



Volume III 2011

the professional florist

**Spotlight
on
Smithers-Oasis**

**Spring
Wedding
Trends**

**The
Latest in
Cut Flowers**



2011 Expo Recap



DIAMOND AWARD
WINNING PUBLICATION
MSAE

celebrate!
the Joy of Spring

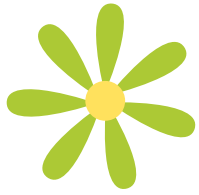
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the professional florist

Volume III 2011

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Michigan Floral 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

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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.



Thank you to our floral photographer!

MFA would like to thank photographer Al Cooley for snapping all the Expo photos and capturing the excitement of the weekend! From the tradeshow floor to the award winners to the beautiful blooms, Al photographed it all. Al owns Squareshooter Photography, 3931 Ravines Dr., Allendale, MI. 49401. If you would like to purchase a keepsake disc with all the Expo photos – 1,887 photos to be exact! – please contact the MFA office at (517) 575-0110 or e-mail Cindy Ching, AIFD, CF, CFD, at cindy@michiganfloral.org.

LEADERSHIPREPORT

A Record Year for 150 MFA Members

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



Last month, the new director for the State of Michigan Worker's Compensation Agency, Mr. Kevin A. Elsenheimer, authorized the MHI Fund Board of Directors to return \$1,870,000 to the participating members. This represents the largest annual return to date. If you are reading this and are in the fund, congratulations. If you aren't in the fund and would

like to start sharing in future returns, contact me immediately and we'll work to move you into the fund ASAP.

As you'll see further on in this issue, the 2011 Great Lakes Floral Expo (GLFE) was again the place to be the first weekend in March. We had more than 454 in attendance: 105 buyers, 254 retailers, 51 students, 90 exhibitors and 39 others (presenters and other attendees.) A photo CD with 1,887 photos is available for \$31.65 (includes tax and S/H.) Contact the MFA office to purchase. Mark your calendar and save the dates of March 2-4, 2012, for Sell-O-Bration, the 2012 GLFE. You won't want to miss this once-a-year event!

Here are a couple of other dates to mark while you have

your calendar out. August 10 is the 2011 MFA Golf Outing at Eldorado Golf Course and September 20 is the Michigan Floral Foundation Hall of Fame dinner. This year we will be inducting Mr. James Nordlie. See page 18 for more on golf and page 22 for more on the dinner.

Looking for a great option for inspiring your staff over the summer months? Why not try a hands-on class in your shop and have your employees learn first-hand from one of MFA's professional instructors. You'll not only have a fun learning experience, but when you're finished you can sell what was made to help offset the minimal charge for holding the class. See page 9 for more on this great new opportunity.

By now I hope you've discovered the publication *FloraCulture International* in your mailboxes. This is a top-notch industry publication that has distribution worldwide. We are very proud to be associated with this publication. I would like to thank Ron van der Ploeg, the publication's editor, for including MFA members on the mailing list. 2011 is off to a great start; stay sharp and stay on top of your game. Remember: you are helping people express feelings with flowers everyday. Keep up the good work and happy selling. ✿

Welcome **New MFA Members!**

ACTIVE MEMBERS

Vandenberg Bulb Company – John Vandenberg
P.O. Box 468, Howell, MI 48843
Phone (517) 546-3813
www.vandenbergbulb.com

Fruit Basket Flowerland – Sue Jeurink
765 28th Street, Wyoming, MI 49509
Phone (616) 532-5934
www.myflowerland.com

Seiverts Floral – Denny Seivert and Brian Smith
925 S. Burdick Street, Kalamazoo, MI 49001
Phone (269) 382-3338
www.seivertsfloral.com

Forget Me Not Florist – Lynn Brow
P.O. Box 717, Suttons Bay, MI 49682
Phone (231) 271-1997
www.suttonsbayflorist.com

STUDENT MEMBERS

Jeannine Sturgeon
3196 Cottontrail Court, Ann Arbor, MI 48103

Pat Root
P.O. Box 832, Novi, MI 48376

Patti Bonnell
9224 S. West Bayshore Dr. Traverse City, MI 49684

Heather Kortokrax
1544 Round Lake Rd, Interlochen, MI 49643

With Gratitude

Four hundred and fifty industry members and students participated in the 2011 Great Lakes Floral Expo. The Expo wouldn't be possible without the companies and volunteers who donate their products and time to ensure a successful event. Please support these quality companies with your business whenever possible!

If you are interested in helping in 2012, please visit www.michiganfloral.org or e-mail Rod Crittenden at rod@michiganfloral.org.

Thank you to the Expo Exhibitors!

Accent Décor
www.accentdecor.com
BloomNet
www.bloomnet.net
DWF
www.dwfwholesale.com
Floracraft
www.floracraft.com
Flower Shop Network
www.flowershopnetwork.com
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Mayesh Wholesale
www.mayesh.com
Mains Importing
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Sun Valley Group
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SurePin
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Teleflora
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The Queen's Flower/Benchmark Growers
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Thank you to the Corporate Sponsors!

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*MHI Fund
Smithers-Oasis
Surepin
*Teleflora
*Wesley Berry Flowers
Womar Glass

Thank you to the Product Donors!

These sponsors, wholesalers and growers donated 100 percent of the product used for the Expo!
**Designates MFA Member*
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Acolyte Technologies
Amy's Orchids
Benchmark Growers / Queens
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Chrysal USA
Design Master Color Tool
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Equiflor/Rio Roses

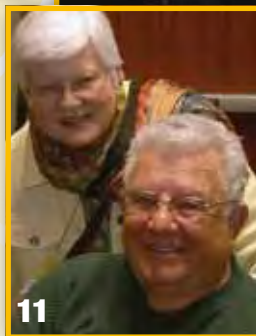
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Fern Trust
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FloraGlas
Floreloy
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Fitz Designs
Fresca Farms
Golden Flowers
Green Valley Floral
*Hyacinth House
*John Henry Company
Knud Neilsen
*Lion Ribbon
Little Miami
MAC Technologies
*Mains Importing
May Art Ribbon
*Mayesh Wholesale Florist
National Orchid
*Nordlie, Inc.
Pacific Coast Exer
Penacaflor
Quality Florida Greens
Reliant Ribbon
Resendiz Brothers
*Rokay Floral
Rosa Flora
Royal Farms
*Saginaw Valley Flower Exchange
San Diego Wholesale
Schubert Nurseries
Smithers-Oasis
Surepin
Syndicate Sales
The Sun Valley Group
Transflora
*Van's Floral Products
Victor Powell Ferneries

Thank you to the Expo Volunteers!

The MFA would like to give a very special 'thank you' to the many amazing volunteers who worked tirelessly all Expo weekend to make it a huge success. We couldn't do it without you and we honor your hard work and dedication. If you would like to be a volunteer in 2012, visit www.michiganfloral.org or e-mail Rod Crittenden at rod@michiganfloral.com.



2011 Great Lakes Floral Expo



1. The Expo registration desk. 2. Gary Wells, AIFD, preps roses for the banquet. 3. Rose centerpieces all set for the banquet. 4. Janna McKinney, CF, pulling flowers for hands-on workshops 5. Brad Youngstrom, CF, in the Van's Floral Products booth. 6. Lea Kuklinski, CF, making bouquets for the retail store in Grand Gallery. 7. L-R Colleen Carr, AIFD, CF, Kathy Petz, AAF, CF, PFCI, Janice Curran and Kathie Cottrel. 8. Kara Meyers modeling a bridal bouquet by Loann Burke, AIFD, PFCI. 9. J. Schwanke, AAF, AIFD, CFD, PFCI, NSA and Kim Carson, host of the nationally syndicated Faith Hope and Love Songs and radio personality on 100.5 The RIVER, which featured Derek Woodruff AIFD, CF, CFD and artist James Lutke. 10. Krista Haveman at the Lakeshore Candle Company exhibitor booth. 11. Ruth Cooley and Keith Crittenden enjoy catching up and seeing so many new faces. 12. Florists mingle at the Saturday President's Reception.



13



14



15



16



17



18



19



20



21



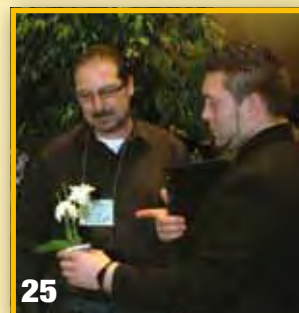
23



24



22



25

13. Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, emcees while Derek Woodruff, AIFD, CF, Doug Bates, CF, Connie Robinson, Erika Karuslus and Betsy Cangiano compete for Designer of the Year. 14. Florists packed the floor to watch a main stage show. 15. An attendee making a bridal bouquet in a hands-on workshop. 16. The John Henry exhibitor booth with Nancy Bedenbender and Bob Shockey. 17. Student designers making bouquets for the retail store using a new variety of green carnation. 18. J. Keith White, AIFD, in his main stage show sponsored by FTD. 19. John Hosek, AIFD, CF, PFCI, at his main stage show sponsored by Teleflora. 20. Loann Burke at her main stage show sponsored by Smithers-Oasis. 21. Dick Gleason, CF, with Donna Theimer, AIFD, and her floral design students, from Joliet IL. 22. Debbie Royal, AIFD, CF, making a special hand-tied bouquet. 23. Bill Taylor, AIFD, presenting a main stage show sponsored by BloomNet. 24. Jim Schmidt and Alice Waterous, AIFD, CF, CFD, PFCI, emcee the banquet. 25. Jacob Dean from Hyacinth House working with Orv Borg from Flowers of the Lakes.

2011 MFA Design Contest Winners SPONSORED BY TELEFLORA AND MFA

The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Winners receive certificates, cash awards and recognition in *The Professional Florist* magazine. In addition, the individual named "MFA Designer of the Year" will be the featured "Designer Spotlight" designer in six issues of the *The Professional Florist*. The contest serves as an exceptional opportunity for designers to learn and exchange new ideas while competing, receive professional recognition for their work, and is an excellent opportunity to gain publicity for you and your shop.

MFA Designer of the Year

In order to obtain "MFA Designer of the Year" status, contestants had to enter all three Professional Division categories.



The five individuals with the highest cumulative points from all three design categories were selected as finalists to earn the chance to compete in a Spontaneous Surprise Package competition. The winner received a \$300 cash prize, recognition plaque and the coveted title of "MFA Designer of the Year."

2011 Designer of the Year
DEREK WOODRUFF, AIFD, CF, CFD
Owner of The Floral Underground
Traverse City, MI



Chuck Bannow Award

This is not a design contest category for entry, but an award given to the entry judged as "Best Overall" from all three professional division categories in the contest. Because Charles "Chuck" Bannow devoted so much of his life to the teaching and enrichment of the floral industry, this award carries his name. All designs were evaluated based on the elements of design, the



professional execution of design mechanics and creativity, with a particular emphasis on originality and innovation.

2011 Chuck Bannow "Best of Show" Award

DEREK WOODRUFF, AIFD, CF, CFD
Owner of The Floral Underground
Traverse City, MI

Academy Division

This division is open to those who are recognized as Academy Designers only. It honors and recognizes those individuals who have consistently achieved high ratings and placements during the MFA Design Contest. Congratulations to all who have achieved this distinctive recognition, and continued encouragement to all who strive for it. The winner also will be given the opportunity



ty to represent MFA in the National Alliance of Floral Associations (NAFA) annual design contest in Denver to compete for the title of National Designer of the year.

Theme: Exploring the Possibilities Event Design

1st Place
JEROME RASKA, AAF, AIFD, CAFA, CF, PFCI
Co-owner of Blumz... By JRDesigns
Detroit and Ferndale, MI

Professional Division

Open to any floral professional gainfully employed full- or part-time in the floral industry. Professionals may not enter the student division, and are not required to enter each of the three categories, unless competing for MFA Designer of the Year.

Fresh Design: Sympathy - Exploring Your Roots



1st Place: DEREK WOODRUFF,
AIFD, CF, CFD
Owner of The Floral Underground,
Traverse City, MI

2nd Place: BETSY CANFIANO
Joliet Junior College, Joliet, IL
3rd Place: LOMA FOWLER, CF
Crystal Springs Florist
Benton Harbor MI

Wedding Design: Permanently Yours



1st Place: BETSY CANFIANO
Joliet Junior College, Joliet, IL
2nd Place: DOUG BATES, CF
Designs by Vogt's, Sturgis, MI
3rd Place: LOMA FOWLER, CF
Crystal Springs Florist
Benton Harbor MI



**Fresh Design:
Explore Your Explorer**

1st Place:
DOUG BATES, CF
Designs by Vogt's
Sturgis, MI

2nd Place:
DEANA GRESS, CF
Wesley Berry Florist
Commerce Township, MI

3rd Place:
TRACEY PARK
Park Place Designs
Battle Creek, MI

Student Division

Open to any full- or part-time student currently enrolled in a high school, enrichment, design school or university floriculture program, and who has not worked "professionally" as a floral designer. Students may not compete in the Professional Division and must prove current student status. Only one entry per student was allowed.

Theme: Explore Pure Michigan

1st Place: DIANE CHAMBERLIN
Joliet Junior College, Joliet, IL

2nd Place: KATHRYNN WAHL
Joliet Junior College, Joliet, IL

3rd Place: KRISTINA LANPHAR
Oakland Schools Tech South West,
Wixom, MI ❁



teleflora®



MichiganFloral
ASSOCIATION

MFA Professional Education is On The Road!

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

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

The workshops available are Wedding, Sympathy, and Flowers-to-Wear/Gluing.

Simply choose the class and instructor (visit www.michiganfloral.org for a complete 2011 class schedule and instructor lists). The classes are 3 hours long and could be held in the evening or during the day. You can do this for yourself or partner with a neighboring shop to maximize the opportunity and lower your expense.

MFA will send you a class confirmation letter and the class handouts in advance, as well as a list of the products needed for each student. You will be responsible for ordering and paying for the products needed for the class. The cost for a class of up to 10 MFA members is just \$300 total, and for non-MFA members is \$450 for up to 10 people. You also will be responsible for providing all flowers/supplies for the class and all instructor travel fees. **Our goal is to get education to the retail flower shops in order to keep you at the forefront of floral design.**

Visit www.michiganfloral.org for a Complete 2011 Class Schedule and Instructor Lists.

Reserve a session at your shop or wholesale house today!

Simply fill out the class reservation form and return to the MFA office.

The MFA office will schedule your class/instructor and notify you.

Session Reservation Form Class enrollment limited to 10.

Shop Name: _____ Contact Name: _____

Phone: _____ Fax: _____ E-mail: _____

Session Name: _____

Date you would like to hold a session: _____ Time: _____

\$300 covers up to 10 MFA members \$450 covers up to 10 non-MFA members Charge to: MasterCard Visa American Express

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

Authorized Signature: _____

Print Name: _____

IF PAYING BY CHECK: Check # _____ Amount \$ _____ Date: _____ **Registration Fees are Non-Refundable**

Please return this completed form to the MFA office.

MAIL: MFA – PO Box 67 Haslett, MI 48840 • **FAX:** (517) 575-0115 • **E-MAIL:** cindy@michiganfloral.org

2011 MFA Industry Award Winners



Best of Show

Benchmark Growers, Miami
MFA Executive Vice President Rod Crittenden presents Susana Squetini of Benchmark Growers with the 2011 Best of Show Exhibitor award.



Young Person of the Year

Jason Goei, Eastern Floral Co.
Grand Rapids, MI



Retailer of the Year

Crystal Springs Florist, Benton Harbor, MI
(LtoR) Loma Fowler, AIFD, CF; Shaya Sherwood, Mr. and Mrs. Russell and Lisa Siegert.



Wholesaler of the Year

Rokay Floral, Battle Creek and Plymouth, MI
Carmen Miranda, aka MFA President Alice Waterous, AIFD, CF, CFD, PFCI, presents the award to Rob Stogdill, owner of Rokay Floral.



Special Recognition

Colleen Siembor, Cardwell Florist
Livonia, MI



Retail Employee of the Year

Ronald Thompson, Royal Expressions
Flowers & Gifts, Blissfield, MI



Wholesale Employee of the Year

Jody Rice-Rogers, Rokay Floral, Plymouth, MI



100 Years in Business

Florists' Transworld Delivery, Inc.
Downers Grove, IL



National Service Award

Peter J. Moran
Society of American Florists,
Alexandria, VA



Lifetime Achievement Award

Ray Genter, Flowers by Ray & Sharon
Muskegon, MI



MFA Designer of the Year

Derek Woodruff, AIFD, CF, CFD
The Floral Underground, Traverse City, MI

MFA/Chuck Bannow Award

Derek Woodruff, AIFD, CF, CFD
The Floral Underground, Traverse City, MI

Buy a disc of photographs from the Great Lakes Floral Expo 2011

Great Pictures- Great Memories!
1,887 photos on this disc. Unbelievable pictures!
All these pictures for only \$31.65 (includes tax & s/h)
Order now while supplies last! (517) 575-0110



MFA Scholarship!

Important Reminder

The deadline to apply for MFA's Scholarship Program is June 30!

Winners use the MFA Scholarship to attend the Great Lakes Floral Expo, for Professional Education Center classes and for the Certified Florist program.

Applicants must be employed and working in the floriculture industry or show proof of enrollment in a course of study directly related to the retail floriculture industry. Applicants must have clearly defined career goals, which relate to the industry's course of study.

Download an application today at www.michiganfloral.org. Applications must be received by June 30.



Professional Education Center

Steps to Certification

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

June 1, 2011 and October 12, 2011

10:00 a.m. to 4:00 p.m.

Member: \$149

Non-Member: \$199

(Lunch included in class fee)

Instructor: Cindy Ching, AIFD, CF, CFD

MFA Professional Education Center in Haslett, MI

Alice Waterous, AIFD, CF, CFD, PFCI, MFA president, will be instructing this class on July 10 in Columbus, Ohio!

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

Call the MFA office at (517) 575-0110 for more info!

WEDDINGTRENDS

Spring Wedding Season.

The top tips and trends to bring in the brides

BY GAIL PABST

The spring wedding season is always a great way to show off your designs and what your shop can create. Take a moment and look over what is chic this spring.

● **How do you get the bride to stop in your shop?** Show off your wedding work! Display your work in your windows using dress frames and inexpensive simmer sheer. Create your own dress using about three rolls in bright fun colors for less than \$20, and then put the emphasis on your design pieces. Or, bring the dress frames into your shop as a permanent wedding display. Change the “dress” and bouquets often and then take pictures and put on your blog or Facebook page.



● **Crystals, Crystals, Crystals!** Crystals of all shapes and sizes are everywhere this season. Save money by purchasing the crystals in long



garlands and cut off how much you need. Have them hanging from the table arrangements, in the bouquets or draped on the table. They are the hottest thing this season!

● **What’s an easy decoration and very fashionable?** Rose Balls. These balls are available in small and large sizes, with orchids or not, and in colors to match any décor.



● **Bling it up with Rhinestones!** With or without flowers, these newest accessories are HOT! Show them off by gluing some silk flowers on and



display them to the bride! She is going to love the look. Take a chance – these are different and unique and only available from a floral professional: you!

● **Candles and weddings go together like peanut butter and jelly!** Using disposable candles got easier this spring with candles now available in both round and square shapes in colors galore!



.. Here and Now!

● **Go Back in Time with lots of Feathers!** Look for brides to want feathers in their bouquets, similar to the late 1970's. Also, they want lots of traditional colors, including purple, pink, lavender, teal and navy.



in Chicago. "Garden roses and peonies are very popular. You can find a good source for peony varieties and availability by checking out the peony hotline at www.peonyhotline.com."

Be daring, be bold, and show the brides

you have all the 'right stuff' to make their wedding day perfect! ✿

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



And be sure to have the hottest cut flowers available.

"Flowers this year include hydrangea, dahlias, orchids, ranunculus, lily of the valley and anemones," said Michele Antoniotti, fresh sales at Kennicott Brothers



Professional Florists' Institute

A Private Vocational School Licensed by the State of Michigan

Day & Evening Classes Available

Wesley Berry, Director

Established in 1979

Class Schedules and Enrollment Information Available On-line

www.professionalfloristsinstitute.com

6677 Orchard Lake Rd. West Bloomfield, MI 48322 (248) 669-5786
150 West Congress, Penobscot Building, Detroit, MI
2985 Haggerty Road, Commerce, MI

WEBSAVVY

Alert Yourself!

Let Google fill you in on your company, yourself and your competition

BY GAIL PABST

The Web can be a daunting place, with information about your company, the industry or even yourself circulating without you even knowing it. To keep up-to-date with what is being said, you need to sign up for Google Alerts. At Google Alerts, you enter a query for a particular company, a person or even a group. For example, you can enter "Florist" or "Garden Center." Then Google will send updates to your e-mail, from Web pages, newspaper articles or blogs that match your search term. These e-mails can arrive daily or less often, depending on how much information there is out there. Get started now by going to www.googlealerts.com.

What should you Google Alert? That depends on you; you can go with just a few or go crazy. You can get up to 1,000 alerts for each e-mail address. Here are a few I suggest:

- **YOUR BUSINESS NAME.** You want to know what is being said about your business on the Web, newspapers, blogs, etc. If someone is talking about you, either good or bad, you want to be in on the conversation fast.
- **YOUR NAME.** Same as the business name. You may want to also Google Alert your employees names for the same reason. What is being said out in the world? On a personal note... I have added my children's names, just in case someone is talking about them in blogs, newspapers, etc. [I found my daughter's name for high school golf in a local newspaper that I wasn't even aware that she was mentioned in.]
- **YOUR COMPETITOR.** What are people saying about them and what are they doing? Finding out is a must!

We are here to help...

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Save the Date

2012 Great Lakes Floral Expo

Weekend of
March 2-4, 2012

Amway Grand Plaza Hotel / DeVos Place
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Check www.michiganfloral.org for more information



At Google Alerts, you enter a query for a particular company, a person or even a group. For example, you can enter "Florist" or "Garden Center." Then Google will send updates to your e-mail, from Web pages, newspaper articles or blogs that match your search term.

- **BROAD NAMES** like florist, garden center, wedding flowers, etc.
- Decide which name you would like to search by and expect to find lots of interesting and new items you never would have found before this. You will find newspaper articles from around the world, blogs and Web sites. It truly is amazing!

- You can narrow your search by adding advanced search operators to your query. For example, if you are interested in what is being said about flowers and Valentine's Day, your query should be [Valentine's Day + flowers]. This would make sure that you only received flower-themed Valentine's Day articles, instead of everything being published about the holiday. In the same way, [Valentine's Day -flowers] would omit any mention of Valentine's Day where the term [flowers] was present, while [Valentine's Day OR flowers] would show mentions where at least one term was included. It's all about making your results more relevant.
- Try to be as precise as possible in your search. The more precise your search terms are, the more relevant your alerts will be.

One word of advice: don't go crazy in the beginning with too many alerts – you can always add more. Trust me, if you start with too many, you will never read them all. Google Alerts is one of the cheapest (free) ways to find out what is being said about your company, yourself, your competitor and the industry. Set it up and get ready to read! ✿

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



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BRIDALUPDATE

A Wells-Made W

From the design table of the father of the

BY GARY WELLS, AIFD, CFD



Last September our youngest son, Andy, married a wonderful girl who stole his heart and ran with it. Andy refers to Andraya as his 'princess' and treats her accordingly. Once he popped the question, the date was set for September 18, 2010, and the planning began. Maybe it was old age or the fact that

Andy was the last of our three children to marry, but I decided to do just pretty flowers – no death-defying design tricks!

Once I had her confidence, Andraya was a wonderful bride to work with. The wedding color theme was a rich royal blue, so the first thing to determine was which color to use as an accent. I showed Andraya a number of color combinations that we could use on the royal blue bridesmaid's dresses. The color combo chosen was royal blue accented with lime green. I was thrilled with the choice and started the thought process on the possibilities.

The wedding was at Calvary Baptist Church, where we are members, so I knew all the ins-and-outs of the building. The auditorium ceiling has open steel beams painted black, which allowed us to hang things from a catwalk that runs above the center aisle. Instead of traditional aisle décor, we hung rose pomanders down the aisle from the catwalk with long floor-length ribbon streamers. On the platform, large urns with filled wit blue Delphinium, Bells of Ireland, green Fuji mums and white Oriental lilies. Along with the urns, I used oak church windows that I had custom-made for our daughter's wedding. Pedestals on each side of the aisle held a 30-inch Pilsner vase filled with California Crystals, topped with spheres of white carnations and green tea roses. An acolyte was inserted on top of the crystals before the spheres were placed. We also created some special lighting for these arrangements. Andraya's dad is a master electrician, and before I knew it he had created this amazing look.



Andraya and Andrew Wells framed by large urns filled with blue Delphinium, Bells of Ireland, green Fuji mums and white Oriental lilies. In the background are oak church windows that Gary had custom-made for his daughter's wedding, adorned with white rose pomanders.

The author, designer and father of the groom with his wife, Kathy Wells, the mother of the groom. Her wrist corsage featured stephanotis, Phalaenopsis and hot pink spray roses.

Wedding

groom

When it came to the reception, Andraya left it up to me. The reception was held at the Bluff Banquet Center and overlooked a golf course. On my first visit to the Bluff, it was clear a few places would have to be addressed. The entry contained a large metal arbor that would have to be dealt with. The other was the support columns in the middle of the room, which were covered with vinyl and mirror tile. For the entry I turned to my trusted friend Fome-Cor. With Andy and Andraya's names being so similar, they had a logo done with their names



These urn arrangements flanked the wedding setting with clusters of rose pomanders hanging over them.



This 30-inch Pilsner filled with California Crystals and an acolyte with an arrangement on top was one of three table centerpieces. For extra effect, Gary hung two avalanche roses from beaded wire. He cored the rose (removing the center petals) and added an acolyte in the center, giving off a dramatic light.



One of three table centerpiece designs, this one boasted 30-inch white candles, white Oriental lilies, blue Delphinium, green hydrangea and bear grass. Fresh Granny Smith apples filled the clear glass salad bowl.

incorporated into it. The logo was used on the invitations and throughout the wedding, including at the entry. I enlarged the logo and transferred it onto Fome-Cor and cut it out. I hung it in the entry backed by panels of Fome-Cor covered with sheer fabric. For the mirrored column, I used a 14-inch Oasis square frame. I cut the frame in half, designed in it, then wired one side back together and wrapped it around the column and wired the two halves together. My advice if you are going to try this: take some extra flowers to add once it is in place

We needed 25 table centerpieces, a way to number the tables and a napkin treatment. The napkins were royal blue on white table covers with lime table runners, and the chairs had white covers with a lime green sash. The napkin ring needed to be simple, quick, and done ahead of time. The recipe was 14-inches of Oasis Mega wire in lime green and a silk orchid. To

BRIDALUPDATE



For the mirrored columns in the reception hall, Gary used a 14-inch Oasis square frame, cut the frame in half, designed in it, then wired one side back together and wrapped it around the column and wired the two halves together.

apples, 30-inch tapers and floral accents. Nothing outrageous in design, but the mechanics were a challenge. In order to anchor an Oasis cage to the glass bowl, I used clear packing tape on the bottom of the bowl, then hot glued the cage to the tape and it was ready to design. The third centerpiece was a 30-inch Pilsner filled with California Crystals and an acolyte with an arrangement on top. For extra effect, two Avalanche roses hung from bullion wire. I cored the rose (removing the center petals) and added an acolyte in the center. A little drama never hurt anyone!

Basic design, pretty flowers, and a few unique mechanics made this job do-able and fun. I could have used more technique, more props, more flowers, but you don't always have to reinvent design to create a beautiful event. This approach allowed me to 1. Design the wedding, 2. Enjoy myself, and 3. Live to tell about it. I was able to pull off the event myself with the help of my daughter, Rachel. We started on Wednesday for the Saturday event. The key was being organized and having everything prepped and labeled. We had the entire wedding done by 5 p.m. on Friday, which gave me just enough time to shower and host the rehearsal dinner with my wife! My favorite word of the day was, **INSTALLED!** ✿

Have you created a wedding or special event that you'd like to share with The Professional Florist? E-mail your story and photos to mrsheidanderson@hotmail.com.

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WHOLESALE TIPS

Cut Flower Gall

Stock your shop with the newest

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www.alexandrafarms.com

"I think that garden roses are really in vogue these days," said Jose Azout, president of Alexandra Farms. "We just came out on the cover of *Brides Magazine*, and Martha Stewart is featuring roses all over her *Weddings* magazine. We have a great line up of deluxe garden roses for this wedding season." Here are a few:

PINK O'HARA is a light pink rose with all the characteristics of a garden rose plus terrific performance in the vase: great fragrance, quartered center and a large head. As if that weren't enough, it has a superior vase life! For event work, you need to put in flower food 4-5 days before the event to get 80 percent open blooms.

BARONESSE is a darker, more intense sister of the Marietheresia rose. The blooms are delicate, medium sized, and have a perfect cup opening, reminiscent of Old Garden Roses in Josephine's Bonaparte's Malmaison Rose collection. Great for vase work.



Alexandra Farm's Baronesse



Alexandra Farm's Romantic Antike

Alexandra Farm's Pink O'Hara



ROMANTIC ANTIKE is a cabbage rose, like the ones painted by the Dutch Masters in the 19th century. It carries a slight fragrance, and opens up into a large, petal rich rose. It has a dirty pink color and will reach a good point of openness after three to four days in the vase.

VUVUSELA is a new variety that has not been exported yet but will make its debut this Mother's Day!

Equiflor

www.rioroses.com

MONDIAL, Equiflor's latest flower, is a very large budded cream rose. It has a medium petal count and an average vase life of 10-12 days.

Esmeralda Farms

www.esmereldafarms.com

YELLOW MOON is a new, vibrant, yellow rose that maintains brilliant color from bud stage even when fully opened. Vase life is 12-14 days. This is an exclusive variety of Esmeralda Breeding and Biotechnology (EB&B).

WHOLESALE TIPS

ery

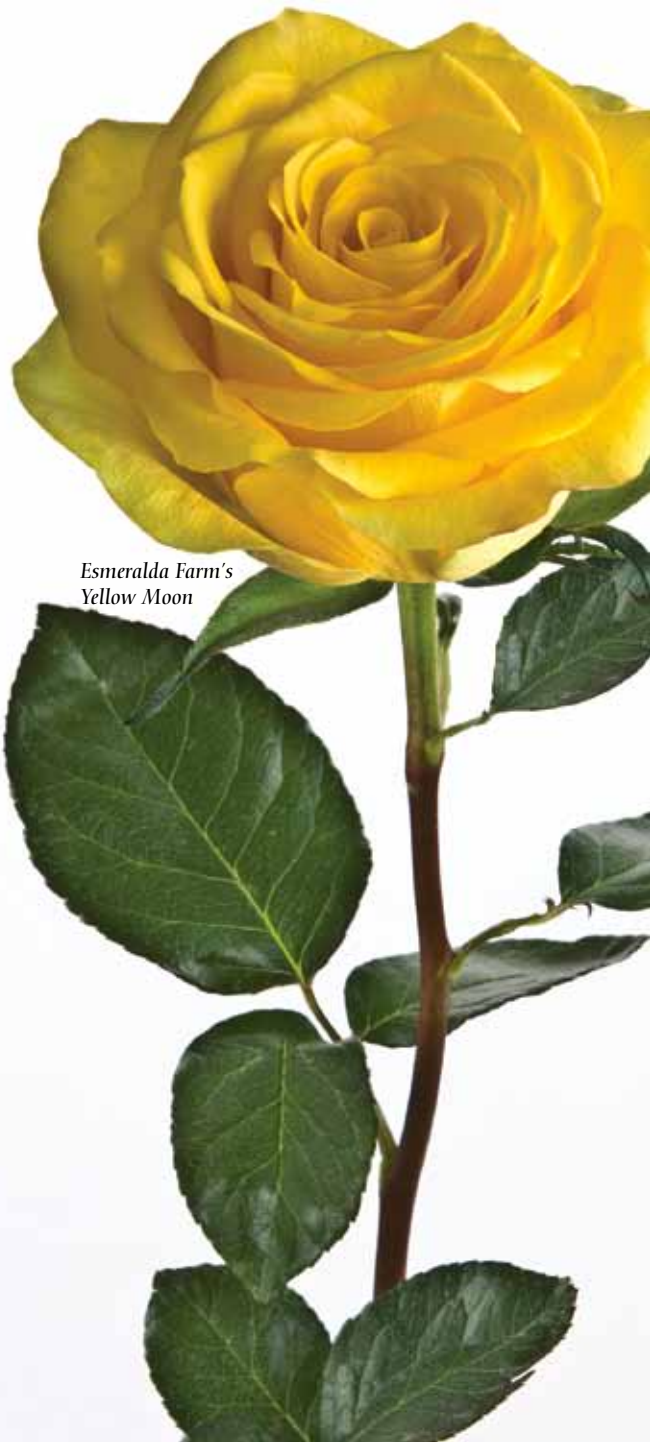
varieties in fresh cuts



Alexandra Farm's Vuvusela



Equiflor's Mondial



*Esmeralda Farm's
Yellow Moon*

SYMPHONY ASTROEMERIA (pictured: Symphony Magenta): Bred by EB&B for bigger blooms, with 10- 12 blooms per stem on long, strong, thick stems in vibrant color assortments.

FUN TIME ULTRA is a new, improved version of Fun Time Gyp, another exclusive variety of EB&B. It's now available with even whiter blooms, more volume, stronger stems, longer lasting time and 50 percent more usable product. ✻

Esmeralda Farm's Symphony Magenta

Esmeralda Farm's Fun Time Ultra



2011 Michigan Floral Foundation Hall of Fame Awards Banquet

HONORING MR. JAMES NORDLIE
TUESDAY, SEPTEMBER 20, 2011

Be sure to save the date for an evening of fun and fellowship as the Michigan Floral Foundation (MFF) presents its Hall of Fame, to be held at The Inn At St. Johns, 44045 Five Mile Rd., Plymouth, MI. 48170. Tickets for the event are available by calling the MFA at (517) 575-0110. Cost is \$85 per person. For more information on the Hall of Fame, visit www.michiganfloral.org/mff.html Don't miss this exciting event from your MFA!

About the Michigan Floral Foundation – Founded 2007

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

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

The Foundation will support and encourage educational opportunities between the public and design professionals approved by the MFF board of directors. These programs



James Nordlie

will be available at a reasonable charge to non-profit community organizations.

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



How can I support the Michigan Floral Foundation?

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

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

The Underwater Appeal

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

Looking to WOW a certain hotel, restaurant, hair salon or spa and win some regular business? Send them one of these! Underwater arrangements provide a feeling of tranquility and capture everyone's interest in waiting rooms, foyers, lobbies or other public spaces. Anything that is placed underwater is magnified, and fresh flowers gain a whole new level of detail. Waxy or fleshy textured flowers are going to have the longest vase life here, which is perfect for the account that only wants flowers every 10 to 14 days. It's best to stay away from papery flowers or those with woody or fuzzy stems. The best part is, these can be designed with minimal product! This traffic-stopper was created with one package of Oasis aluminum wire and two packages of orange Gloriosa lilies. Construction is easy as well! Stretch out the aluminum wire, give it a few twists and tangles, tuck in the floral product, slide into the vase, add a professional floral product that will keep the water clear, fight bacteria and nourish the blooms, fill with water and it's done! Minimum effort, maximum wow! ✨



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MFA SUPPORTERS

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Spotlight On MFA Supporters: Smithers–Oasis

MFA would like to thank the companies who consistently make our association a success. In our award-winning magazine, *The Professional Florist*, we showcase companies that go above and beyond in supporting the MFA. Through advertising, product donations, support at the Great Lakes Floral Expo and so much more, these stellar companies make the MFA possible. Thank you for all you do! Robert M. Williams, PFCI, AAF, vice president of North American Operations for Smithers–Oasis Company, let's us in on the latest!



Robert M. Williams, PFCI, AAF

What is your company all about?

Smithers–Oasis works hard to provide solution-based products, education, design techniques and inspiration for florists and floral designers, while supporting the industry through long-standing partnerships. Smithers–Oasis' floral designers and scientists around the world keep the company at the forefront of the industry with inspirational designs and the best quality post-harvest and design products on the market.

What is your motto?

To help people express and experience emotion by adding value to flowers and plants.

Where are you located?

Kent, Ohio.

Do you have any special sales or an open house coming up?

Smithers–Oasis is finishing up its Mother's Day sale and beginning its spring and summer wedding sale mid-May, with special offers on all popular wedding products, including bouquet holders, decorative accessories and candles.

What do you offer MFA members?

Business resources through our Web site, support of local design programs in Michigan, programs and promotions through Michigan wholesalers.

Any upcoming educational/promotional events in Michigan?

Look for Smithers–Oasis at upcoming wholesaler open houses in Michigan this fall.

Are you carrying any new items?

As the floral and fashion industries constantly evolve, Smithers–Oasis is in constant development to stay at the forefront of trends. New products are introduced seasonally. Most recently, products include the stylish Hurricane Vase shape, new decorative accessories for easy upgrades, easy to design in shapes and containers (Table Decos, floral foam spheres). Smithers–Oasis also launched its new floral foam, OASIS® Floral Foam Maxlife (more information below). It is in all OASIS® Floral Foam products, including wreaths, mache and bouquet holders. Now florists can design ahead of time and offer their customers the longest-lasting flowers possible.

What are some best sellers in Michigan?

OASIS® Floral Foam bricks and shapes and Decorative Accessories!



Any current news or new information on your company?

Smithers–Oasis just launched a brand new floral foam, OASIS® Floral Foam Maxlife, the first and only floral foam on the market to keep flowers fresh up to 50 percent longer. It is the only foam proven to provide as long, or longer, flower life than flowers in a vase of water. It is now in all OASIS® Floral Product foam shapes, including mache, bouquet holders and wreaths.

What advice do you have for MFA members to help them thrive in today's marketplace?

With dedication to your customers with quality products and services, you can make your shop the preferred choice for your customers during these tough economic times. ✿

Bob Williams has a B.S. in Business Administration from the University of Vermont and did graduate-level work in Marketing Plan Development at Baldwin Wallace College. He managed key accounts at the Katz Graduate School of Business at the University of Pittsburgh and strategic marketing, managing channel conflict and general management at the Darden Graduate School of Business at the University of Virginia. Prior to joining Smithers–Oasis in 1997 as director of Marketing and Sales, Williams worked for Sherwin Williams (Ralph Lauren Paint Collection, Sears and Martin Senour business units) Rustoleum Corporation, and Union Carbide's Battery Products Division. He regularly lectures on the topic of strategic planning at Kent State University Graduate School of Business.

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CFREPORT

Chairwoman's Report: It's A Date!

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



We were thrilled to induct nine new Certified Florists at the 2011 MFA Expo. All nine honorees were able to attend – I think that's a first! If you are working to become a Certified Florist, mark your calendar for June 1 to attend Cindy Ching, AIFD, CF's "Steps to Certification" class at MFA in Haslett, MI. CF testing will be held at

Michigan State University on June 12. MFA President Alice Waterous, AIFD, CF, CFD, PFCI, will host a "Steps" class July 10 in Columbus, OH, with CF testing on July 11. And this fall, Cindy will again offer a "Steps" class October 12 at MFA, with testing at MSU on October 23. (See page 11 for details on these classes.)

If you are already a CF, please consider joining our committee. We would love your fresh ideas! Also, consider becoming an evaluator. We will have a training session June 14. Looking forward to seeing you on one of these special dates! ✿

Kathy Petz is a senior national account director at Teleflora.

Congratulations to the 2011 Class of Certified Florists!

MFA is pleased to introduce you to the nine individuals who were inducted into the prestigious Certified Florist program at the 2011 Great Lakes Floral Expo. Their names were announced at the Recognition Banquet, where they were honored on stage for earning CF status! Congratulations! ✿

2011 Certified Florists, left to right: Karen Kozacki-Snell, CF; Leanna Gearhart-Theye, CF; Kathy Holtz, CF; Christina Fisher, CF; Youn Sang Song, CF; Karen Bueby, CF; Waneita Renee Bovan CF; Deborah Geraldine Ford, CF; Lois Glowacz-Venlet, CF.



Congratulations to the 2011 Certified Florist of the Year!

Tim Latimer, CF, Michigan State University East Lansing, MI



*MFA Education
Committee Chair Kathy
Petz, AAF, CF, PFCI
– Teleflora – presents
Mr. Tim Latimer, CF,
of Michigan State
University with
the 2011 Certified
Florist Member
of the Year award.*

CF Flower of the Month

AGAPANTHUS

Also known as Lily of the Nile and Blue African Lily

Availability: Peak is May-August with a limited supply available much of the year through domestic and international markets.

Colors: Blue, lavender, white.

Size: Three- to four-inch globe-shaped clusters of small, trumpet-shaped flowers on 18-24 inch stems.

Lasting Quality: Six to 10 days, and the cluster of florets bloom continuously for three to four days.

Quality Guide: Look for a tight cluster showing color. A few florets may even be blooming.

Design Tips: Agapanthus provides a strong line element with a bold but airy quality. Individual florets can be wired and taped for corsage work.



FLORAL TIP

GLUING BASICS FOR A CORSAGE

1.

When gluing flowers in a corsage, always start with the larger/heavier flowers first and add lighter accent flowers and other trims last.

2.

After putting in your flowers and trims, always turn it over and make sure to cover all of your mechanics.

*Thank you to
Barbara Zuleski, CF,
for providing the flower of the
month and floral tip!*

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

HELP WANTED

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

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

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

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

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

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

SEEKING DONATIONS

MFA Scholarship Committee seeks donations for the 2012 silent auction: Help fund the MFA Scholarship program with a donation to the Silent Auction. All kinds of items are needed. Electronics, tools, sporting equipment, as well as any floral related products. For more information on how to donate please call Peg Long (Saline Flowerland) at (734) 429-4458 or Jim Schmidt (Hyacinth House) at (800) 777-9945.

To place a classified ad, call Rod at (517) 575-0110.
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Certified Florist Manual & Testing

Did you know? MFA's Certified Florist (CF) program is a comprehensive program that covers all aspects of professional floristry and is the most affordable program available to florists today.

And the most convenient: you can self-study at your own pace with this great manual/reference resource. The Certified Florist accreditation is nationally recognized and an approved pathway to AIFD accreditation. MFA offers an optional, educational "Steps to Certification" class to help prepare for certification. (see page 11 for more on this class)

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 \$584.67 (includes tax & S/H)**

***Cost for manual only is \$384.67 (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



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Alice E. Waterous, AIFD, CF

**Alice Waterous
Floral Consultant LLC**

217 Sherman Ave.
Grand Haven, MI 49417
616 847 4052
616 446 5099
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