



Volume III 2010

# the professional florist

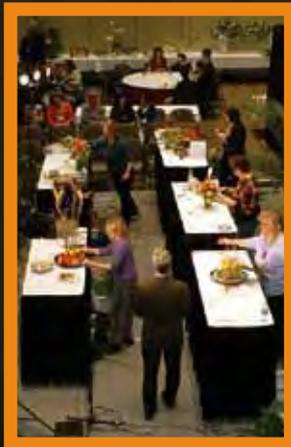
**2010 MFA  
Design Contest  
Winners**

**Cut Flowers:  
A Special  
Report**

**Two Floral  
Educators  
Bestowed  
Honorary  
Degree  
Awards**



## Expo Review



DIAMOND AWARD  
WINNING PUBLICATION  
**MSA·E**

REASON N° 6

# LONGER LASTING

in fresh cut flowers and supplies!

PROVIDING PRODUCT  
AND SERVICE SOLUTIONS  
FOR PROFESSIONAL RETAIL  
FLORISTS NATIONWIDE.



Corp. Headquarters

ALSO, ILLINOIS

708.371.0372

ALSO, ILLINOIS

708.371.8000

CHICAGO, ILLINOIS

312.666.8008

WHEELING, ILLINOIS

847.541.8267

MINNEAPOLIS, MINNESOTA

952.831.8008

SOUTH BEND, INDIANA

574.282.2884

ATLANTA, GEORGIA

770.449.0100

INDIANAPOLIS, INDIANA

317.291.8267

GRAND RAPIDS, MICHIGAN

616.785.9500

{ Why is Vans the best? }



# the professional florist

Volume III 2010

Cover images by Al Cooley

## Leadership Report

- 4 **Two is the Magic Number**  
By Rod Crittenden, MFA executive vice president
- 5 **Welcome New MFA Members!**

## SPECIAL 2010 EXPO REVIEW

- 6 **2010 Great Lakes Floral Expo Photo Essay**  
*A photographic 'navigation' of the extraordinary EXPO*
- 9 **2010 MFA Industry Award Winners**  
*From Young Person to Lifetime Achievement and everything in between, discover who was honored in 2010*
- 10 **2010 MFA Design Contest Winners**  
Sponsored by MFA and Teleflora  
*Learn who won this prestigious contest and see the inspiring winning designs*
- 12 **Many Thanks**  
*The fine companies and volunteers whose donations and time make the EXPO possible*

## MFA Supporters

- 14 **Professional Partner's Gold Club**  
**Spotlight On MFA Supporters: Van's Floral Products**

## Designer Spotlight

- 17 **Coming Up Roses**  
By Diane Burgess, 2010 Designer of the Year

## Hall of Fame

- 16 **2010 Michigan Floral Foundation Hall of Fame Awards Banquet**  
**Honoring Frank DeVos**

## Wholesaler Connection

- 18 **Cut Flowers: A Special Report**  
By Sarah Hamilton

## Wholesaler Tips

- 20 **Get the Goods**  
**The latest cut flower varieties and top tips from your wholesalers**  
By Heidi Anderson, editor

## CF Report

- 25 **Two Floral Educators Bestowed Honorary Degree Awards**  
By Barbara Yeida Zuleski, CF  
**Congratulations to the 2010 Michigan Certified Florist of the Year**  
**Congratulations to the 2010 Class of Certified Florists!**  
**Derek Woodruff Gives Back**

- 28 **Professional Education**

- 29 **Classifieds**

- 30 **Business Card Ads**



**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

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

### MFA Board of Directors 2009

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

Vice President: Connie Adamo  
Conner Park Florist, Detroit/St. Clair Shores, MI

Treasurer: Jim Schmidt  
Hyacinth House, Lansing, MI

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

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

### Directors-At-Large

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

Kim Herbers, Saginaw Valley Flower Exchange,  
Saginaw, MI

Kathy Petz, AAF, PFCI, CF, Teleflora, Holly, MI

### Regional Directors

R1: Tom Gaunt, Mayesh, Romulus  
& Connie Adamo, Conner Park Florist  
Detroit / St. Clair Shores, MI

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

R3: Teresa Cytlak, Ridgeway Floral, Three Rivers, MI

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

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

R6: Jay Porcaro  
Weber's Floral & Gift, Sault Ste. Marie, MI

### Publications Committee

Connie Adamo, Chairperson  
Conner Park Florist, Detroit / St. Clair Shores, MI

Teresa Cytlak, Ridgeway Floral, Three Rivers, MI

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

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

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

Publisher: Rodney P. Crittenden

Advertising Director & Sales: Rodney P. Crittenden

Editor: Heidi Anderson

Graphic Design: Joe McGurn

Printing: Village Press Publications

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

## LEADERSHIPREPORT

# Two is the Magic Number

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



**P**eople 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

Petals on Ashmun  
Neil Edmonds  
1901 Ashmun  
Sault Ste. Marie, MI 49785  
(906) 652-6100

Barrett's Garden Center  
John Barrett  
1053 W. Beecher St.  
Adrian, MI 49221  
(517) 263-2660  
Fax: (517) 263-2664

#### Associate Members

Donna Theimer, AIFD  
Joliet Junior College  
1215 Houbolt Rd.  
Joliet, IL 60451

Craig Theimer, AIFD, CFD, ICPF  
Naperville Central High School  
440 W. Aurora Ave.  
Naperville, IL 60540

**We are here to help...**

## Kennicott Brothers Company

Serving the Midwest Floral Industry since 1881  
Visit us at one of our seven locations or on the web  
at [www.kennicott.com](http://www.kennicott.com).

***If You can't find it at Kennicott's, You can't find it anywhere!***

Aurora, IL  
630-896-1091  
720 New Haven

Chicago, IL  
312-492-8200  
452 N Ashland

Elk Grove Village, IL  
847-734-8650  
880 Estes Ave.

Hammond, IN  
219-933-7515  
4316 Calumet

Milwaukee, WI  
414-443-1100  
4831 W. State

Waukegan, IL  
847-244-3110  
3210 Grand Ave.  
Decatur IL  
217-422-2438  
1695 North 21st St



AN EMPLOYEE OWNED COMPANY

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.



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!



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!



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.



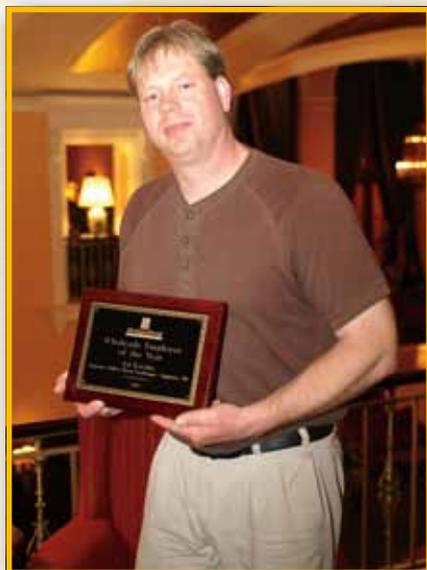
Ann Jordan, AAF, AIFD, MMFD, presented the Main Stage Show, "The Impact of Perception," sponsored by FTD.



### 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](mailto: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

**T**he 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 JRDsigns  
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 ✨

teleflora®



# 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](http://www.michiganfloral.org) or e-mail Rod Crittenden at [rod@michiganfloral.org](mailto:rod@michiganfloral.org).

## Thank you to our 2010 Great Lakes Floral Expo Product Donors!

### Wholesale Donors

DWF  
MAYESH  
NORDLIE  
ROKAY  
SAGINAW VALLEY  
VAN'S FLORAL PRODUCTS

### Growers/Importers

#### Gold Donors:

A&M  
FLORIDA LEATHER LEAF GROWERS ALLIANCE  
FLORIGENE  
FRESCA  
OCEAN VIEW  
ROSAFLORA  
SUN VALLEY GROUP

#### Silver Donors:

AGRISPECT  
AMY'S ORCHIDS  
QUEEN'S  
FLORAWEST  
GALLERIA FARMS  
GOLDEN FLOWERS  
GREEN POINT NURSERY  
JOSEPH & SONS  
PRISMAL FLOWERS

TRANSFLORA  
WM. PUCKETT

#### Bronze Donors:

AGRIFLORA  
B&H FLOWERS

BRAND FLOWERS  
CALLA CO. PREMIUM FLOWERS  
PETAL FRESH  
SAN DIEGO  
SELECT GROWERS  
SIMPSON'S GREENS  
SOLE FARMS

### Green and Blooming Plant Donor

HYACINTH HOUSE

### Hard Goods/Supplies Donors

DESIGN MASTER  
LION RIBBON – BERWICK OFFRAY  
SMITHERS OASIS  
SYNDICATE SALES  
VAN'S FLORAL PRODUCTS

### Freight/Transportation Donors

ARMELLINI  
HYACINTH HOUSE  
VAN'S FLORAL PRODUCTS

## Thank you to our 2010 Great Lakes Floral Expo Sponsors!

### Business Session Sponsors

CROCKETT  
MYERS & ASSOCIATES  
WEB ZONE MARKETING  
AMERICAN SOCIETY FOR ASSET PROTECTION  
FITZ DESIGN

### Hands-On Session Sponsors

FTD  
TELEFLORA  
FITZ DESIGN  
OASIS FLORAL PRODUCTS  
BLOOMNET

### Main Stage Show Sponsors

BLOOMNET  
TELEFLORA  
OASIS FLORAL PRODUCTS  
HYACINTH HOUSE  
FITZ DESIGN  
FTD

## Thank you to our 2010 Great Lakes Floral Expo Exhibitors!

A2Z BALLOON COMPANY  
[www.a2zballoons.com](http://www.a2zballoons.com)

BLOOMNET  
[www.bloomnet.net](http://www.bloomnet.net)

CANFIELD EQUIPMENT  
[www.canfieldequipment.com](http://www.canfieldequipment.com)

CROCKETT & MYERS  
[www.crockettmyers.com](http://www.crockettmyers.com)

Dulaya Memories  
[www.dulayamemories.com](http://www.dulayamemories.com)

DWF FLINT  
[www.dfwwholesale.com](http://www.dfwwholesale.com)

FITZ DESIGNS  
[www.creationsbyfitzdesign.com](http://www.creationsbyfitzdesign.com)

FLORACRAFT CORPORATION  
[www.floracraft.com](http://www.floracraft.com)

FLORIDA LEATHERLEAF GROWERS  
[www.ferntrust.com](http://www.ferntrust.com)

FTD  
[www.ftd.com](http://www.ftd.com)

FLOWERS FOR KIDS  
[www.flowersforkids.org](http://www.flowersforkids.org)

HYACINTH HOUSE  
[www.hyacinthhouseflowers.com](http://www.hyacinthhouseflowers.com)

JOHN HENRY COMPANY  
[www.jhc.com](http://www.jhc.com)

KAY BERRY  
[www.kayberry.com](http://www.kayberry.com)

LION RIBBON  
[www.lionribbon.com](http://www.lionribbon.com)

MAINS IMPORTING  
[www.mainsimporting.com](http://www.mainsimporting.com)

MAYESH WHOLESALE  
[www.mayesh.com](http://www.mayesh.com)

NORDLIE INC  
[www.nordlie.com](http://www.nordlie.com)

REGENCY GROUP  
[www.mhifund.org](http://www.mhifund.org)

ROKAY FLORAL  
[www.rokayfloral.com](http://www.rokayfloral.com)

SMITHERS OASIS  
[www.smithersoasis.com](http://www.smithersoasis.com)

SPEEDWAY SUPERFLEET  
[www.speedway.com](http://www.speedway.com)

TELEFLORA  
[www.teleflora.com](http://www.teleflora.com)

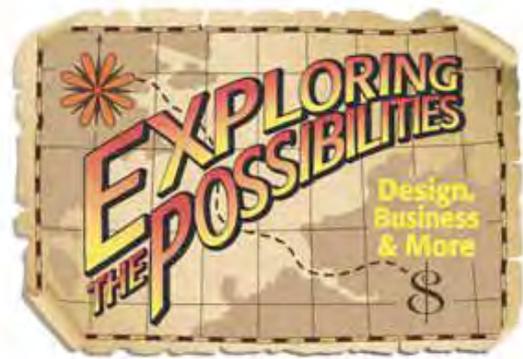
VANS FLORAL PRODUCTS  
[www.vansinc.com](http://www.vansinc.com)



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](http://www.michiganfloral.org) or e-mail Rod Crittenden at [rod@michiganfloral.org](mailto: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](http://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

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



*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](http://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!"*

**H**enry 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



**MichiganFloral**  
ASSOCIATION

## Your Workers' Compensation Fund

Members are owners of the Fund and receive the profits, not an insurance company. With claims management specific to your industry and lower expenses, the Fund passes the savings back to its members!

### Member Benefits

- \$13.5 million returned since 1993
- Competitive rates
- Profit returns average 45%
- Safety education
- Industry-specific loss control
- Excellent claim service

Find out how the Michigan Floral Association and the MHI Fund can work for you!

**Rod Crittenden**  
[rod@michiganfloral.org](mailto:rod@michiganfloral.org)  
517.575.0110

MICHIGAN HORTICULTURE INDUSTRIES  
SELF INSURED WORKERS' COMPENSATION FUND



ADMINISTERED BY

REGENCY GROUP

# 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](mailto: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](http://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

**G**rowers 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! ✿

Sponsored by



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

Photo by Al Cooley Photography  
[www.myspace.com/squaresooter](http://www.myspace.com/squaresooter)



## WHOLESALE CONNECTION

# Cut Flowers: A Special Report

## The top five major floral industry trends

BY SARAH HAMILTON



**G**ive 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](http://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.*



*Saginaw Valley  
Flower Exchange, Inc.*

*Invites you to stop in and see our full line of  
silks and accent decors for Spring 2010*

*Spring Pottery - Ribbons - Spring Silk F  
and much, much, more!*

*Order Specialty Wedding Flowers Early!*

*We look forward to serving you!*  
**1-800-783-3858**

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

## WHOLESALE TIPS

# Get the Goods

## The latest cut flower varieties and

BY HEIDI ANDERSON, EDITOR



**T**here'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](http://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](http://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](http://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](http://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](http://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](http://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](http://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

**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](http://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

*New MFA Endorsed Service*



**IDEAL**  
Mortgage Services

- Call for free credit report and financial analysis
- Locally owned and operated mortgage company
- Licensed for the entire state of Michigan
- Over 65 years combined company experience
- Approved to do government loans
- Member, National Association of Mortgage Brokers
- Member, Michigan Association of Mortgage Professionals

**Contact us at 517-339-5300  
or online at [www.idealmortgage.org](http://www.idealmortgage.org)**



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](http://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](http://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](http://www.nordlie.com). ✿

**Summer Sensations** *Come shopping today!*

Sensational flowers and super values all summer!

- Freshest flowers you'll find anywhere.
- Excellent selection of the latest supplies— new and unique.
- The best combination of product, service and competitive pricing.

**Coming to your shop!**  
If you're out of our regular delivery area, our road warriors will bring the store to your door. Crisp, cool, convenient.

**DWF**  
An employee owned company

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

# Business Insurance.



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

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

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

## ***Auto-Owners Insurance***

---

As a member of the



**MichiganFloral**  
ASSOCIATION

**You'll save big!**

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

Mr. Steve Grinnell

David Chapman Agency

[sgrinnell@davidchapmanagency.com](mailto:sgrinnell@davidchapmanagency.com)

PH: (517) 321-4600



# Two Floral Educators Bestowed Honorary Degree Awards

BY BARBARA YEIDA ZULESKI, CF



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

**O**n 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** Huntington 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

**T**he 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

**D**erek 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

**Member Information:**

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

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

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

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

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

Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

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.

**Method of Payment:**

- Check     Visa     MC     American Express     Discover

Card #: \_\_\_\_\_

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

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Referred By: \_\_\_\_\_



## PROFESSIONAL EDUCATION

### 2010 Class Registration Form

Visit [www.michiganfloral.org](http://www.michiganfloral.org)  
for a complete 2010 class schedule.

**June 16, 2010**

**Steps to Certification**  
**(Member \$149 / Non-Member \$199)**

Lunch Included

**July 26-30, 2010**

**Basics of Floristry...  
From the Beginning**  
**(Member \$749 / Non-Member \$1,199)**

Lunches Included

**Please fill out one form per person.  
Class enrollment limited to 12.**

Call MFA at (517) 575-0110 for availability.

**REGISTRATION FEES ARE NON-REFUNDABLE!**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Payment Method: Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_ Date \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_



(MasterCard, Visa, American Express, circle one)

Signature \_\_\_\_\_

Signature of Authorizing Representative \_\_\_\_\_

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



**MichiganFloral**  
**ASSOCIATION**

**MAIL TO:** MFA PO BOX 67, HASLETT, MI. 48840  
or FAX to (517) 575-0115.

# Steps to Certification

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

June 16, 2010

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

Member: \$149

Non-Member: \$199

Lunch included in class fee

Instructor:

Cindy Ching, AIFD, CF



MFA Professional Education  
Center - Haslett, MI

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

# Basics of Floristry... From the Beginning

- **Basic Design, Elements & Principles**
- **Floral Vocabulary**
- **Care & Handling, Smart Management**
- **A Hands-On Experience**
- **Up-to-Date Methods & Materials**
- **Current Trends**

July 26-30, 2010

Member: \$749

Non-Member: \$1,199

Instructor:

Alice Waterous, AIFD, CF, CFD, PFCI



MFA Professional Education  
Center - Haslett, MI

**L**earn 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.

**Please bring your own tools.** ✿

## CLASSIFIEDS

### FLOWER & GIFT SHOP IN MADISON, WI AREA

Turn key business. This business has been here since 1983. It is well respected and recognized in this, fastest growing city in Wisconsin, near Madison. Annual sales of \$250 k. Located in a 100 year old Victorian home with tons of charm and built in display shelves. Retail space for gift area has 1000 sq. feet, 500 sq feet of work plus a 16' X 9' walk-in cooler. Full basement with office for storage. Use of one stall garage. Full parking lot.

In the last three years, since my ownership, we have tripled the wedding business. Sympathy work is strong. Corporate and standing orders are well established. Awesome staff. Right on Main Street. Utilities and CAM included in reasonable rent. Floral inventory, gift inventory and '06 Chevy HHR delivery car included in price of \$135,000. Financials available to serious inquiries. Business is requiring too much time away from young family. Call 608-219-2428.

### MFA SCHOLARSHIP COMMITTEE SEEKS DONATIONS FOR THE 2010 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.

### 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

### FOR SALE

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

### HELP WANTED

Grand Hotel is now hiring for a Florist/Head Designer & Shop Manager. This person is responsible for managing the busy seasonal flower and gift shop at Grand Hotel. Floral experience a must with some management background. 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

**To place a classified ad, call Rod at (517) 575-0110.  
Rates vary by size.**

## BUSINESSCARDADS



**Bing Goss**  
President/CEO

2836 Broadview St E  
Grand Rapids, MI 49512  
616.942.2200  
Fax: 616.942.9009  
800.494.2202  
bing@goss.net

Alice E. Waterous, AIFD, CF

**Alice Waterous  
Floral Consultant LLC**

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



(248) 437-4168

**Brian Bak**  
Owner

22880 Pontiac Trail • South Lyon, MI 48178  
Hours: Monday - Friday 9 - 6, Saturday 9 - 4  
[www.flowersbybakman.com](http://www.flowersbybakman.com)

Bruce Anderson



**Moehring Woods**  
Flowers since 1928

[www.NumberOneFlorist.com](http://www.NumberOneFlorist.com)

20923 Mack Avenue 313-882-9732  
Grosse Pointe Woods, MI 48236 800-711-0935

**Ridgeway  
Floral & Gifts**

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




Flowers from  
**Sky's The Limit**

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



**Conner Park  
FLORIST, INC.**

JOHN ADAMO  
Family owned & operated

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

**Weber's** FLORAL & GIFT

110 Elliot St. Ignace, MI 49781 (906) 643-8223

7253 Market St. Mackinac Island, MI 49757 (906) 847-6070



**Wesley Berry  
Flowers**

Wes Berry

**MICHIGAN'S BEST**  
The Detroit News

Corporate Offices  
2985 Haggerty Rd., Commerce, MI 48390  
office 248.668.2881 fax 248.669.2454

# the professional florist

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

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

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

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

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

## VENDORS

**SRC REFRIGERATION**

**FLORAL REFRIGERATION & EQUIPMENT**  
Quality Products at Competitive Prices Since 1980

☎ Toll Free 800-521-0398  
[www.SRC.us](http://www.SRC.us)



**Post Gardens  
Greenhouses**  
Battle Creek Division

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

JIM TUINIER  
Owner

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



**LION RIBBON CO.**

TOM SWIENTEK  
(517) 347-8135 Bus./Fax  
2181 Woodleaf Ct.  
Okemos, MI 48864

## Florists on Facebook!

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

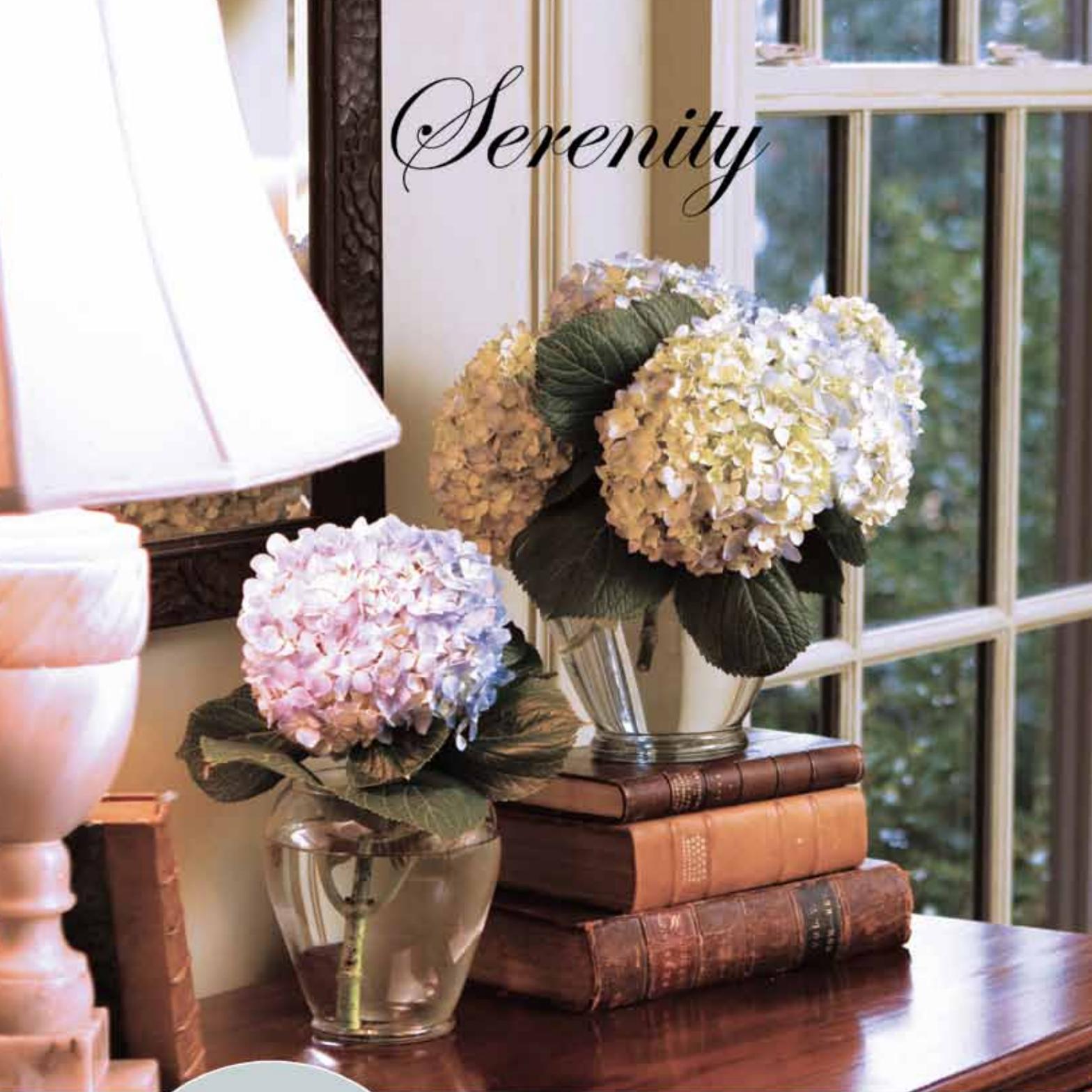


**Tom Metzger**  
General Manager

35935 Ecorse Rd.  
Romulus, MI 48174-4137

Tel (734) 728-6570  
Fax (734) 728-8356  
Direct (734) 858-0661  
Cell (734) 355-5733  
Email [tmetzger@mayesh.com](mailto:tmetzger@mayesh.com)  
[www.mayesh.com](http://www.mayesh.com)

# Serenity



The Serenity Vase  
4114 & 4115

Aquaplus Packet  
7001

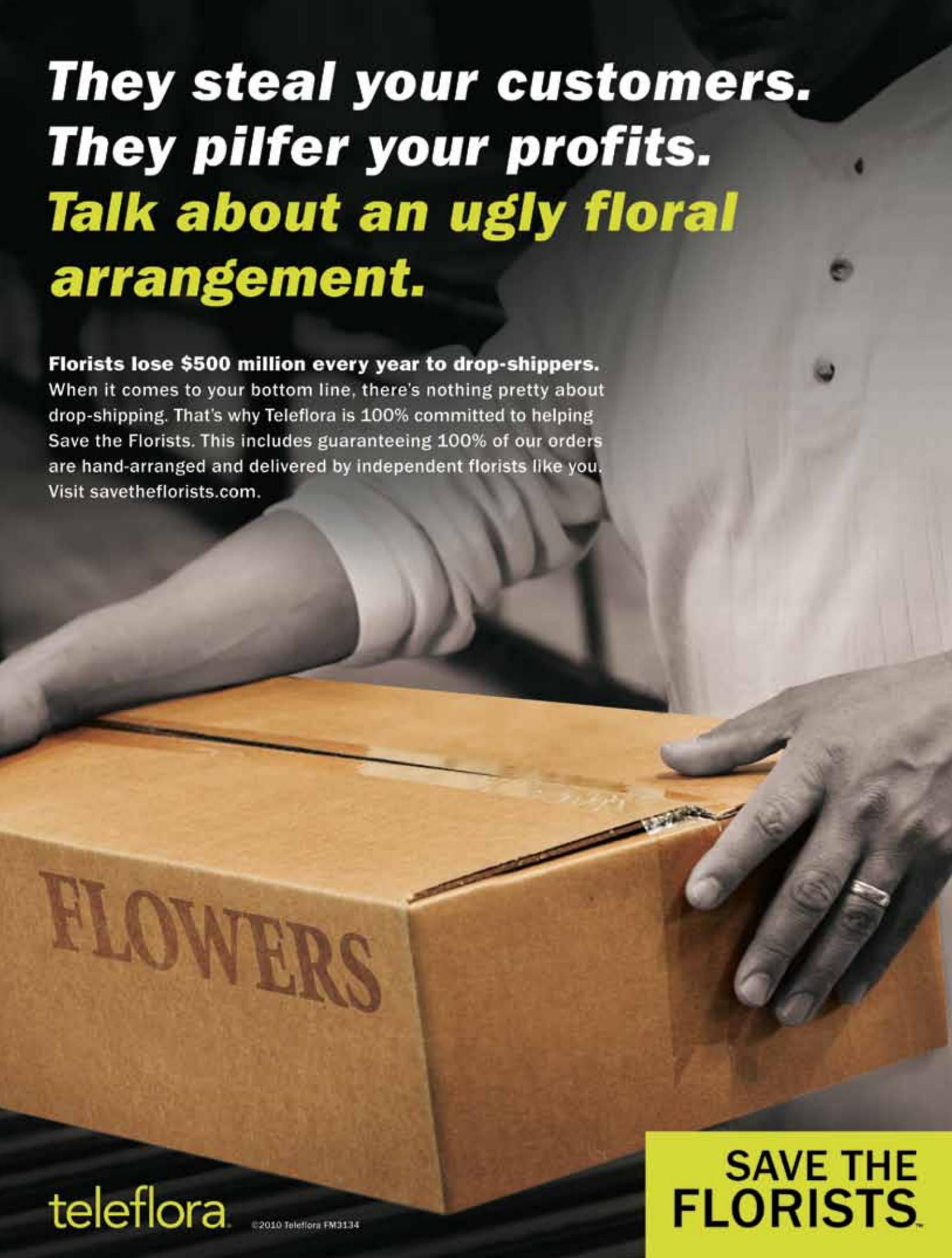
*Bringing it Home...  
with Syndicate Sales*



**Syndicate Sales**

[www.syndicatesales.com](http://www.syndicatesales.com)

Manufacturer • Importer • Distributor

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

**They steal your customers.  
They pilfer your profits.  
Talk about an ugly floral  
arrangement.**

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

When it comes to your bottom line, there's nothing pretty about drop-shipping. That's why Teleflora is 100% committed to helping Save the Florists. This includes guaranteeing 100% of our orders are hand-arranged and delivered by independent florists like you. Visit [savetheflorists.com](http://savetheflorists.com).

teleflora.

©2010 Teleflora FM3134

**SAVE THE  
FLORISTS.**