronze
Medal Winners!!!
Play Floral Olympic
Trade Show Trivia!**

Reach for Excellence at the Trade Show Marketplace and participate in our exciting Floral Olympic Trivia. Scour the Trade Show floor and visit our vendors to find trivia answers and win the game. Put on your comfortable shoes, move around the Expo, aim high and achieve more.

Reach for Excellence at 2013 MFA Book Fair.

Saturday, March 2, 2013 • 9:00 a.m. – 5:00 p.m.
Sunday, March 3, 2013 • 8:00 a.m. – 3:30 p.m.
Location: Welsh Lobby next to MFA Registration Desk

“Knowledge is power,” according to philosopher Francis Bacon. There will be volumes on the latest design styles, books about how-to techniques, and business building ideas for shop owners. You’ll love the prices and all profits benefit the MFA Education Fund.

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

Saturday, March 2, 2013 • 9:00 a.m. – 5:00 p.m.
Sunday, March 3, 2013 • 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, services, gift certificates, unusual treasures and more. All proceeds from the auction will go to the MFA Scholarship Fund. The fund provides money for MFA sponsored educational programs, including at the Great Lakes Floral Expo and MFA testing and certification for participating florists. In 2012 12 scholarships were awarded. So be sure to be on hand to take advantage of the great bargains at the auction. To donate a service or product contact Silent Auction Chairman Waneita Bovan, CF, at 810-686-4950 or call the MFA office at 517-575-0110. Your help is needed and appreciated.

AIFD Showcase



Location: Welsh Lobby • open all weekend
Members of the North Central AIFD chapter will embody the Olympic spirit of Aiming Higher with a dazzling display of full-scale floral designs and installations. Each outstanding designer will present arrangements of gorgeous flowers using the latest techniques and ideas. This 2013 event will be on display the entire weekend. The exhibits are a favorite for both florists and the flower-loving public.

CF Showcase



Location: Welsh Lobby • open all weekend
Certified florists will be encouraging designers to Achieve More with a wonderful floral exhibit that will be on display for the entire weekend. This showcase is aimed at inspiring designers to further their education and teach the public why they should patronize professional retail florist shops. It will show just what it means to be a Certified Florist. Check it out and sign up to become a Certified Florist today.

2013 Student Designer Contest and Showcase

Saturday, March 2, 2013 • 2:30 p.m. – 3:00 p.m.
Location: Steelcase Ballroom AB

Here is a chance to see the future. Student designers will show off their creativity and excellence. This is an opportunity to recognize these budding florists and their instructors. Each student will produce a design for the contest and you will have chance to meet them as they present their arrangements. It promises to be a phenomenal display by our industry leaders of tomorrow.

Get Up Early and WIN a KINDLE! MFA Early Breakfast

Complimentary Breakfast sponsored by The Michigan Horticultural Industries Self-Insured Workers Compensation Fund
Sunday, March 3, 2013 • 8:00 a.m. – 8:30 p.m.
Location: Stage Ballroom AB



Check It Out!

Wake up, join your fellow attendees for breakfast and get a chance to **win a Kindle sponsored by Floracraft**. As you enter into the ballroom on Sunday for breakfast put your name in the bowl to enter the drawing. Name must be in the bowl by 8:25 a.m. At 8:30 a.m. at the beginning of Bob Negen’s Main Stage business session one lucky winner will be picked. You must be present to win. This session will show what MFA does for you as a retailer, vendor, advertiser, wholesaler. Questions? Suggestions? This is the place to find out what your association has done and what it plans for the future. Help association leaders chart the course for the coming year. Meet and greet the MFA board of directors and association staff at the free Continental breakfast.

THE 2013 FLORAL OLYMPICS



2013 MFA Design Contest **FRIDAY, March 1**

Olympic Design Contest!

\$5000 in Awards and Prizes!

New Divisions, Exciting Categories, Educational Tips!



Co-Sponsored by Teleflora, the California Cut Flower Commission and Smithers-Oasis

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 while competing. 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. Go for the gold in 2013!

MFA Design Contest Division Eligibility: Any individual is only eligible to enter one division.

Student Division

High School: Open to any full or part-time student currently enrolled in a high school, and who has NOT worked "professionally" as a floral designer. Student must prove current student status. One entry per student.

College / Professional Novice: College student currently enrolled in horticulture/floriculture program or enrichment, design school or university floriculture program, or an individual

that is employed at a floral entity with less than three (3) years' experience in the industry.

Professional Division

Open to any floral professional with three (3) years or more experience in the industry. Contestants may enter one or all three (3) categories. But **MUST** be entered in all three professional categories to compete for the prestigious MFA Designer of the Year! The Designer of the Year will win a cash prize of \$300.00, and have six designs featured in "Designer Spotlight" sponsored by Nordlie, Inc. in the six 2013 issues of *The Professional Florist* magazine. He or she will also represent the Michigan Floral Association at the National Alliance of Floral Associations (NAFA) National Designer of the Year contest held October 5, 2015. The airfare, hotel, meals and registration will be covered for this competition.

The Academy Division

This division is open to those who are recognized as Academy Designers only. The Academy winner will receive \$500 in cash and will represent the Michigan Floral Association in the Sylvia Cup contest held September 2013 at the Society of American Florists Annual Convention. The airfare, hotel, meals and registration will be covered for this competition.

Cash Prizes for Every Category!

Designer of the Year (DOY) Represents MFA at 2013 National Alliance of Floral Associations Designer of the Year Competition!

Academy Winner Represents MFA at 2013 SAF Sylvia Cup Competition!



THE 2013 FLORAL OLYMPICS

2013 MFA Design Contest **FRIDAY, March 1**

STUDENT DIVISION

High School Level **THEME: Buffet Table**

Create an arrangement appropriate for a round buffet table. Include at least three (3) Smithers-Oasis products. Feature a principle of design, making sure it is a dominant part of the design. List on a 4" x 5" card next to the design the three (3) Smithers-Oasis products used and the featured principle of design demonstrated. All materials permitted except permanent botanicals (silks) and no *props are allowed. Display space is limited to 30" x 24", with no height restrictions. Maximum wholesale value is \$50.00 (not including the

Smithers-Oasis products). Entry must be secure enough to withstand touching and handling by judges.

College/Professional Novice **THEME: Garden Wedding Bridal Bouquet/Boutonniere**

Create a bridal bouquet and coordinating boutonniere for a couple having a garden wedding at the local park. At least three (3) Smithers-Oasis products must be used to create the bouquet. List on a 4" x 5" card the three (3) Smithers-Oasis products used and describe two (2) elements of design featured in the design. All materials permitted except permanent botanicals (silks) and no

*props are allowed. Display space is limited to 30" x 24", with no height restrictions. You will be supplied with a Smithers-Oasis Vase E-940 (vase is 8" tall and 4" opening) to display your bridal bouquet. This will be the only display vase allowed. No exceptions. Maximum wholesale value is \$50.00 (not including the Smithers-Oasis products). Entry must be secure enough to withstand touching and handling by judges.

Prizes for Student Division Category
1st - \$100, Ribbon & Certificate
2nd - \$75, Ribbon & Certificate
3rd - \$50, Ribbon & Certificate

**Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

PROFESSIONAL DIVISION

THEME 1: In Loving Memory

Using fresh floral product and dried materials, design a casket spray to depict the career of the deceased. You must use at least three (3) Smithers-Oasis products and incorporate two (2) design techniques. On a 4" x 5" card list the following: career depicted, the three (3) Smithers-Oasis products used, and the two (2) featured design techniques. All materials permitted except permanent botanicals (silks) and *no props. Must rest

on a 30" wide by 48" long rectangular table, may drape off table width but not length. No height restrictions. Maximum wholesale value is \$100.00 (not including the Smithers-Oasis products). Entry must be secure enough to withstand touching and handling by judges.

THEME 2 and 3: **SURPRISE... SURPRISE!**

This is just like doing an order at the shop!!! All contestants will be given identical flowers and hard goods items to

create designs on site. All design items will be provided. **You are only allowed to bring** your knife, scissors, wire cutters and bunch cutter. All contestants should meet at the MFA registration desk in the Welsh Lobby promptly at 6:00 p.m. Friday, March 1, 2013.

Prizes for all Professional Division Categories
1st - \$100, Ribbon & Certificate
2nd - \$75, Ribbon & Certificate
3rd - \$50, Ribbon & Certificate

**Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

ACADEMY DIVISION

THEME: It's a Party

Create an arrangement suitable for a centerpiece at a gala fundraiser, must include at least four (4) Smithers-Oasis products. Each contestant will display entry on a provided 72" round table. Linens and other props are permitted. Please place 8" x 10" frame to indicate the theme of the

party and list the Smithers-Oasis products used. Arrangement must cost no more than \$100.00 wholesale (not including the Smithers-Oasis products). This category will be judged twice by each evaluator. One score sheet for centerpiece alone and one score sheet for the entire presentation. Highest overall score will win.

Prize for the Academy Division
\$500 cash, winner plaque and name inscribed on traveling honorary award. The Academy winner will also represent the Michigan Floral Association in the Sylvia Cup Design Contest held September 2013 at the SAF Annual Convention.

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 22, 2013!**



THE 2013 FLORAL OLYMPICS

GLFE Banquet & Awards Ceremony **SATURDAY, March 2**

Floral “Olympic” Awards Gala!

Saturday, March 2, 2013, Ambassador Ballroom, Amway Grand Plaza Hotel.

Additional Fees Apply

President’s Reception

6:00 p.m. – 6:45 p.m.

Center Concourse adjacent to the Ambassador Ballroom.

Recognition Banquet and Industry Awards Ceremony

7:00 p.m. – 9:00 p.m.

Join your fellow floral professionals and share the excitement as industry awards are bestowed on those floral “Olympians” who have been voted the best of the best by their peers. New inductees into the prestigious Certified Florist Program also will be recognized.

Jon Gerych and Rich Thibodeau, CF, along with a team of student designers will use exquisite flowers to transform the Ambassador Ballroom into an exciting, cutting edge, high tech and full of energy Olympic Gala. It will be an unforgettable evening.

Enjoy delectable food prepared by the chefs at the only four star hotel in Michigan, the Amway Grand Plaza Hotel.

The Michigan Floral Association would like to thank these fine sponsors for making the 2013 Great Lakes Floral Expo possible:





THE 2013 FLORAL OLYMPICS

2013 GLFE Committee Chairs

MFA would like to thank the Great Lakes Floral Expo Committee Chairs and all their volunteers who make this weekend happen!



CHAIR
Richard Gleason, CF
PlantsScapes, Franklin, MI



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



PHOTOGRAPHY
Al Cooley
Al Cooley Photography, Allendale, MI



VICE CHAIR
Teresa Cytlak
Ridgeway Floral, Three Rivers, MI



DESIGN CONTEST
Colleen Carr, AIFD, CF
Bella Iventi...Beautiful Events,
Brighton, MI



PRODUCT REVIEWS
Bobbi Ecker-Blatchford, AAF,
AIFD, PFCI
The Flora Pros, Chicago, IL



PROGRAM CHAIR
Brian Bak
Bakman Florist, South Lyon, MI



DESIGNER LIAISON
Deb Hosksema
Marvin's Gardens, Charlevoix, MI



REGISTRATION DESK
Teresa Cytlak
Ridgeway Floral,
Three Rivers, MI



IMMEDIATE PAST CHAIRWOMAN
Bobbi Ecker-Blatchford,
AAF, AIFD, PFCI
The Flora Pros, Chicago, IL



DESIGNER SHOWCASE AIFD
Helen Miller, AIFD, CF
Flowers & Such, Adrian, MI



REGISTRATION DESK
Bob Patterson
Patterson's Flowers,
Big Rapids, MI



APPRECIATION BOUQUETS
Kathie Cottrell
Jackson, MI



DESIGNER SHOWCASE CF
Janna McKinney, CF
Ambiance... Expressing You,
Hastings, MI



RETAIL CART
Brad Youngstrom
Wild Hare Studio, Grand Rapids, MI



BANQUET
Jon Gerych
Gerych's Distinctive Flowers & Gifts
Fenton, MI



FLOWER ROOM COORDINATOR
Jackie Burrell, AIFD, CF
Flowers From Sky's the Limit,
Petoskey, MI



SECURITY
Scott Ballien
Gaudreau The Florist, Saginaw, MI



BANQUET
Rich Thibodeau, CF
Gerych's Distinctive Flowers & Gifts
Fenton, MI



FLOWER ROOM COORDINATOR
Deb Patterson
Patterson's Flowers,
Big Rapids, MI



SILENT AUCTION
Wanita Bovan, CF
June's Floral Company, Mt Morris, MI



BANQUET PROGRAM
Jeanette Gaudreau-Ballien
Gaudreau The Florist, Saginaw, MI



HANDS-ON SESSIONS
Alice Waterous, AIFD, CF, PFCI
Waterous Floral Consultant, Grand
Haven, MI



STAGING/FLORAL GALLERY
Ronald Thompson
Royal Expressions Flowers & Gifts,
Blissfield, MI



BUSINESS SESSIONS
Kiersten Schulte
Eastern Floral & Gifts,
Grand Rapids, MI



INDUSTRY TOUR
Doug Bates, CF
Designs by Vogts, Sturgis, MI



TRADE SHOW
Kevin Adamo
Country Lane Flower Shop,
Brighton/Howell, MI



CONFERENCE DÉCOR
Marisa Rakowski, CF
Freelance Designer, Middleville, MI



MEMBER RECOGNITION
Richard Gleason, CF
PlantScapes, Franklin, MI



VOLUNTEER COORDINATORS
Colleen Siembor
Cardwell Florist, Livonia, MI



CORSAGE BAR
Gary Wells, AIFD
Premier Designs, Kentwood, MI



MFA BOOTH DECOR
Bob Friese, AIFD
Nature's Creative Edge, Fruitport, MI



VOLUNTEER COORDINATORS
Chris McGahey
Nordlie, Inc., Flint, MI



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

THE 2013 FLORAL OLYMPICS SCHEDULE AT A GLANCE

FRIDAY, March 1

8:00 a.m. - 10:00 p.m.	Registration Desk Open	Welsh Lobby
9:30 a.m. - 4:30 p.m.	*Business Session: Rick Rivers and Derrick Myers – Extreme Flower Shop Makeover	River Overlook EF
9:30 a.m. - 4:30 p.m.	*Hands-On Session: John Klingel – Designing and Selling Today's Sympathy	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
6:00 p.m. - 11:00 p.m.	*Industry Tour: bokay by Eastern Floral, Nordlie Inc., Vans Floral Products, & Fruit Basket Flowerland	Welsh Lobby
7:00 p.m. - 9:00 p.m.	Trade Show Open (cash bar)	Steelcase Ballroom AB
7:15 p.m. - 8:30 p.m.	*Hands-On Session: Kim Herbers – FFA Student Certification Test Preparation: Grab and Go Design	River Overlook AB
9:00 p.m. - 10:00 p.m.	Main Stage Show: Carolyn Clark Kurek – Opening Ceremonies of the Floral Olympics!	Steelcase Ballroom AB

SATURDAY, March 2

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Lobby
9:00 a.m. - 10:30 a.m.	Main Stage Business Session: Jamie Jamison Adams – Using Social Media to Market Your Website	Steelcase Ballroom AB
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
9:00 a.m. - 11:00 a.m.	Hands-On Sessions: (Choose One) *Julie Poeltler – Flowers Coming Down the Aisle	River Overlook ABC River Overlook A
9:00 a.m. - 11:30 a.m.	*Carolyn Clark Kurek – Flirting with Fascinators	River Overlook B
9:00 a.m. - 11:30 a.m.	*Doug Bates – “Urn” More Sympathy Sales	River Overlook C
10:00 a.m. - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
10:30 a.m. - 12:00 p.m.	Main Stage Business Session: Jacque Sir Louis – Wedding and Consumer Trends	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 Show: Designer of the Year Run Off – Commentated by Jerome Raska	Steelcase Ballroom AB
1:00 p.m. - 5:00 p.m.	Business Session: Tim Huckabee – The L.O.G.I.C.A.L Way To Take Orders and Increase Profits!	River Overlook EF
2:00 p.m. - 2:30 p.m.	Student Recognition and Teacher Recognition	Steelcase Ballroom AB
2:30 p.m. - 3:30 p.m.	Trade Show Shopping and Product Reviews	Steelcase Ballroom AB
3:30 p.m. - 4:45 p.m.	Main Stage Design Show: Frank Feysa – Color Your World	Steelcase Ballroom AB
6:00 p.m. - 6:45 p.m.	*President's Reception	Center Concourse
7:00 p.m. - 9:00 p.m.	*Recognition and Awards Banquet	Ambassador Ballroom
9:00 p.m. +	*Grand Rapids Nightlife (on own)	Downtown GR

SUNDAY, March 3

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Lobby
8:00 a.m. - 8:30 a.m.	MFA Early Breakfast – Win A Kindle!	Steelcase Ballroom AB
8:00 a.m. - 2:00 p.m.	Silent Auction	Steelcase Ballroom AB
8:00 a.m. - 3:30 p.m.	Trade Show Open	Steelcase Ballroom AB
8:00 a.m. - 3:30 p.m.	Book Fair	Steelcase Ballroom AB
8:30 a.m. - 9:15 a.m.	Main Stage Business Session: Bob Negan – The New Rules of Retail Embracing Change and Going for the Gold	Steelcase Ballroom AB
9:00 a.m. - 11:30 a.m.	Hands-On Sessions: (Choose One) *Frank Feysa – Wedding Techniques *Carolyn Clark-Kurek – Olympic Sympathy Designs	River Overlook AB River Overlook A River Overlook B
9:30 a.m. - 11:00 a.m.	Business Session: Bob Negan – A Customer Focused, Service Driven, Selling Machine	River Overlook EF
10:00 a.m. - 11:15 a.m.	Main Stage Design Show: Julie Poeltler – Balance Beam of Successful Weddings	Steelcase Ballroom AB
11:00 a.m. - 6:00 p.m.	Retail Store – Open Hours	Grand Gallery
11:15 a.m. - 12:30 p.m.	Special Trade Show Shopping Time	Steelcase Ballroom AB
11:30 a.m. - 1:30 p.m.	*Lunch Served	Steelcase Ballroom AB
11:15 a.m. - 12:45 p.m.	Business Session: Bob Negan – Going for the Gold Part 2: How To Get the Maximum Bang from Your Marketing Bucks	River Overlook EF
12:30 p.m. - 1:45 p.m.	Main Stage Design Show: John Klingel – Great Balls of Flowers	Steelcase Ballroom AB
1:00 p.m. - 2:00 p.m.	Business Session: Jamie Jamison Adams – Let's Pin – You, Me and Pinterest	River Overlook EF
2:00 p.m.	Silent Auction Bids Closed	Steelcase Ballroom AB
2:15 p.m. - 3:30 p.m.	Main Stage Business Session: Petra Marquart – The Power of Service	Steelcase Ballroom AB
3:30 p.m. - 3:45 p.m.	Thank You! Save the date for next year and iPad Drawings	Steelcase Ballroom AB
3:30 p.m.	Trade Show Closes	Steelcase Ballroom AB

Flowers&
magazine

Now in
Both
Print &
Digital
Formats

Exciting news! Subscribers to the print edition of *Flowers&* are now receiving links each month to view the current issue online. For more information, or to subscribe, visit us at: www.flowersandmagazine.com



Scan the QR code with your smartphone or tablet to learn more about digital issues—or go to www.flowersandmagazine.com

MFAEVENTS

MFF Hall of Fame Inducts Bobbi Ecker- Blatchford

On October 11, the Michigan Floral Foundation inducted Bobbi Ecker-Blatchford, AAF, AIFD, PFCI into its Hall of Fame. The event was held in the beautiful Pantlind Ballroom at the Amway Grand Plaza Hotel in Grand Rapids.

The evening was presented as a three act play and featured Act One: The Preview, Act Two: Everybody Has A Story and Act Three: Encore. Michigan Floral Association President Alice Waterous, AIFD, CF, PFCI and Norma Chapman emceed the event. Laura Parker, AIFD, CF gave the invocation.

One of the many highlights of the evening was presented during Act Two. It was a video production of Bobbi's life story "Bobbi in Bloom." For those that missed the event but would like to watch the video it can be viewed online at: <http://www.youtube.com/watch?v=z6DDhcAqIss&feature=youtu.be>

After the video, the assembled guests heard from Bobbi's son Bruce Ecker, her daughter Cyndi Campbell and her uncles John and Arthur Kurtt. MFA Executive Vice President Rod Crittenden wrapped up the remarks and introduced Jeanette Ballien, MFF Chair, who welcomed Bobbi to the stage for the award presentation.

Act Three: The Encore included a wonderful inspirational talk by the inductee. In her energetic, optimistic voice Bobbi acknowledged many of the dignitaries in



Bobbi Ecker-Blatchford, AAF, AIFD, PFCI, accepts the 2012 MFF Hall of Fame Award from Jeanette Ballien, Michigan Floral Foundation Chair.

the audience, including Bob Williams current Society of American Florists' President and Red Kennicott, an SAF Past President.

"Thank you for the support and encouragement of each and every one of you," Bobbi continued. She closed with a favorite poem, "God spoke, and from the arid scene, sprang lush and verdant bowers. And when the earth was beautiful and green, He smiled...and there were flowers."

The Michigan Floral Foundation would like to give special thanks to the following corporate sponsors (listed alphabetically) for their gracious support of the Foundation and the Hall of Fame dinner:

AIFD North Central Chapter; Al Cooley Photography; Fern Trust; *FloraCraft Corporation; Nordlie, Inc; Wm. F. Puckett Ferns; *Smithers-Oasis; *Teleflora.

Anyone wishing to honor Bobbi Ecker-Blatchford through a donation to the Michigan Floral Foundation is welcome to do so. Donations are 100 percent tax deductible. Donations can be mailed to the MFF, P.O. Box 67, Haslett, MI. 48840 or made online at www.michiganfloral.org/mff.html. Call (517) 575-0110 for more information. ✿

**Indicates Full Table Sponsorship for the event*

The Michigan Floral Foundation was founded in 2007 and 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 and record the contributions of those so honored.

DESIGNERSPOTLIGHT

Amor, Amore, L'amour, Love...

BY DOUG BATES, CF, FROM DESIGN'S BY VOGTS, STURGIS, MI — 2012 MFA DESIGNER OF THE YEAR

However you say it, flowers are the language of love. And love it or hate it, Valentine's Day is a major holiday in our industry. The key to loving it is being prepared, and the folks at Nordlie help you do just that!

In our shop, we start preparing for Valentine's Day while taking down Christmas decor, because if it's red (or white, or pink, or purple, or, well, you get the idea!), sparkly, and NOT a poinsettia, it can be transformed into a Valentine's Day accessory.

Whether it's a beaded garland, a bit of ribbon, or a glittered pick, anything left over from the most wonderful time of the year is used to embellish the standard glass vase.

Here we added hearts made of Oasis bouillon wire, then accented with Oasis mega beaded wire, along with ribbon and other Oasis products. We've also embellished with the "Rhinestone" wrap, another product available from Nordlie. We love this product here in Sturgis, and it's an affordable alternative to actual "bling."

Adding some of these products is a super easy way to bring a standard container from ho-hum to hubba hubba!! The best part is that these can be made weeks in advance, giving you more precious time leading up to our most hectic of holidays. You just want to be sure to add the cost of your embellishments into the overall cost of your arrangement.

What goodies do you have left after Christmas? See what you can come up with before you pack it all away, and have fun creating! ✻



Sponsored by



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

INDUSTRYNEWS

A Closer Look at the Kennicott/Vans Merger

BY BARBARA GILBERT, EDITOR

This past September the floral industry was taken by surprise when Kennicott Bros. Company acquired most of the assets of Vans Floral Products. Both Chicago based wholesale distributors have been leaders in the floral industry for many years. The merger was effective October 1, 2012.

Kennicott Bros. was established more than 130 years ago while Vans began operations in 1960. The merger will combine Kennicott's six locations in Illinois and Wisconsin and six Vans locations in Illinois, Indiana, Michigan, Minnesota and Atlanta, Georgia. Vans operations on Damen Ave. in Chicago and in Arlington Heights, IL have been closed as well as the Kennicott wholesale location in Hammond, IN.

Gustavo Gilchrist has succeeded Gary Doran as president of Kennicott Brothers. Jack Van Namen and John Van Namen will fill key executive roles while Doran will serve as a special consultant.

According to CEO Harrison "Red" Kennicott, "The discussions were ongoing for the better part of two years. This was the right time to do it for both our companies.

"In the last few years consolidation certainly has been going on in the wholesale florist segment of the industry and there

will probably be more in the future. The real pressure is on medium size firms who have a brick and mortar business, payroll and inventory and let's say 5-25 employees. They are being squeezed by both larger firms and smaller firms that are set up in an instant. Channels of distribution have changed and will continue to do so.

"In the process of bringing the merger to fruition we have met every single Vans employee and are working closely with the managers. The vast majority of these employees were hired on October 1."

Jack Van Namen commented that his primary job as part of the senior management team will be to retain market share and grow the merged entity.

He also emphasized that "It was always the Van Namen family's objective to make sure the Vans family of employees was taken care of. What better way than for them to become owner operators of a larger merged entity. My father's concern about this was addressed by the positive approach that Kennicott's took toward this end.

"In the future, I see growth and a continued push to provide for value added product and services to a widely diversified retail segment. I am very positive that we can accomplish more together than as separate entities. We have complimentary strengths and market penetration." ✿



A Brief Look at Gustavo Gilchrist

Gustavo Gilchrist, the new president of Kennicott Bros. was born in Medellin, Colombia. His great grandfather came over from Scotland and settled in Chile. His grandfather moved from Chile to Colombia where the family settled. From 1991 to 1999 he worked for Monsanto in Colombia and Mexico.

A chemical engineer by training he started in sales and moved to agro chemicals and then into bio technology. Then in 1999 he decided, in his words, "that now was the time to change careers and do something interesting."

So began his career in the floral industry. He started growing flowers in the Mexican

State of Puebla. With the advice of his partners and friends in the Colombian floral industry, they began by producing fillers such as limonium and statice.

After a time they expanded with winter glads. Their production schedule began when the schedule for Michigan glads ended and conversely ended when the Michigan season began.

Their first bulbs came from Michigan grower Lynn Mayer from whom they also acquired the expertise to plant and cultivate 50 hectares of glads. Strangely enough Kennicott Bros. was one of their three customers the others being Continental Greens in San Antonio and Mex Y Can in Canada. The glad project "went South" because of a pest disease quarantine for gladiolus

rust engendered by bulbs from Brazil.

In 2007 Gilchrist went back to chemical engineering and joined an international vegetable oil company managing their operations in Mexico for two years. He then moved to the U.S. with them. He called Red Kennicott and Gary Doran, then president of Kennicott to renew old ties and the rest is history. He started at Kennicott in 2010 as vice president of corporate development and as of October 1 took over the role of president after Gary Doran retired.

Commenting on the recent merger, Gilchrist stressed, "The key to the Vans integration is that we see it as an invitation to all Vans employees to become part of an ESOP company. I believe this means a lot for the employees."

Kennicott Brothers Company and **Vans Floral Products** have joined forces to bring the Midwest the best in quality, availability and pricing of fresh flowers, plants and supplies. We are excited to share our extensive knowledge, history and experience with you and will continue to serve as your local floral wholesaler.



www.kennicott.com



**KENNICOTT
BROTHERS
COMPANY**
SINCE 1881



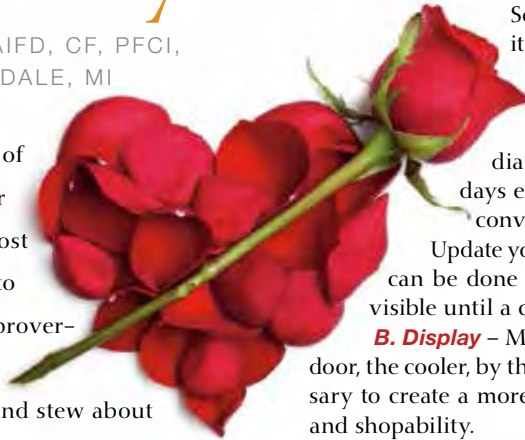
Employee Owned...*it makes a difference*

VALENTINEFEATURE

Getting Ahead of the Game for Valentine's Day!

BY ROBBIN YELVERTON, AAF, AIFD, CF, PFCI, BLUMZ...BY JR DESIGNS, FERNDALE, MI

Valentine's Day...The sound of those words can strike fear in the heart of even the most seasoned florist. OMG!! Some prefer to stick their head in the sand like the proverbial ostrich and pretend that it's not just around the corner. Others fret and stew about it while wringing their hands while actually doing nothing.



So how do you avoid all this nerve wrenching drama?? The 3 P's... Preplan, Prebook and Prepare!

Number One – Preplan

A. Marketing – Print and Flyers – Simple print ads should always include phone, website, and address as well as a call to action! KISS is the rule... “Keep It Simple, Stupid!” Encourage early delivery with GWEP’s (Gift with Early Purchase) and promote additional value by add-on sales.

Social Media –If you don't know how to do it, hire a high school student that does. Give them the materials, pictures, information and other verbiage to put on Facebook and Twitter and follow the progress. Social media is not something that you do one or two days every other week. Think of it as an ongoing conversation with your customers.

Update your website with new custom selections. This can be done weeks ahead and set them to not become visible until a certain date.

B. Display – Map out the areas in the shop, i.e.... near the door, the cooler, by the register, etc... rearrange the shop if necessary to create a more efficient traffic flow and greater visibility and shopability.

Select the necessary props and get them ready.



“Romantic Antike”

Long-lasting Nostalgic Garden Roses, available year round.



For more information, please contact your favorite wholesaler, or visit our web page at www.alexandrafarms.com or call Joey at 305-528-3657. marketing@alexandrafarms.com

Have a general layout of the design with products, props, and signage in place set to go.

As displays are created, take pictures to give to your social media person so that they can then share them online.

C. Recipes/Special Holiday Designs – Select six or eight pre-designed “House Specials,” recipe them out, and design a sample for photos to be used in your advertising.

Train your sales staff to push them as options knowing that they will be already created and only need to be packaged, tagged and delivered.

Don't forget to add these specials to your website, too!! Don't forget, on average, orders placed on the website generally are greater than those placed in person, so don't be afraid to have some higher ticket selections available.

Number Two – Prebook

Order the essentials ahead of the game.

A. Vases and General Supplies/ Hard Goods – Get them in the house as early as possible, priced and in place for use before the fresh product starts demanding your attention.

B. Roses, Cut Flowers and Foliages – Use your records from last year, preorder based on your minimum needs from the last year... then know that you can add extra closer to the holiday. If you plan your recipes well, you can even possibly buy box lots to get a better price due to quantity and prebooking.

C. Additional Holiday Merchandise – i.e... cards, balloons, plush, chocolates and candies, jewelry, etc... Bring it in early, price it and have it ready to display.

Number Three – Prepare

Prepare the following in advance.

A. Staffing – Start planning staff needs, interviewing, and training early! It's easier to hire a couple more than you need and send them home as you don't need them. Besides you never know when someone will get sick or become unavailable at the last minute. Just be extra diligent in watching your cumulative hours!! Overtime is the killer!!

B. Vehicle Maintenance – Get the trucks and vans checked out early! No surprises Valentine's Day!!

C. Review all the notes from last year, pinpoint the areas that needed the most help last year and brainstorm how you can make those areas more effective and better prepared.

D. Preplan some meals for those days when you know that getting everyone fed but still working will be a challenge.

Finally, take a day or so the week before to get away from the “craziness” and have a moment... schedule a massage or a pamper day... whatever helps clear your head and reduce stress. You need to be on your game both physically and mentally to be able to handle the stress, strain and demand of the holiday. It not only will make you a better boss, but also a more effective leader! ✿



*Saginaw Valley
Flower Exchange, Inc.*

INVITES YOU TO STOP IN
TO SEE THE NEW STYLES AND
TRENDS FOR CHRISTMAS 2012

*Trim – Trees – Ribbons
and much, much, more!*

*We look forward
to serving you!*

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



MHI FUND GROWING SAVINGS!

Safety has Growing Rewards!

\$1.9 MILLION RETURNED TO MEMBERS IN 2012

- Workers' Compensation Insurance with a 45% Average Premium Return
 - Safety & Loss Prevention Services
 - Competitive Up-Front Pricing



MICHIGAN | SELF-INSURED
HORTICULTURE | WORKERS'
INDUSTRIES | COMPENSATION
FUND

a member owned program

Endorsed By



www.michiganfloral.org

Contact
Rod Crittenden
rod@michiganfloral.org
517.575.0110



administered by

REGENCY GROUP

800.686.6640 | www.mhifund.org

Professional Education Center

Intermediate to Advance Floral Design Workshop

Instructor: Tim Latimer, CF
Member \$179.95
Non-Member \$199.95
Saturday
December 1, 2012
10:00 a.m. - 5:00 p.m.
Lunch Included

Get inspired for the holidays. This class will teach you to become better designers and give you new ideas and techniques. Basing, layering, and framing will be covered along with working with tropicals and other unusual products. Learn a vegetative or landscape design. Call Cindy at the MFA Office, 517-575-0110, to register.

Bring your own tools.

Steps to Certification

Instructor: Cindy S. Ching, AIFD, CF
Member \$149.00
Non-Member \$199.00
Tuesday
January 8, 2013
10:00 am - 4:30 pm
Lunch Included

Cindy will guide those who plan on becoming Certified Florists. The session will cover do's and don'ts, methods and mechanics, insight and answers. This is a hands-on experience. There will be 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, using all the new CF written and hands-on sections. 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. Call Cindy at the MFA Office, 517-575-0110, to register.

Bring your own tools.

AIFD Prep Workshop

Member \$399.95
Non-Member \$449.95
Saturday
January 12, 2013
9:30 a.m. - 5:00 p.m.

Do you want to become AIFD?

This workshop will help you prepare to become an AIFD designer. You will be given fresh flowers, supplies and an order to fill, which will be timed just like the real test. Then, AIFD members will critique you and provide helpful information to help you get ready to take the AIFD test. Call Cindy at the MFA Office, 517-575-0110 to register and for a list of reasonable hotels close by.

Bring your own tools.

Derek Woodruff, AIFD, CF, enthusiastically indorses the workshop saying "This workshop pre-test is great! It helped me tremendously with mechanics, creative flair and much more. It was very helpful having the professionals tell you what you are doing wrong and what you need to do better. If you have any questions, you may contact me at floralunderground@gmail.com or phone at 231-715-6550."

Save the date Monday, March 25, 2013, for Bob Friese's annual Nature Creative Edge workshop.
This workshop is held in Fruitport, MI. For more details call the MFA office at 517-575-0110.

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

UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)			Statement of Ownership, Management, and Circulation		
1. Publication Title The Professional Florist	2. Publication Number 02 6 2 - 1 7 X	3. Filing Date 10.23.12	14. Issue Date for Circulation Data Below Issue VI 2012		
4. Issue Frequency Bi-Monthly	5. Number of Issues Published Annually SIX	6. Annual Subscription Price \$60 - \$610	Average No. Copies Each Issue During Preceding 12 Months		
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®) 1152 Haslett Rd Haslett, MI 48840	8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) 1152 Haslett Rd Haslett, MI 48840	9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank) Publisher (Name and complete mailing address): Rod Crittenden 1152 Haslett Rd Haslett, MI 48840 Editor (Name and complete mailing address): Barbara Gilbert 1152 Haslett Rd Haslett, MI 48840 Managing Editor (Name and complete mailing address): None	15. Extent and Nature of Circulation		
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all individual owners owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of all individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)	11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box: <input checked="" type="checkbox"/> None	12. Publication of Statement of Ownership <input checked="" type="checkbox"/> If this publication is a general publication, submission of this statement is required. Will be printed. <input type="checkbox"/> Publication not required.	16. <input type="checkbox"/> Total circulation includes electronic copies. Report circulation on PS Form 3526-X worksheet.		
Full Name: Michigan Floral Association	Complete Mailing Address: PO Box 67 Haslett, MI 48840	13. Total Paid Distribution (Sum of 13a(1), (2), (3), and (4))	17. Total Free or Nominal Rate Distribution (Sum of 17(1), (2), (3) and (4))		
13a(1) Mailed Outside-County Paid Subscriptions (based on PS Form 3541) (include paid distribution above normal rate, advertiser's proof copies, and exchange copies)	13a(2) Mailed In-County Paid Subscriptions (based on PS Form 3541) (include paid distribution above normal rate, advertiser's proof copies, and exchange copies)	13a(3) Paid Distribution Outside the Mails (including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®)	13a(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	17(1) Free or Nominal Rate Outside-County Copies (based on PS Form 3541)	17(2) Free or Nominal Rate In-County Copies (based on PS Form 3541)
13b Total Paid Distribution (Sum of 13a(1), (2), (3), and (4))	13c Total Free or Nominal Rate Distribution (Sum of 17(1), (2), (3) and (4))	13d Total Free or Nominal Rate Distribution (Sum of 17(1), (2), (3) and (4))	13e Total Distribution (Sum of 13c and 13d)	13f Copies not Distributed (See instructions to Publishers #4 (page #2))	13g Total (Sum of 13d and g)
13e Total Paid Distribution (Sum of 13a(1), (2), (3), and (4))	13f Total Free or Nominal Rate Distribution (Sum of 17(1), (2), (3) and (4))	13g Total Distribution (Sum of 13d and 13e)	13h Copies not Distributed (See instructions to Publishers #4 (page #2))	13i Total (Sum of 13g and h)	13j Percent Paid (13d divided by 13i times 100)
13f Total Free or Nominal Rate Distribution (Sum of 17(1), (2), (3) and (4))	13g Total Distribution (Sum of 13d and 13e)	13h Copies not Distributed (See instructions to Publishers #4 (page #2))	13i Total (Sum of 13g and h)	13j Percent Paid (13d divided by 13i times 100)	13k Percent Free (13e divided by 13i times 100)
13g Total Distribution (Sum of 13d and 13e)	13h Copies not Distributed (See instructions to Publishers #4 (page #2))	13i Total (Sum of 13g and h)	13j Percent Paid (13d divided by 13i times 100)	13k Percent Free (13e divided by 13i times 100)	13l Total (Sum of 13i and l)
13h Copies not Distributed (See instructions to Publishers #4 (page #2))	13i Total (Sum of 13g and h)	13j Percent Paid (13d divided by 13i times 100)	13k Percent Free (13e divided by 13i times 100)	13l Total (Sum of 13i and l)	13m Total (Sum of 13i and m)
13i Total (Sum of 13g and h)	13j Percent Paid (13d divided by 13i times 100)	13k Percent Free (13e divided by 13i times 100)	13l Total (Sum of 13i and l)	13m Total (Sum of 13i and m)	13n Total (Sum of 13i and n)
13j Percent Paid (13d divided by 13i times 100)	13k Percent Free (13e divided by 13i times 100)	13l Total (Sum of 13i and l)	13m Total (Sum of 13i and m)	13n Total (Sum of 13i and n)	13o Total (Sum of 13i and o)
13k Percent Free (13e divided by 13i times 100)	13l Total (Sum of 13i and l)	13m Total (Sum of 13i and m)	13n Total (Sum of 13i and n)	13o Total (Sum of 13i and o)	13p Total (Sum of 13i and p)
13l Total (Sum of 13i and l)	13m Total (Sum of 13i and m)	13n Total (Sum of 13i and n)	13o Total (Sum of 13i and o)	13p Total (Sum of 13i and p)	13q Total (Sum of 13i and q)
13m Total (Sum of 13i and m)	13n Total (Sum of 13i and n)	13o Total (Sum of 13i and o)	13p Total (Sum of 13i and p)	13q Total (Sum of 13i and q)	13r Total (Sum of 13i and r)
13n Total (Sum of 13i and n)	13o Total (Sum of 13i and o)	13p Total (Sum of 13i and p)	13q Total (Sum of 13i and q)	13r Total (Sum of 13i and r)	13s Total (Sum of 13i and s)
13o Total (Sum of 13i and o)	13p Total (Sum of 13i and p)	13q Total (Sum of 13i and q)	13r Total (Sum of 13i and r)	13s Total (Sum of 13i and s)	13t Total (Sum of 13i and t)
13p Total (Sum of 13i and p)	13q Total (Sum of 13i and q)	13r Total (Sum of 13i and r)	13s Total (Sum of 13i and s)	13t Total (Sum of 13i and t)	13u Total (Sum of 13i and u)
13q Total (Sum of 13i and q)	13r Total (Sum of 13i and r)	13s Total (Sum of 13i and s)	13t Total (Sum of 13i and t)	13u Total (Sum of 13i and u)	13v Total (Sum of 13i and v)
13r Total (Sum of 13i and r)	13s Total (Sum of 13i and s)	13t Total (Sum of 13i and t)	13u Total (Sum of 13i and u)	13v Total (Sum of 13i and v)	13w Total (Sum of 13i and w)
13s Total (Sum of 13i and s)	13t Total (Sum of 13i and t)	13u Total (Sum of 13i and u)	13v Total (Sum of 13i and v)	13w Total (Sum of 13i and w)	13x Total (Sum of 13i and x)
13t Total (Sum of 13i and t)	13u Total (Sum of 13i and u)	13v Total (Sum of 13i and v)	13w Total (Sum of 13i and w)	13x Total (Sum of 13i and x)	13y Total (Sum of 13i and y)
13u Total (Sum of 13i and u)	13v Total (Sum of 13i and v)	13w Total (Sum of 13i and w)	13x Total (Sum of 13i and x)	13y Total (Sum of 13i and y)	13z Total (Sum of 13i and z)
13v Total (Sum of 13i and v)	13w Total (Sum of 13i and w)	13x Total (Sum of 13i and x)	13y Total (Sum of 13i and y)	13z Total (Sum of 13i and z)	13aa Total (Sum of 13i and aa)
13w Total (Sum of 13i and w)	13x Total (Sum of 13i and x)	13y Total (Sum of 13i and y)	13z Total (Sum of 13i and z)	13aa Total (Sum of 13i and aa)	13ab Total (Sum of 13i and ab)
13x Total (Sum of 13i and x)	13y Total (Sum of 13i and y)	13z Total (Sum of 13i and z)	13aa Total (Sum of 13i and aa)	13ab Total (Sum of 13i and ab)	13ac Total (Sum of 13i and ac)
13y Total (Sum of 13i and y)	13z Total (Sum of 13i and z)	13aa Total (Sum of 13i and aa)	13ab Total (Sum of 13i and ab)	13ac Total (Sum of 13i and ac)	13ad Total (Sum of 13i and ad)
13z Total (Sum of 13i and z)	13aa Total (Sum of 13i and aa)	13ab Total (Sum of 13i and ab)	13ac Total (Sum of 13i and ac)	13ad Total (Sum of 13i and ad)	13ae Total (Sum of 13i and ae)
13aa Total (Sum of 13i and aa)	13ab Total (Sum of 13i and ab)	13ac Total (Sum of 13i and ac)	13ad Total (Sum of 13i and ad)	13ae Total (Sum of 13i and ae)	13af Total (Sum of 13i and af)
13ab Total (Sum of 13i and ab)	13ac Total (Sum of 13i and ac)	13ad Total (Sum of 13i and ad)	13ae Total (Sum of 13i and ae)	13af Total (Sum of 13i and af)	13ag Total (Sum of 13i and ag)
13ac Total (Sum of 13i and ac)	13ad Total (Sum of 13i and ad)	13ae Total (Sum of 13i and ae)	13af Total (Sum of 13i and af)	13ag Total (Sum of 13i and ag)	13ah Total (Sum of 13i and ah)
13ad Total (Sum of 13i and ad)	13ae Total (Sum of 13i and ae)	13af Total (Sum of 13i and af)	13ag Total (Sum of 13i and ag)	13ah Total (Sum of 13i and ah)	13ai Total (Sum of 13i and ai)
13ae Total (Sum of 13i and ae)	13af Total (Sum of 13i and af)	13ag Total (Sum of 13i and ag)	13ah Total (Sum of 13i and ah)	13ai Total (Sum of 13i and ai)	13aj Total (Sum of 13i and aj)
13af Total (Sum of 13i and af)	13ag Total (Sum of 13i and ag)	13ah Total (Sum of 13i and ah)	13ai Total (Sum of 13i and ai)	13aj Total (Sum of 13i and aj)	13ak Total (Sum of 13i and ak)
13ag Total (Sum of 13i and ag)	13ah Total (Sum of 13i and ah)	13ai Total (Sum of 13i and ai)	13aj Total (Sum of 13i and aj)	13ak Total (Sum of 13i and ak)	13al Total (Sum of 13i and al)
13ah Total (Sum of 13i and ah)	13ai Total (Sum of 13i and ai)	13aj Total (Sum of 13i and aj)	13ak Total (Sum of 13i and ak)	13al Total (Sum of 13i and al)	13am Total (Sum of 13i and am)
13ai Total (Sum of 13i and ai)	13aj Total (Sum of 13i and aj)	13ak Total (Sum of 13i and ak)	13al Total (Sum of 13i and al)	13am Total (Sum of 13i and am)	13an Total (Sum of 13i and an)
13aj Total (Sum of 13i and aj)	13ak Total (Sum of 13i and ak)	13al Total (Sum of 13i and al)	13am Total (Sum of 13i and am)	13an Total (Sum of 13i and an)	13ao Total (Sum of 13i and ao)
13ak Total (Sum of 13i and ak)	13al Total (Sum of 13i and al)	13am Total (Sum of 13i and am)	13an Total (Sum of 13i and an)	13ao Total (Sum of 13i and ao)	13ap Total (Sum of 13i and ap)
13al Total (Sum of 13i and al)	13am Total (Sum of 13i and am)	13an Total (Sum of 13i and an)	13ao Total (Sum of 13i and ao)	13ap Total (Sum of 13i and ap)	13aq Total (Sum of 13i and aq)
13am Total (Sum of 13i and am)	13an Total (Sum of 13i and an)	13ao Total (Sum of 13i and ao)	13ap Total (Sum of 13i and ap)	13aq Total (Sum of 13i and aq)	13ar Total (Sum of 13i and ar)
13an Total (Sum of 13i and an)	13ao Total (Sum of 13i and ao)	13ap Total (Sum of 13i and ap)	13aq Total (Sum of 13i and aq)	13ar Total (Sum of 13i and ar)	13as Total (Sum of 13i and as)
13ao Total (Sum of 13i and ao)	13ap Total (Sum of 13i and ap)	13aq Total (Sum of 13i and aq)	13ar Total (Sum of 13i and ar)	13as Total (Sum of 13i and as)	13at Total (Sum of 13i and at)
13ap Total (Sum of 13i and ap)	13aq Total (Sum of 13i and aq)	13ar Total (Sum of 13i and ar)	13as Total (Sum of 13i and as)	13at Total (Sum of 13i and at)	13au Total (Sum of 13i and au)
13aq Total (Sum of 13i and aq)	13ar Total (Sum of 13i and ar)	13as Total (Sum of 13i and as)	13at Total (Sum of 13i and at)	13au Total (Sum of 13i and au)	13av Total (Sum of 13i and av)
13ar Total (Sum of 13i and ar)	13as Total (Sum of 13i and as)	13at Total (Sum of 13i and at)	13au Total (Sum of 13i and au)	13av Total (Sum of 13i and av)	13aw Total (Sum of 13i and aw)
13as Total (Sum of 13i and as)	13at Total (Sum of 13i and at)	13au Total (Sum of 13i and au)	13av Total (Sum of 13i and av)	13aw Total (Sum of 13i and aw)	13ax Total (Sum of 13i and ax)
13at Total (Sum of 13i and at)	13au Total (Sum of 13i and au)	13av Total (Sum of 13i and av)	13aw Total (Sum of 13i and aw)	13ax Total (Sum of 13i and ax)	13ay Total (Sum of 13i and ay)
13au Total (Sum of 13i and au)	13av Total (Sum of 13i and av)	13aw Total (Sum of 13i and aw)	13ax Total (Sum of 13i and ax)	13ay Total (Sum of 13i and ay)	13az Total (Sum of 13i and az)
13av Total (Sum of 13i and av)	13aw Total (Sum of 13i and aw)	13ax Total (Sum of 13i and ax)	13ay Total (Sum of 13i and ay)	13az Total (Sum of 13i and az)	13ba Total (Sum of 13i and ba)
13aw Total (Sum of 13i and aw)	13ax Total (Sum of 13i and ax)	13ay Total (Sum of 13i and ay)	13az Total (Sum of 13i and az)	13ba Total (Sum of 13i and ba)	13bb Total (Sum of 13i and bb)
13ax Total (Sum of 13i and ax)	13ay Total (Sum of 13i and ay)	13az Total (Sum of 13i and az)	13ba Total (Sum of 13i and ba)	13bb Total (Sum of 13i and bb)	13bc Total (Sum of 13i and bc)
13ay Total (Sum of 13i and ay)	13az Total (Sum of 13i and az)	13ba Total (Sum of 13i and ba)	13bb Total (Sum of 13i and bb)	13bc Total (Sum of 13i and bc)	13bd Total (Sum of 13i and bd)
13az Total (Sum of 13i and az)	13ba Total (Sum of 13i and ba)	13bb Total (Sum of 13i and bb)	13bc Total (Sum of 13i and bc)	13bd Total (Sum of 13i and bd)	13be Total (Sum of 13i and be)
13ba Total (Sum of 13i and ba)	13bb Total (Sum of 13i and bb)	13bc Total (Sum of 13i and bc)	13bd Total (Sum of 13i and bd)	13be Total (Sum of 13i and be)	13bf Total (Sum of 13i and bf)
13bb Total (Sum of 13i and bb)	13bc Total (Sum of 13i and bc)	13bd Total (Sum of 13i and bd)	13be Total (Sum of 13i and be)	13bf Total (Sum of 13i and bf)	13bg Total (Sum of 13i and bg)
13bc Total (Sum of 13i and bc)	13bd Total (Sum of 13i and bd)	13be Total (Sum of 13i and be)	13bf Total (Sum of 13i and bf)	13bg Total (Sum of 13i and bg)	13bh Total (Sum of 13i and bh)
13bd Total (Sum of 13i and bd)	13be Total (Sum of 13i and be)	13bf Total (Sum of 13i and bf)	13bg Total (Sum of 13i and bg)	13bh Total (Sum of 13i and bh)	13bi Total (Sum of 13i and bi)
13be Total (Sum of 13i and be)	13bf Total (Sum of 13i and bf)	13bg Total (Sum of 13i and bg)	13bh Total (Sum of 13i and bh)	13bi Total (Sum of 13i and bi)	13bj Total (Sum of 13i and bj)
13bf Total (Sum of 13i and bf)	13bg Total (Sum of 13i and bg)	13bh Total (Sum of 13i and bh)	13bi Total (Sum of 13i and bi)	13bj Total (Sum of 13i and bj)	13bk Total (Sum of 13i and bk)
13bg Total (Sum of 13i and bg)	13bh Total (Sum of 13i and bh)	13bi Total (Sum of 13i and bi)	13bj Total (Sum of 13i and bj)	13bk Total (Sum of 13i and bk)	13bl Total (Sum of 13i and bl)
13bh Total (Sum of 13i and bh)	13bi Total (Sum of 13i and bi)	13bj Total (Sum of 13i and bj)	13bk Total (Sum of 13i and bk)	13bl Total (Sum of 13i and bl)	13bm Total (Sum of 13i and bm)
13bi Total (Sum of 13i and bi)	13bj Total (Sum of 13i and bj)	13bk Total (Sum of 13i and bk)	13bl Total (Sum of 13i and bl)	13bm Total (Sum of 13i and bm)	13bn Total (Sum of 13i and bn)
13bj Total (Sum of 13i and bj)	13bk Total (Sum of 13i and bk)	13bl Total (Sum of 13i and bl)	13bm Total (Sum of 13i and bm)	13bn Total (Sum of 13i and bn)	13bo Total (Sum of 13i and bo)
13bk Total (Sum of 13i and bk)	13bl Total (Sum of 13i and bl)	13bm Total (Sum of 13i and bm)	13bn Total (Sum of 13i and bn)	13bo Total (Sum of 13i and bo)	13bp Total (Sum of 13i and bp)
13bl Total (Sum of 13i and bl)	13bm Total (Sum of 13i and bm)	13bn Total (Sum of 13i and bn)	13bo Total (Sum of 13i and bo)	13bp Total (Sum of 13i and bp)	13bq Total (Sum of 13i and bq)
13bm Total (Sum of 13i and bm)	13bn Total (Sum of 13i and bn)	13bo Total (Sum of 13i and bo)	13bp Total (Sum of 13i and bp)	13bq Total (Sum of 13i and bq)	13br Total (Sum of 13i and br)
13bn Total (Sum of 13i and bn)	13bo Total (Sum of 13i and bo)	13bp Total (Sum of 13i and bp)	13bq Total (Sum of 13i and bq)	13br Total (Sum of 13i and br)	13bs Total (Sum of 13i and bs)
13bo Total (Sum of 13i and bo)	13bp Total (Sum of 13i and bp)	13bq Total (Sum of 13i and bq)	13br Total (Sum of 13i and br)	13bs Total (Sum of 13i and bs)	13bt Total (Sum of 13i and bt)
13bp Total (Sum of 13i and bp)	13bq Total (Sum of 13i and bq)	13br Total (Sum of 13i and br)	13bs Total (Sum of 13i and bs)	13bt Total (Sum of 13i and bt)	13bu Total (Sum of 13i and bu)
13bq Total (Sum of 13i and bq)	13br Total (Sum of 13i and br)	13bs Total (Sum of 13i and bs)	13bt Total (Sum of 13i and bt)	13bu Total (Sum of 13i and bu)	13bv Total (Sum of 13i and bv)
13br Total (Sum of 13i and br)	13bs Total (Sum of 13i and bs)	13bt Total (Sum of 13i and bt)	13bu Total (Sum of 13i and bu)	13bv Total (Sum of 13i and bv)	13bw Total (

Business Insurance.



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

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

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

Auto-Owners Insurance

As a member of the



MichiganFloral
ASSOCIATION

You'll save big!

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

Mr. Steve Grinnell

David Chapman Agency

sgrinnell@davidchapmanagency.com

PH: (517) 321-4600

Certified Florist Manual & Testing

Did you know? MFA's Certified Florist (CF) program is a comprehensive program that covers all aspects of professional floristry and is the most affordable program available to florists today. And the most convenient: you can self-study at your own pace with this great manual/reference resource. The Certified Florist accreditation is nationally recognized and an approved pathway to AIFD accreditation. MFA offers an optional, educational "Steps to Certification" class to help prepare for certification. Other Certification or Certified Floral Designer programs available today would cost you over \$1,000 and could take you years to accomplish! But not this program:

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

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

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

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

The CF Manual consists of the following chapters and books:

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



**Visit www.michiganfloral.org
or call 517-575-0110
and register today!**

CLASSIFIED ADS

HELP WANTED

Manager: Experienced manager needed to run Terry's Enchanted Garden. Please give us a call and fax us your resume if you want to apply. Must have previous experience running a business, great communication and leadership skills. Great customer service skills are also required. Floral knowledge is preferred but not required. Ph: 310-707-5695 Fax: 281-664-5832.

Designer: Terry's Enchanted Garden is looking for an experienced designer. If you feel you have what it takes to complement our store with your creative designs, please set up an appointment to grace us with your talent. We have a pleasant work environment and we would be excited to see what you can do. Please give us a call. Ph: 310-707-5695 Fax: 281-664-5832.

Full Time Floral Designer Wanted: Teleflora shop in Hastings, MI needs someone with training and/or experience. Send resume to Barlow Florist 109 W. State St. Hastings, MI 49058, Fax to: (269) 945-0469 or email: barlowflorist@barlowflorist.com.

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



BUSINESSCARDADS



Bing Goss
President/CEO

2836 Brookwood S.E.
Grand Rapids, MI 49512
516.949.2200
Fax: 616.949.9009
800.494.2202
bing@goss.net
www.easternfloral.com

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

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



(248) 437-4168

Brian Bak
Owner

22880 Pontiac Trail • South Lyon, MI 48178
Hours: Monday - Friday 9 - 6, Saturday 9 - 4
www.flowersbybakman.com



Conner Park
FLORIST, INC.

JOHN ADAMO
Family owned & operated

www.connerpark.com
Detroit (313) 527-7550 • (313) 521-0501 fax
St. Clair Shores (810) 773-1500 • (810) 772-9414 fax
1-800-272-5270

Ridgeway
Floral & Gifts

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




Flowers from
Sky's The Limit

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

the professional
florist

The Professional Florist (ISSN 2150-8658, USPS 008593) is the official membership publication of the Michigan Floral Association, 1152 Haslett Road, Haslett, MI 48840. All membership dues include a \$50 subscription fee. Non-member subscriptions are available at the same rate for selected research, publication and related personnel. *The Professional Florist* is published bi-monthly for members of Michigan Floral Association.

Periodicals postage paid at Haslett, Michigan and other additional offices.

POSTMASTER: Send address changes to *The Professional Florist*, P.O. Box 67, Haslett, MI 48840. Phone: (517) 575-0110. FAX: (517) 575-0115.

The Michigan Floral Association is not responsible for statements or opinions published in *The Professional Florist*. They represent the views of the author and are not necessarily the views of MFA or its staff.

MISSION STATEMENT

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

VENDORS

NEED DISPLAY OR STORAGE COOLERS?



800-521-0398 www.SRC.us



Post Gardens
Greenhouses
Battle Creek Division

3055 W. Michigan Ave. • Battle Creek, MI 49017

JIM TUINIER
Owner

PH. 269-963-1519
FAX 269-963-3123
jim@postgardens.com



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

A Beautiful Advertising Opportunity



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

Florists on Facebook!

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

THE
Bella
VASE

AN ALL
AMERICAN

Beauty

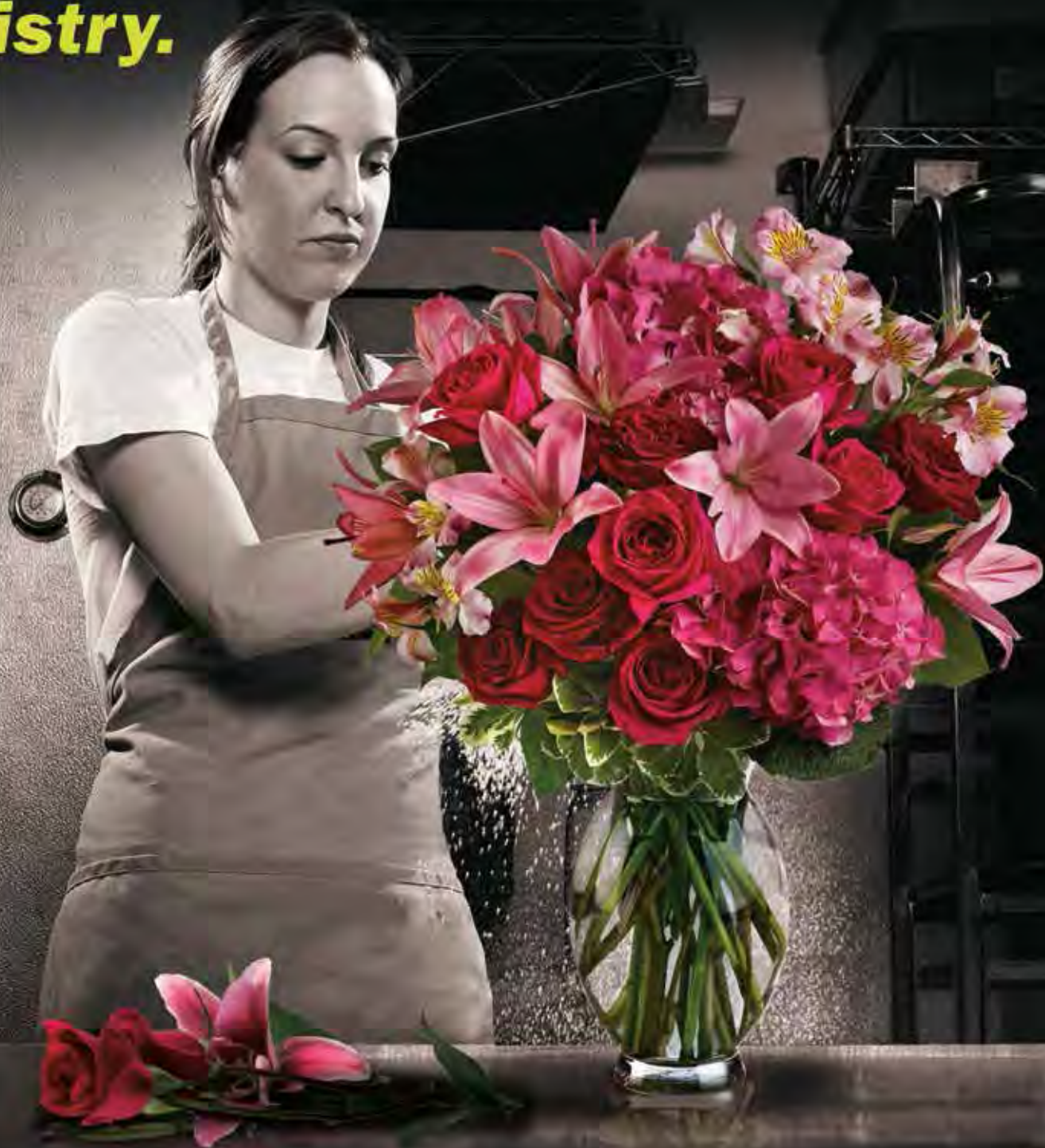


#4060

Syndicate
sales inc.



You can't drop-ship artistry.



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

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

teleflora

©2009 Teleflora FM2524

**SAVE THE
FLORISTS.**