



Volume III 2010

the professional florist

**2010 MFA
Design Contest
Winners**

**Cut Flowers:
A Special
Report**

**Two Floral
Educators
Bestowed
Honorary
Degree
Awards**



Expo Review



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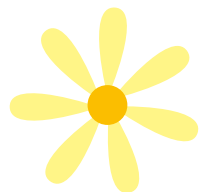
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Volume III 2010

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LEADERSHIPREPORT

Two is the Magic Number

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



People always ask me, “Rod, how many people attended the Great Lakes Floral Expo?” I always give them a figure based off registration, and they respond with, “Wow, that’s great,” or “Wow, I remember when it used to be two or three times that amount.”

I’ve been attending, exhibiting, or producing the MFA annual conference for more than 40 years. The first 15 years as an attendee, (a child/student with my parents), the second 10 as an exhibitor, and the last 15 as the producer. I’m a firm believer that all you need to get out of the Expo to make it worth your while is two new ideas, or two new contacts.

Let’s look at a breakdown of the 2010 Expo attendees and I’ll

explain what I mean: We had a total of 450 attendees. Sixty-five 11th and 12th grade students from vocational schools from Michigan, Ohio and Illinois attended. Sixty exhibitors – representing 24 of the industries finest suppliers (see page 12 for a complete list) – and 325 florists and wedding specialists/event planners also attended.

Fourteen percent of the attendees were students, who come to the Expo to learn and grow their knowledge of floral design and what it takes to become a professional florist. Many of these students enter the design contest. They also attend hands-on workshops, main stage shows, and yes, they walk the tradeshow floor and talk to vendors. Here are two reasons it’s important to have students at the Expo: No. 1: A percentage of these students will advance into careers in the floral industry. It is important to capture and retain the interest of stu-

MEA Executive Vice President Rod Crittenden and florists who ‘navigated’ to the EXPO from Flint and Detroit. The round-trip transportation cost only \$2.50. Thank you to Nordlie’s for making this bus trip possible!



LEADERSHIPREPORT

dents at this age, and to teach them and demonstrate firsthand the benefits of being involved with an Association and the benefits of interacting with others in the industry. Reason No 2: Even if these students never enter the industry as a career, we have taught them the value that a professional florist brings to the table. They will understand why a professional florist has to charge what they do to make a living and provide a service. In other words, we are creating excellent floral consumers. Having students attend the Expo is a win-win situation. They are our future.

Thirteen percent of the attendees were exhibitors, who come to the Expo to show new products, network with the attendees, and to support the Association and the educational opportunities that the Expo provides to their customers. Two reasons the exhibitors are important to the Expo: No 1: The exhibitors rent space from the Association, which in turn allows the Association to rent the exhibit hall for the Expo. No 2: The exhibitors play an important role in educating the other attendees on current market trends and professional business practices. The exhibitors are critical if the Expo is going to succeed and be labeled a success. If an exhibitor can leave the show with just two new relationships established, then it should have been worthwhile for that exhibitor.

Seventy three percent of the attendees were florists or wedding specialists/event planners. Basically three-fourths of the Expo attendees come for education and to establish or solidify their relationships with MFA Professional Partners. They do this through the many business sessions, hands-on workshops, main stage shows, shop tours and tradeshow opportunities. The No. 1 reason this segment attends the Expo? Inspiration! The Expo provides an excellent opportunity to be inspired and get recharged. Everyone gets a little burned-out and stale from time to time, and year after year the Expo is a great place to fill your tank with new ideas and possibilities. The No. 2 reason they attend is to fine-tune business practices to be more efficient and profitable. The Expo is a perfect place to gain this knowledge. From the program presenters, to the exhibitors and fellow peer group, you can't help but pick up a few good tips and tricks if you listen and participate. This is what the Expo experience is all about. If attendees are able to take home just two ideas or successful business practices from any one of these opportunities, then the Expo will have been successful.

Now you know why I say the magic number is two. You could have 100 or 1,000 people at a meeting, but the only number that truly counts is two. Take two good ideas or contacts home and then implement them into your daily business, or keep building and strengthening those relationships made at the Expo and your time and money will have been well spent.

I'd like to thank all who attended the Expo and made it a great success; each of you plays an important role. You are the professionals who will help to shape the future of our industry. Make plans now to attend the 2011 Great Lakes Floral Expo, March 4-6. Themed "Exploring the Possibilities... Design, Business & More," it will be held at the beautiful Amway Grand Plaza Hotel/DeVos Place in downtown Grand Rapids, MI. I look forward to seeing you there! ✿

Welcome New MFA Members!

Active Members

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2010 *Navigation*
a course set for profit, education and success



Bobbi Ecker-Blatchford, AAF, AIFD, from the Flora Pros in Chicago, and Debbie Royal, AIFD, CF, from Royal Expressions in Blissfield, MI, conference vice chairwoman.



A creative representation of the Expo's Navigation theme.



Cory Brown, AIFD, presented the Main Stage show, "Prom for Profits," sponsored by Fitz Design. Cory also presented a Hands-On Session of the same name, also sponsored by Fitz Design.



Don Ball in the Teleflora booth showcased the latest spring containers and the Dove POS System.



MFA President Alice Waterous, AIFD, CF.



Hands-On and Business Sessions offered everything from Web tips to designing tricks.



Conference Chairwoman Jeanette Gaudreau-Ballien, owner of Gaudreau The Florist in Saginaw, MI.



Dick Gleason, CF, visits with Doug Bates, CF, his wife, Karen, and Michigan's newest florist, Naomi Lucille Bates! They own Designs by Vogts in Sturgis, MI.



Brian Bak from Bakman Florist in South Lyon, MI, worked tirelessly as co-volunteer coordinator.



Frank Feysa, AIFD, from Special Events and Weddings in Aurora, OH, headed up the AIFD Designer Showcase at the EXPO.



The Nordlie's booth always looks great!



The 2010 Designer of the Year runoff, the "Iron Chef" of floral competitions.



Bob Friese created a flower cake to celebrate MEA's 90th birthday. The foliage was donated by the Florida Leather Leaf Growers Alliance.



Instructor James Lutke works with students during his special all-day Hands-On Session, "Architectural Armatures for Design."



Elaine Dones offered quality memorial and sympathy gifts in the Kay Berry booth.

Lea Kuklinski, CF, setting up the retail store in the Home & Garden Show. Thank you to Lea and her assistant Teresa LaVigne for raising almost \$3,000 for MEA scholarships!



Katrina Easlick and Pattie Brusie from Dulaya Memories in Art, who offer quality sympathy art and gift items for florists.



Thousands of fresh flowers were donated to use at the Expo. Thank you to the growers and wholesalers who donated the products!



Linda Berg of Fruitbasket Flowerland and Shelly Johnson with Shelly's Designs, both in Grand Rapids, MI.



The FTD booth showcased its latest spring containers and its FTD POS System.



Jackie Lacey, AIFD, presented the Main Stage Show, "The Budget Conscious Bride," sponsored by BloomNet.



Jim Schmidt, co-owner of Hyacinth House in Lansing, MI, and Kim Herbers from Saginaw Valley Flower Exchange in Saginaw, MI, presented the Main Stage Show, "Don't Get Caught with your Plants Down!," sponsored by Hyacinth House.



MFA President Alice Waterous, AIFD, CF, CFD, PFCI, offered insight to student floral designers in the Student Design Contest.



Lea Kuklinski, CF, and Teresa LaVigne worked the retail store in the Home & Garden Show along with student volunteers.



Lynn Puckett from Lynn-Dale Ferneries with Marisa Rakowski, CF, who won a Fernapalozza raffle thanks to the Florida Leather Leaf Growers!



Jerome Raska, AIFD, AAF, CAFA, CF, PFCI, Kari Burgess, Diane Burgess, 2010 Designer of the Year, and Robbin Yelverton, AIFD, CF, PFCI, from Blumz... By JRDesigns in Detroit and Ferndale, MI.



Cory Lonsert, AIFD, presented the incredible Main Stage Show, "Sympathy: Celebrating Lives!," sponsored by Smithers-Oasis.



Bob Friese at the Recognition Banquet and Awards Ceremony.



Kevin Ylvisaker, AIFD, PFCI, got the audience moving with live models and great music during his main stage show, "The Route to 2010 Wedding Designs," sponsored by Teleflora.



Ann Jordan, AAF, AIFD, MMFD, presented the Main Stage Show, "The Impact of Perception," sponsored by FTD.



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 – 1,341 photos to be exact! – please contact the MFA office at (517) 575-0110 or e-mail Cindy Ching, AIFD, CF, at cindy@michiganfloral.org.

2010 MFA Industry Award Winners



Wholesale Employee of the Year

ED KARABA
Saginaw Valley Flower Exchange
Saginaw, MI



National Achievement

REGENCY GROUP, East Lansing, MI



Special Recognition

ROBBIN YELVERTON, AIFD, CF, PFCI
Blumz... by JR Designs
Detroit and Ferndale, MI



Retail Employee of the Year

TRACIE KUCK-MARTIN
Frankenmuth Florist, Frankenmuth, MI



Young Person of the Year

DEREK WOODRUFF, CF
The Floral Underground, Traverse City, MI



Lifetime Achievement

JAMES F. GAUNT, AAF
Mayesh Wholesale Florist, Romulus, MI



Retailer of the Year

TERESA CYTLAK
Ridgeway Floral, Three Rivers, MI



Wholesaler of the Year

NORDLIE, INC., WARREN, MI
Accepted by Tom Figueroa, AIFD, CF

2010 MFA Design

SPONSORED BY MFA AND TELEFLORA

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 this magazine. The person named Designer of the Year will have his or her designs featured in *The Professional Florist's Designer Spotlight* all year. The contest serves as an exceptional opportunity for designers to learn and exchange new ideas while competing, receive professional recognition for their work, and 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."



2010 Designer of the Year

DIANE BURGESS
Blumz... By JRDesigns
Detroit and Ferndale, MI



Chuck Bannow winner Loma Fowler, CF, (left) and MFA President Alice Waterous, AIFD, CF, CFD, PFCL.

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.

2010 Chuck Bannow "Best of Show" Award

LOMA FOWLER, CF
Crystal Springs Florist
Benton Harbor, MI

Academy Division

Eligibility: This division is open to those who are recognized as Academy Designers only. The Academy Division 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 to represent MFA in the National Alliance of



Diane's winning design!

Contest Winners

Floral Associations (NAFA) annual design contest in Denver to compete for the title of National Designer of the Year.



Theme: Navigation

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

Professional Division

Eligibility: Open to any floral professional gainfully employed full or part-time in the floral industry. Professionals could not enter the Student Division, and are not required to enter each of the three Professional Categories, unless competing for "MFA Designer of the Year."



**Theme 1: Fresh Design:
 Sympathy – Honor at Sea**

1st Place: ENRIKA KARALIUS
 Flowers and Gifts by Michelle, Chicago, IL

2nd Place: BETSY CANFIANO
 Joliet Junior College, Joliet, IL
 3rd Place: DIANE BURGESS
 Blumz... by JRDesigns,
 Detroit and Ferndale, MI



**Theme 2: Fresh Design:
 Wedding Destination – Beach**

1st Place: LOMA FOWLER, CF
 Crystal Springs Florist, Benton Harbor, MI
 2nd Place: DEBBIE HENNEMAN, CF
 Alpine Florist & Gifts, Hamburg, MI
 3rd Place: DOROTA J. RAMIREZ, AIFD
 Indigo European Flower Design, Freelance



**Theme 3: Fresh Design:
 Everyday – A Walk on the Beach**

1st Place: DIANE BURGESS
 Blumz by...JRDesigns, Detroit & Ferndale, MI

2nd Place: DEBBIE HENNEMAN, CF
 Alpine Florist & Gifts, Hamburg, MI
 3rd Place: DEANA GRESS, CF
 Wesley Berry Florist, West Bloomfield, MI

Student Division

Eligibility: Open to any and all full- or part-time students currently enrolled in a high school, enrichment, design school or university floriculture program, and who has not worked 'professionally' as a floral designer. Students could not compete in the Professional Division and had to prove current student status. Only one entry per student was permitted.



**Theme: Fresh Arrangement –
 Around the World in 80 Daisies**

1st Place: KATHRYNN WAHL
 Joliet Junior College, Joliet, IL
 2nd Place: CHRIS BURKE
 Oakland Schools Tech Campus SE,
 Clarkston, MI
 3rd Place: JENNIFER VASLIE
 Joliet Junior College, Joliet, IL ❁

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Many Thanks

The Great Lakes Floral 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 2011, please visit www.michiganfloral.org or e-mail Rod Crittenden at rod@michiganfloral.org.

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Eleventh and 12th grade student from Vo-Tech schools in Michigan, Ohio and Illinois attended the Expo. Most entered the Design Contest and volunteered to help at the Expo. Here, a group of students meet with MFA President Alice Waterous, AIFD, CF, CFD, PFCl, Dick Gleason, CF, and Conference Chairwoman Jeanette Gaudreau-Ballien.

Thank you to our 2010 Expo Volunteers!

The MFA would like to extend a very special THANK YOU to the many wonderful volunteers who worked tirelessly to ensure the Expo was a great success. We couldn't do it without you and we honor your hard work and dedication. If you would like to join this prestigious group of volunteers in 2011, visit www.michiganfloral.org or e-mail Rod Crittenden at rod@michiganfloral.org. ✨



Save the Date

2011 Great Lakes Floral Expo

Weekend of
March 4th - 6th, 2011

Amway Grand Plaza Hotel / DeVos Place
Grand Rapids, MI

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.**



MichiganFloral
ASSOCIATION

MFASUPPORTERS

Professional Partner's Gold Club

Spotlight On MFA Supporters: Van's Floral Products

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



Courtney Hill

Our Editor, Heidi Anderson, talked to Courtney Hill, general manager at Van's Floral Products in Grand Rapids, MI.

What is your company all about?

We're all about our customers! Every day we strive to create maximum profit opportunities for our customers by providing quality floral products and services. We take great pride in being able to provide our customers with what they want, when they need it!

What is your mission statement?

By focusing on our service-driven floral management and marketing system and the utilization of our extensive network of sourcing, logistical distribution and marketing capabilities, we will continue to expand our leadership position and successfully serve our customers and create new opportunities in an increasingly dynamic and competitive market place.

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

Yes, we have daily, weekly, monthly, and seasonal specials as well as regular and sometimes exclusively e-mail targeted promotions. I would urge any customer who does not currently receive our e-mail promotions to sign up. We often have some fantastic offers with very short order windows; customers could potentially miss out on these offers if they're not receiving our emails.

What do you offer MFA members?

We're all about building long-term relationships with our customers. Through time, experience and trust, our extensive knowledge, commitment to service, vast variety of floral products and competitive pricing allows us to build partnerships with our customers.



In the new era of "buying direct," some retailers may come to the conclusion that buying through non-traditional channels will benefit them. And in some cases it may, but buying direct is exactly what we have been doing for decades. We buy direct from hundreds of growers/manufacturers so our retailers don't have to. We know the market, we have extensive relationships with vendors and our economies of scale get us the best prices possible for our retail partners.

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

Absolutely! The new cinnamon rose varieties from Colombia and Ecuador are becoming increasingly popular, as are the yellow varieties such as terra, mohana and Latina. Dahlias are definitely making a comeback, and we've also just started to source some phenomenal tropicals from Costa Rica. On the hard goods side, we're constantly sourcing new and innovative items from new suppliers and continuing to ensure we get the best quality, and prices from existing vendors. All in all, we make every effort to stay at the forefront of changing trends within the floral industry.

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

Be positive and be aggressive in marketing your business. Do not wait for the customer to come to you!

What's new on your Web site?

The convenience of online buying for fresh is now set up and available on our Web site. Visit www.vansinc.com for more information. ✿

Courtney Hill is the general manager at Van's Floral Products in Grand Rapids, MI. He is from Saranac, MI, and an alumnus of Grand Valley State with 10 years experience in the floral industry. He is married to wife Lisa and has two kids, Madeleine, 5, and Warren, 3. When not working in the floral industry, his personal interest is "keeping up with my children!"

Henry Mast Greenhouses, Inc. has been in the MHI since 1993 and is very pleased with the surplus premium returns and the superior customer service. "Not only do we recognize the tremendous growth on our return - which takes thousands off our premium, we are also pleased with the many benefits of the MFA and the MHI Fund."

Tim Stiles, President
Henry Mast Greenhouses, Inc.
& Masterpiece Flower Company
Byron Center, Michigan



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Rod Crittenden
rod@michiganfloral.org
517.575.0110

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2010 Michigan Floral Foundation Hall of Fame Awards Banquet

HONORING FRANK DEVOS
Thursday, October 28, 2010

Be sure to save the date for an evening of fun and fellowship as the Michigan Floral Foundation presents its second Hall of Fame, to be held at Eastern Floral and The Goei Center in downtown Grand Rapids, MI. Anyone interested in attending should contact the MFA office at (517) 575-0110 or e-mail rod@michiganfloral.org. 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



Frank DeVos

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!

Coming Up Roses

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

Growers continually develop new varieties of fresh cut flowers and greens. A few garden spray roses, unique filler and greens add a different look to this parallel design. The beautiful red garden spray roses inspired me to create this. Sheltering was used with steel grass to emphasize the parallel line of these roses. Contrasting color and texture help accentuate the new product.

Incorporating new and exciting fresh products into designs demonstrates to our clients that we are on the 'cutting edge' of our industry. They will look to us to keep them informed - let's keep them looking! ✿

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

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WHOLESALE CONNECTION

Cut Flowers: A Special Report

The top five major floral industry trends

BY SARAH HAMILTON



Give the people what they want! Understanding floral trends is all about making your customers happy, and a happy customer results in a happy, profitable storeowner. Knowing the buying trends of florists around the country will help you benchmark your business.

Prince & Prince, Inc., leading marketing research specialists in the horticulture industry, conducted the report "Product, Service and Operational Trends of the US Retail Florist Industry." Visit their Web site at www.floralmarketresearch.com. The marketing research explored in detail florists' current product mixes and trends in floral-product usage. They identified five major floral trend categories:

1. Roses
2. Basic Cut Flowers/Greens
3. Novelty Flowers/Greens
4. Filler Flowers
5. Tropical Flowers/Greens

No. 1 Trend: Roses

It should not come as a major surprise that roses are the No. 1 category sold in flower shops. But what is important is to familiarize yourself with which varieties and trends of roses are currently most successful.

An interesting finding from Prince & Prince was the continued popularity of roses over an extended period of time. While other floral categories experience peaks and valleys in attractiveness among customers, roses experience a steady incline. A group that can testify to that fact is wholesale distributors, who have a unique perspective when it comes to understanding trends. Since wholesale distributors sell to many different florists, they have a better understanding than most of what people are buying.

"From my observations, roses are still the most dominant flower that florists are selling," said Jon Tamada, a wholesale distributor manager at Mt. Eden Floral Company LLC, Mountain View, CA. "There have been a lot of changes in rose varieties in the past couple of years. Some of the hottest colors, especially for events have been green, orange and hot pink. The traditional white rose is also still very trendy. Within the same category, high-end roses, such as garden roses, are becoming more and more in style."

The Prince & Prince research further validates Tamada's claim about high-end roses. They found that garden roses were third to spray roses and sweetheart roses, but they continue to gain more recognition. The No. 1 rose type is spray roses.

William Armellini, of Greenleaf Wholesale Florist, Brighton, CO, found Freedman Roses to be the most popular flower bought by florists from his company. The Freedman Rose is a beautiful red rose with a large head and is a fashionable focal point in bouquets.

No. 2 Trend: Basic Flowers & Greens

When florists were asked to select from a list of eight basic cut flowers and greens that they predicted would undergo an increase in usage by their business in the coming year the winner was daisy pompons.

Daisy pompons are popular for their versatility. They come in many different colors, shapes and sizes. They add texture, volume and color and can either create an everyday arrangement or a special floral design.

Carnations are a close second to the daisy pompons according to retail florist. According to Armellini, retail florists are buying pompons and carnations, which rank number one and two in the basic flower trend category.

No. 3 Trend: Novelty Cut Flowers & Greens

This category includes those specialty flowers that only make an appearance on a seasonal basis, making the anticipation for their arrival each year even greater. Prince & Prince asked florists to select from a list of 28 novelty cut flowers and greens that they predicted would experience an increase usage by their business. The results yielded that gerbera daisies, tulips, oriental lilies, novelty greens and lilacs remain the most well liked flowers in this trend category.

"In the spring time, brightly colored flowers such as gerbera daisies and tulips have been doing very well," Tamada said. "Other items that are seasonal at this time of year that are also being used often: viburnum, lilac, and peonies. Oriental Lilies are also very high demand product. There are many different and new varieties to choose from, and with the size of the blooms, they cover a large area in an arrangement."

Armellini agreed with Tamada when it came to selling gerbera daisies.

"In the spring our most sought after flower is the gerbera daisy," he said. "It comes in so many colors and is a very resourceful flower."

The research also showed that liatris, freesia, Dutch iris, and alstromeria had experienced a decline in popularity. An interesting fact to note and something for you to keep in mind when considering trends is all flowers experience increases and decreases in popularity. When this particular research was conducted a few years ago, sunflowers had experienced a significant decline in popularity only because they had become

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

so popular in the early '00's. Sunflowers couldn't sustain that peak forever.

"Since conducting the original research in 2005, sunflowers have regained popularity among customers," said Tom Prince from Prince & Prince, Inc. "Trends are cyclical and our intent is to track this data in 2010 trends report. Keeping on floral trend research is imperative to the floral community."

4 No. 4 Trend: Filler Cut Flowers

The filler flower has not gone unnoticed. These smaller flowers are just as vital to an arrangement as the focal point. Prince & Prince asked florists to select from a list of 16 filler cut flowers. The results yielded that the most popular filler flowers have consistently stayed the same for about 10 years and include the always-popular aster, waxflower, gyposphila, and statice. Armellini agreed with the flowers previously listed and noticed that his top two sellers are waxflower and gyposphila.

While there may not have been much change in the trend patterns of filler flowers, they still remain a necessity to your arrangements.

5 No. 5 Trend: Tropical Cut Flowers

The last major trend category that Prince & Prince surveyed included tropical cut flowers. Florists chose from a list of 12 tropical flowers. The major trend shift in this category was the

introduction of mini-calla lilies and the increased attractiveness of the calla lily. Over the past few years this flower has become significantly more popular among customers because of the fun, new colors currently available. It's the same reasons people love the gerbera daisy. Customers like having choices, and with this species of flower, they have many colors to choose from.

"Most retail florists are looking for new and different items to use in their arrangements, something that makes them stand out in a crowd" Tamada said. "The good thing is your local WF&FSA wholesale distributor is only a phone call away. They offer fantastic selection and keep you informed on current trends. Selection and quality are two of the most important things to a retail florist."

Your local wholesale distributor is able to offer you many services. Take advantage of their services and become a more informed florist that is always current on category trends. ✨

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

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WHOLESALE TIPS

Get the Goods

The latest cut flower varieties and

BY HEIDI ANDERSON, EDITOR



There's no one better than your floral wholesaler to provide you with the latest cut flower varieties, trend tips and expert advice on everything floral. Don't hesitate to ask your wholesaler for the information you need to succeed. Read on for the latest invaluable information – then ask for more from your wholesaler!

Patrick Michael, cut flower buyer at DWF Flint, said the hot floral color trends right now are orange, purple, hot pink and green. He said for the wedding orders DWF fills, the most popular flowers are hydrangea, peonies, Gerber daisies, mini-callas, all types of lilies, ranunculus, stock and, of course, roses! Visit www.dwfwholesale.com for more information on the company and their great products.



Equiflor Corazon



Equiflor Yellow Babe



Esmeralda Farms Red Bentley

Floral wholesalers can provide you with the very latest in rose varieties. Esmeralda Farms, who directly owns their farms, has developed an exquisite new rose called 'Red Bentley.' This Esmeralda exclusive variety has vibrant red, velvety petals; long, strong stems; clean foliage and a very good vase life.

"The Esmeralda Breeding and Biotechnology program, launched in 1996, breeds and develops new and exciting flower varieties that are marketed by Esmeralda Farms on an exclusive basis," said Claire Donnelly, director of marketing at Esmeralda.

For more information about Red Bentley and other cut flowers, visit www.esmeraldafarms.com.

Equiflor also has many new beautiful rose varieties, including yellow babe, caipirinha, free spirit, red fan and Corazon.

"We are particularly excited about our new red rose Corazon," said Marc Blatchley, marketing director at Equiflor. "This is a beautiful large-headed red rose."

Equiflor is a grower, importer and distributor of roses, carnations and specialty flowers. Find out more at www.rrioroses.com.

At Mayesh Wholesale Florist, they pride themselves on offering for sale the biggest selection of fine Ecuadorian Roses.

"Most of the rose farms in Ecuador do not grow more than 20-30 varieties, but by combining the outputs of the various farms, we can offer an unrivaled selection in its breadth and scope," said Tom Gaunt from Mayesh. "By and large, most of our

top tips from your wholesalers



Equiflor Caipirinha



Equiflor Free Spirit



Equiflor Red Fan

rose farms are quite small; but we believe that the care and attention to quality is superior.”

Mayesh’s newest rose varieties include sweetness, combo and royal circus.

MFA members can check out Mayesh’s availability chart, which highlights some of the new seasonal items, plus gives a full list of current weekly availability, at www.mayesh.com.

The California Cut Flower Commission (CCFC) also has excellent resources for customers online. The CCFC has a “Hint Card” campaign designed to increase sales and support locally grown flowers, in this case California. A recent study found that 85 percent of people do not know where their flowers come from, but 55 percent said, if given a choice, they would select California. **continued on next page**

Mayesh Sweetness

Mayesh Combo

Mayesh Royal Circus





Van's Vanda Orchids

"We take that to suggest a consumer interest not to just support California grown flowers, but in support of the growing trend to buy more local flowers or domestically produced flowers," said Kasey Cronquist, executive director of CCFC. "We have set up a Web site and a fun, whimsical campaign to help get the message out: our Hint Card campaign."

MFA members can get more information at www.ccfc.org.

Wholesalers also offer information on current trends.

"The trend is to carry things that are not only different than the traditional, but that are also cost-effective," said Rob Stogdill, president of Rokay Floral "The current trend is staying within budget. That can be accomplished in many ways, but it always helps to utilize flowers that are in peak season or which have a nearly year-round season – and use them effectively."

For more information on Rokay, visit www.rokayfloral.com.

One year-round season flower is cut carnations, which are budget-friendly, versatile and come in many colors.

"One thing that stands out to me is the large variety of novelty carnation colors," said Kim Herbers from Saginaw Valley Flower Exchange. "Carnations have kind of gotten a bad rap, but they are a beautiful, long lasting flower. They give your customers lasting value! Carnations are also a reasonable flower to purchase. Possibilities with carnations are endless, from traditional to contemporary designs."

Check out Saginaw Valley's selection at www.saginawvalleyflowers.com.

A tropical flower available year-round at Van's Floral Products is the beautiful Vanda orchid. The orchid comes in purple, pink, and shades of orange, green, brown and two-tones. Van's Marketing Manager Courtney Hill said the orchids last seven to

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nine days, have three to five blooms per stem, are 30 to 35 centimeters long, and have a bloom larger than a silver dollar. For more on the Vanda orchid and other cut flowers from Van's, visit www.vansinc.com.

Gail Pabst, marketing director for Kennicott Brothers Company, said one trend she is seeing is a romantic look. A popular garden rose from Kennicott is the magic pepita, and a garden peony called Scarlett O'Hara is another popular flower. Pabst said sweetpeas, lush viburnum, scrub ivy with berries, naked seeded eucalyptus and hypericum are also among the top trend flowers they are selling. For more information on Kennicott and their vast selection, visit www.kennicott.com.

Nordlie is a wholesale company that offers cut flowers, floral supplies and designer goods, and showcases the latest trends year round.

"We have had two outstanding shows here this month and the looks were unique," said Tom Figueroa, AIFD, CF, from Nordlie. "I see a definite trend toward branches manzanita, especially to create height and interest, and also the addition of crystals and lighting. I call it the bird effect, where the designer adds textures of interest such as crystals, lights and feathers to attract the audience."

Figueroa said hydrangeas in all colors are still very strong sellers, and large-headed roses such as the Corazon are very sought after.

"We have seen a strong increase in large tropical foliage for showy pieces, as well as monstera leaves in various sizes, and giant philodendron foliage," he said.

For more on Nordlie and their fine selection of flowers and goods, visit www.nordlie.com. ✨



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Two Floral Educators Bestowed Honorary Degree Awards

BY BARBARA YEIDA ZULESKI, CF



Cindy Ching, AIFD, CF and Arlon Slagh, CF.

On March 10, 2010, Arlon Slagh, CF, and Cindy Ching, AIFD, CF, received honorary degree awards at the Michigan Future Farmers of America State Convention. This is the highest honorary degree bestowed at the statewide level. In order to receive the honor, two individuals, a teacher and a volunteer, must have provided exceptional service to agriculture, agricultural education, or the FFA.

Arlon Slagh, CF, is an instructor at the Tuscola Technology Center, Caro, MI. He has worked as an Agriscience & Natural Resources Technology/Floral & Greenhouse Technology teacher for more than 20 years, receiving his CF in floral design in 2000. He has helped with the preparation and set-up at the statewide FFA and the Student Certified Florist Testing Accreditation event for five years. He taught Rachel Foley, the first student that completed the program as a Student Certified Florist who then was inducted as a Certified Florist this year. Arlon has worked closely with the students in all areas of the Agriscience program.

Cindy Ching, AIFD, CF, has worked in the floral industry for more than 25 years. In 1988 she received The American Institute of Floral Design (AIFD) certification. Cindy received her CF in 2001 and has volunteered with the Michigan FFA program for nine years. She coordinated with Randy Showerman, the state advisor at Michigan Farm Bureau, and Arlon Slagh, CF, in preparing for

and working on the floral segment of The FFA "Skills Day" testing event held at Michigan State University. Cindy also instructed floral design at the Michigan Agricultural Teacher's Association conferences. She supports the FFA program by keeping lines of communication open between our two agencies. ✨

Barbara Yeida Zuleski makes her home in Jackson, MI., she divides her creativity between floral design, photography and gardening.

Congratulations to the 2010 Michigan Certified Florist of the Year

*Kathy Petz, AAF, CF, PFCI
Teleflora Account Representative, Holly, MI.*



CFREPORT

Congratulations to the 2010 Class of Certified Florists!



Our Newest Certified Florists!

- Michele Assad, CF** Hunting Woods, MI
- Jerry Baker, CF** Wesley Berry Flowers, Commerce Township, MI
- Norman Barlow, CF** Barlow Florist, Hastings, MI
- Doug Bates, CF** Designs by Vogts, Sturgis, MI
- Mi Berry, CF** Wesley Berry Flowers, Commerce Township, MI
- Katherine Busse, CF** Warren, MI
- Brittany Collins, CF** Warren, MI
- Kathleen Elletson, CF** Fraser, MI
- Deane Gress, CF** Wesley Berry Flowers Commerce Township, MI
- Angela Farina, CF** Rochester Hills, MI
- Rachel Foley, CF** Millington, MI
- Lindsey Filley, CF** Warren, MI
- Gina Masterka, CF** Sophia's, Kalamazoo, MI
- Susan McLeary, CF** Uniquely Yours Flower Shop, Ann Arbor, MI
- Brenda May, CF** Roseville, MI
- Tina Mitchell, CF** Sterling Heights, MI
- Steve Ognian, CF** Wesley Berry Flowers, Commerce Township, MI
- Sandy Reinke, CF** Wesley Berry Flowers, Commerce Township, MI
- Karen Sartain, CF** East Pointe, MI
- Alyssa Swails, CF** Grand Rapids, MI
- Richard Thibodeau, CF** Wesley Berry Flowers, West Bloomfield, MI
- Marliana Treier, CF** Thirty Flowers, Macomb Township, MI

The MFA created the CF program to establish a recognizable nationwide standard of quality in the retail floral industry. Those wishing to be certified must study industry techniques on basic design, care and handling, product identification, customer relations and sales, delivery, marketing, accounting, gluing and lighting/display. Those who pass a written and hands-on exam with 80 percent or better are certified..

"We are very, very proud of the 22 florists who passed the certification exam," said Kathy Petz, AAF, CF, PFCI, Certified Florist chairwoman. "They represent a commitment to quality to the industry, their colleagues, and the floral consumer." ✿

Congratulations to Wesley Berry Flowers, who have the most Certified Florists on staff in the state of Michigan! Six of their employees are certified.

CFREPORT

Derek Woodruff Gives Back

Derek Woodruff, CFD, CF, owner of The Floral Underground in Traverse City, MI, came back to Jackson, MI, to give back. Derek graduated eight years ago from the Jackson Area Career Center and wanted to help students prepare for their upcoming statewide Michigan FFA/CF Testing. While there, he shared design tips in the preparation of centerpieces for a banquet that the Jackson County Education boards held that evening. Derek also was awarded with MFA's 2010 Young Person of the Year Award at the recent Great Lakes Floral Expo.

Congratulations and thank you Derek! You're a true Certified Florist and a true leader. ✨



Back row, L to R: Jackson Area Career Center Agri-Science Department students Emily Brennan, Kathryn Bailey, Derek Woodruff, CFD, CF, Ashley Smilowski, Dakota Littlejohn. Front row L to R: Students Keith Braman, Jenice Salyers, Michelle Matherson and Danielle Gundy.



From L to R: Jackson Area Career Center Agri-Science Department instructors Christine Miller, Jason Gerkie; Derek Woodruff, CFD, CF; and Barbara Yeida Zuleski, CF, floral consultant, Jackson, MI.

Active Membership Requirements:

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

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

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

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Phone: (_____) _____

Fax: (_____) _____

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Valid Sales Tax ID # (Required): _____

Signature (Required): _____

Please check which of the following applies to your business:

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

Associate Membership Requirements:

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

Please check which of the following applies to you:

- Student** Teacher Employee of Active MFA Member

All Employee/Teacher members \$150

All Student members \$50

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

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

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MFA Professional Education
Center - Haslett, MI

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.** ✿

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MFA Professional Education
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Learn the fundamentals of fresh care and handling, basic design skills and sound construction in this intense five day, 35-hour class. This class offers great preparation for those desiring to enter the floral profession and for those already in the industry wishing to sharpen their skills. Sympathy, all occasion, wedding and party designs will be covered in this class. All of the latest materials needed for this hands-on experience are included in your registration fee. Your finished projects are yours to keep as well as a notebook full of class handouts. Small class size allows each participant to receive lots of one-on-one attention. Class will run from 9:00 a.m. to 4:30 p.m. each day, with a half hour break for lunch, which is included in the registration fee.

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MFA SCHOLARSHIP COMMITTEE SEEKS DONATIONS FOR THE 2010 SILENT AUCTION

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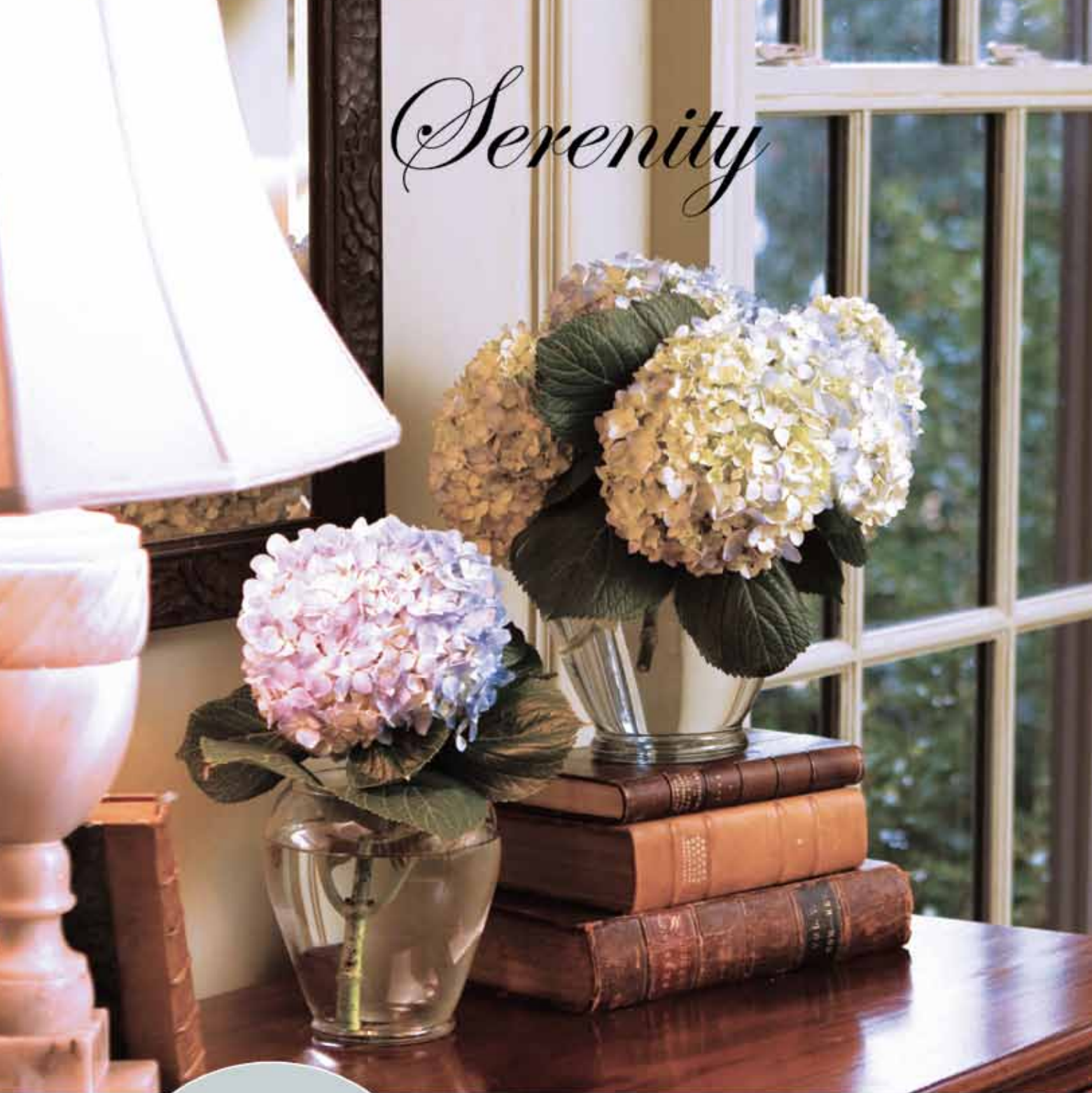


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A person wearing a white button-down shirt is shown from the chest down, opening a large cardboard box. The box is brown and has the word "FLOWERS" printed on its side in a dark, serif font. The person's hands are visible, with one hand on the top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

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