



Volume I 2011

**MFA's 2011
Great Lakes
Floral Expo**

EXPLORING THE
POSSIBILITIES

Design,
Business & More
March 4-6, 2011

**Nature's
Creative Edge
2010**

**Derek Woodruff
Wins Third Place
on Floral
TV Show**

the professional florist



**Floral = Higher
Partnerships = Revenue**

MFA Professional Partnership Benefits

DIAMOND AWARD
WINNING PUBLICATION

MSAÆ



3999CLR
Van's #292088
7.5" GARDEN VASE
PLAIN
Opening: 4.25"
12/Case



3952CLR
Van's #292301
7.28" SPRING GARDEN VASE
PLAIN
Opening: 3.375"
12/Case



3950AST
Van's #292298
7.28" PETITE VASE TRIO
PLAIN
Opening: 3.75", 2.375", 2.5"
12/Case



3907CLR
Van's #292087
8.5" GARDEN URN
PLAIN
Opening: 4"
12/Case



3104CLR
Van's #292294
8.5" GATHERING VASE
PLAIN
Opening: 4"
12/Case



3007CLR
Van's #295787
8.5" MARILYN VASE
PLAIN
Opening: 3"
12/Case



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



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



3003SCLR
Van's #292194
9.25" RIO CACHE VASE
OPTIC
Opening: 7.25"
6/Case



3020AST
Van's #292230
10" BOKAY VASE TRIO
PLAIN
Opening: 3.75", 4.625", 3.875"
12/Case



3905CLR
Van's #292086
10.25" GARDEN URN
PLAIN
Opening: 4.75"
6/Case



3008CLR
Van's #292217
10.5" RIO VASE
PLAIN
Opening: 5.5"
6/Case



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



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



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



Alsip, IL
708-371-8000
Edina, MN
952-831-8008
South Bend, IN
574-282-2884
Indianapolis, IN
317-291-8267

Walker, MI
616-785-9500
Chicago, IL
773-254-0700
Doraville, GA
770-449-0100



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



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



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





the professional florist

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MFABENEFITS

Professional Partnership Benefits

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



What's the Michigan Floral Association (MFA) all about?

Have you ever wondered what the MFA does besides send a dues invoice out once a year? It's a valid question. When you support an organization, you have the right to know how your dues are being spent and what programs your dues are supporting. Read on and we will cover the many purposes that your Association strives to achieve year in and year out. I, along with fellow MFA leaders and benefit administrators will explain and describe these functions on the following pages.

What is the MFA?

The Michigan Floral Association (MFA), founded in 1920, is a full-service trade association representing florists, growers, suppliers, wholesalers, educators and students. Located in Haslett, MI, MFA provides five basic functions: Consumer Awareness, Education, Professional Partnerships, Government Advocacy and Networking. It is the sponsor of the Certified Florist (CF) program;

creates and hosts The Great Lakes Floral Expo; conducts educational seminars periodically throughout the year at both member locations and the Association headquarters; partners with local wholesale houses around the state to produce design seminars and product reviews, publishes the award winning *The Professional Florist* magazine; hosts the MFA Web site, www.michiganfloral.org, sends an e-mail newsletter, and interacts with state and federal government agencies. The MFA also administers the Michigan Floral Foundation (MFF).

MFA Mission Statement

To provide educational and professional partnerships which help to position MFA members at the forefront of the floral industry.

Education

The office and our volunteer committees work diligently year-round on seven different educational opportunities. Some are member-only benefits and others are available to all industry members. When this is the case, members always receive a significant "Members" discount.

1. The Great Lakes Floral Expo (GLFE)

BY DEBBIE ROYAL, AIFD, CF, CFD, 2011 GLFE chairwoman



I consider MFA's Great Lakes Floral Expo to be the most educational, fun and inspiring weekend of the year. I love seeing old friends and meeting new ones, shopping the Tradeshow Floor, bidding on one-of-a-kind items at the Silent Auction, watching the Main Stage Shows (what a lineup we have this year!) and attending the Hands-on and Business Sessions.

Make sure you reap the benefits of all the great programs and fabulous educational opportunities by having your staff or colleagues attend different events and sharing the information with one another; it's more bang and education for your buck!

Remember the 2010 GLFE? We were navigating through some rough economic times, and some shops still are, but I am seeing some increase in business and positive attitudes, which encourages me. I can't wait to take advantage of the GLFE possibilities to expand my knowledge and grow my business. We need to grow our businesses back to their peak sales and then move above and beyond that point! Let's "Explore The Possibilities" in design, marketing, business, new products, networking and having fun.

Make plans now to attend the 2011 Great Lakes Floral Expo. Consider this your personal invitation for the event of the year, to learn to grow your talents and your business. The benefits are endless! See pages 11-18 for more information on the 2011 GLFE.

2. Certification: What it Means in Competitive World - It's Not Just a Bunch of Initials

BY ALICE WATEROUS, AIFD, CF, CFD, PFCI, MFA President



As I attend industry events, it becomes clear that those who put in the work to gain credentials are more likely to succeed within the floral business. Just as in today's tough job market, those with degrees in their fields are more likely to be employed and receive better compensation than those who have less education. Because the Certified Florist manual covers everything from care and

handling, design, customer service, display, pricing and more, it provides a well-rounded resource for anyone who is serious about their profession.

Beyond being a great resource book, studying the manual with the goal of taking the Certified Florist test enhances a person's core skills. When you pass both the written and hands-on portions of the test and receive that designation of Certified Florist, it speaks highly of your commitment to your profession.

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As a nationally recognized Certified Florist, you receive member pricing on Michigan Floral Association events, such as the Great Lakes Floral Expo & Education Center Classes. Additionally, you receive the award-winning "The Professional Florist" magazine six times a year and member pricing from MFA partner services. So what are you waiting for? Start on the path to being the best you can be and add CF behind your name.

3. Regional Meeting/ Wholesale Design Shows

Every year the MFA partners with our local wholesale members to bring you top-quality educational events. These events are usually held in the evening at the wholesale house and feature cutting-edge designers. Some are local and others come from far away lands. The MFA provides the sound and light system and promotes the event; the wholesaler also promotes the event, provides the facility, product and designer. This has proven to be a very successful format, with many florists taking advantage of these local educational shows. Watch this magazine, check www.michiganfloral.org, and check with your local wholesalers for upcoming shows and events.

4. Professional Education Center

MFA partners with retail shops and wholesalers to benefit you! MFA offers top-of-the-line education benefits with its Professional Education Center at the headquarters in Haslett, MI, and with "On the Road" classes. This the latest educational benefit to join the lineup and offers a whole new way to get education to your employees with less expense and hardship.

Here's the idea: you can have a hands-on workshop right at your own store or wholesale house. The workshops available are: Wedding, Sympathy, and Flowers-to-Wear/Gluing. Simply choose the class and instructor from the list provided (visit www.michiganflora.org and click on the Professional Education link, then On the Road Workshops) and notify the office of your choice. The classes are three hours long and could be held in the evening or during the day. The time and day must be mutually agreed upon between the host shop/wholesaler and the instructor. You can do this for yourself or partner with a

neighboring shop to maximize the opportunity and lower your expense. Classes are limited to 10 students per class.

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

5. 6. & 7. On Top of Information – The Magazine, E-news Bulletin and Web Site

The Diamond-Award-winning *The Professional Florist* magazine is published six times per year and keeps MFA members current on trends and floral industry news, both local and national. It's the premier magazine to voice your opinions, show off an amazing wedding or event your shop created, and learn what's going on around the nation and the world. The magazine is packed with important information on the Great Lakes Floral Expo, Professional Education Center classes and Professional Partnership benefits.

In addition to the magazine, MFA sends out an e-news bulletin straight to your e-mail with the latest floral news and happenings. My MFA Today is an easy and informative way for MFA members to stay on top of current events in these busy times.

The MFA Web site, www.michiganfloral.org has been completely redesigned with a clean, new, easy to navigate look and feel. It features the "Find A Florist" tab, which drives consumers directly to your business. You can also learn more about classes, how to become a Certified Florist, more on the MFA Scholarship Program, MFA Awards, contact information and so much more, all at the click of a mouse!

As you can see your MFA offers a variety of educational opportunities in a variety of formats, something for everyone all year long.

Business

The MFA also offers a wide range of Professional Partnerships and Business Services. These programs are offered and in place to help make all MFA members more profitable! They do this in various ways from direct savings on insurance premiums, to discounts on products and services offered to active members of the Association. All members should use these products and services to their advantage. There is strength in numbers! If you're not currently using any of these, make sure to check into them in 2011 and start saving real money.

Following are 10 different MFA Professional Partnerships or Business Services that are offered exclusively for Michigan Floral Association active members.

1. Michigan Horticulture Industries Self Insured Workers' Compensation Fund (MHI Fund)

BY SHARON NOVASEL, Regency Group

The MHI Fund is a member-owned workers' compensation program that exists for the exclusive benefit of the floral industry and offers substantial savings to its members. Many sectors of the horticulture industry are eligible to participate in the Fund, including retail florists, wholesale florists and greenhouses. While it has several distinct advantages over other programs, most members would agree that one of their biggest benefits is the profit return they receive. This year alone, the State of Michigan authorized the Fund to distribute \$1.6 million back to

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its members, bringing the total returned to \$15.2 million since the Fund's inception in 1993. Right now, more than 70 percent of the members are receiving returns equal to 45 percent of their premium. Also, a variety of safety resources and loss control programs specific to the floral industry are available to help members to further reduce their premiums. The Fund works with loss control specialists who provide sound guidance and cost saving solutions on maintaining a safe workplace. Claims are handled with great scrutiny, and the Fund controls costs by fighting fraudulent claims and requiring claims settlements to be authorized by the MHI Board of Trustees, comprised of Fund members. The MHI Fund is a true MFA member benefit – we keep the total cost of workers' comp down, which means more money returned to Fund members and lower premiums. This is the number one financial reason to belong to the MFA. Call the MFA office and we'll get to work on getting you into the fund and saving money as soon as possible.

2. Business and Personal Lines of Insurance & Blue Cross/Blue Shield Health Group Plans

Insurance, both business and personal, is a necessity. Reviewing and shopping your coverage annually is essential when trying to maintain a profitable business. But who has the time? This is when it becomes very important to have a Professional Partner on your side. Having a good relationship with an agent you trust is critical.

We understand this completely at the MFA. Many florists have a great working relationship with their local insurance agent. Not only are they like family, in many cases they really are. When working with your agent, make sure you request them to quote your policy with Auto Owners and use the Michigan Floral Association as your preferred group. You can also use your MFA membership for access into the MHI Work Comp Fund and many Blue Cross / Blue Shield programs. Please have your agent call the MFA office directly if we can help with any questions.

We have a wonderful relationship with the David Chapman Agency in Lansing, MI. Steve Grinnell is our preferred agent at David Chapman. Steve would be honored to have the chance to quote your business and personal insurance needs. He has been able to save our members serious money over the past several years. Please call the MFA office and we'll help you get the ball rolling to start saving money with all your insurance needs.

3. Unbeatable Credit Card Processing Rates

By Charlie Creamer, Midwest Transaction Group

Midwest Transaction Group and the MFA have had a credit card processing partnership since the fall of 2000. While it has had a long history of providing the membership some of the lowest processing rates in the industry, the partnership is best known for the personalized customer service it provides. Every member call to our office is handled by a live, friendly person – regardless of the time of day or the day of the week. This means MFA members always get someone who knows

who they are and the way in which they process their transactions. With the MFA processing program, terminal supplies are free as is the PCI compliance support we provide. There really isn't a better program available, which is probably the reason it just celebrated its 10th birthday!

4. MFA SuperFleet Fueling and Vehicle Maintenance Program!

By Tom Farnham Account Manager

SuperFleet and The Michigan Floral Association have a no-charge fuel discount program that offers you all the same features and benefits that are usually reserved only for companies with large fleets. You see, as a group, your association purchases enough fuel to qualify as a large fleet and therefore qualifies for volume cost savings. MFA members are currently saving more than \$400 every month on their fuel spend collectively, while reaping the benefit of security and tracking to ensure legitimate fuel consumption by employees. Save 10-cents per gallon as a new SuperFleet account at Speedway's and 5-cents per gallon at Marathon's for your first 90 days!

5. Arrive Alive® Cut Flower Bouquet Hydration Wraps:

Arrive Alive® is hydrophilic foam designed to provide water and nutrients to cut flowers for transporting, storing or displaying purposes. The foam is biodegradable, completely sterile, has a neutral PH and exhibits uniform hydrology. The highly porous foam maintains a 60/40 air to water ratio, directs more than 90 percent of all water and nutrients to the cut flowers and retains hydration. The basic concept of this product is that cut flowers are wrapped in the Arrive Alive® pad, sleeved with a polyethylene bag, and secured with a rubber band. The foam pad directs over 90 percent of the water and nutrients to the cut flowers, and allows cut flower growers to ship flowers in vertical or horizontal packaging. The foam also ensures that flowers or plants wrapped in the product will continue to be hydrated for up to 48 hours.

6. TRANSPORTER 10® Delivery Systems:

The All-In-One Delivery System – TRANSPORTER 10® ensures that your beautifully created arrangements arrive in the same condition as when they left your shop. No more broken stems, cracked containers or spilled water! Engineered with graduated openings TRANSPORTER 10® floral vase blocks hold everything from bud vases to vases with a 10 inch diameter. With a variety of styles to choose from, there is a size to fit every need. TRANSPORTER 10® assures peace of mind knowing that your deliveries will reach their destinations looking as good as they did on your design table. Features include:

- Graduated openings hold an assortment of vases
- Variety of styles suitable for any size container
- Fits all types of vehicles
- Resists mold and mildew
- Non-skid bottom
- Handles embedded in base for easy carrying
- Absorbs road shock

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7. Sandwich Boards / Changeable Sidewalk Signage

MFA's patent-pending SignTrax system allows users to change from a graphic panel to a message board, and back again, in seconds. The SignTrax system also allows for inserting optional clear plastic over the sign faces. These covers protect the letters and graphics from the weather and also from pranksters who might rearrange the text. Our SignTrax system includes our exclusive built-in locking mechanisms. A standard padlock (not included) locks the sign panels, and clear covers, in place for added security. SignTrax message boards include:

- More than 300 letters and numbers
- Two large inserts for images or logos
- Letter storage container with divider tabs for easy filing
- Funnel to ballast with sand

8. Custom Printed Business Forms

Royal is a national supplier of custom forms and business supplies with distribution to all 50 states. Since the inception in 1959, their primary goal has been to provide quality printing, experienced customer service, and a professionally monitored forms management program with multiple ship points to their clients. They produce and distribute a variety of continuous, snap-a-part, register and laser forms, demand style point-of-sale invoices and many varieties of promotional products. Specialties include laser cut sheet shells and stock forms for many types of software packages. They can also handle your short run cut sheet, letterhead, and envelope imprinting. Royal has the qualifications and the desire to take care of your business forms needs.

Custom forms are just the beginning... Royal can help with all your printing and business supply needs.

9. Collection Services

Since 1938, I.C. System has been helping clients achieve their collection-related goals. Their experienced personnel, proven processes, and leading-edge technology combine for high recovery rates without alienating your customers.

- They have collected billions of dollars for clients, and the number of times our practices caused a client to pay a legal judgment is zero.
- I.C. System is a full-service agency with 30,000 clients representing nearly every industry. Expect unparalleled service and recoveries to greatly improve your bottom line.
- More than 500 business and professional associations exclusively endorse our collection services. And, I.C. System is a "Certified Agency," an ACA International Designation earned by less than 1/2 percent of agencies. Certification recognizes ethically responsible and legally compliant organizations.

10. Business Consultants and Freelance Designers

The MFA has Professional Partnerships established with many reputable business consultants and freelance designers that are available on a contract basis to help your business. These profes-

sionals have hundreds of years of combined experience and have proven track records. If you'd like to explore the possibilities that are available to you, please call the MFA office to discuss your situation. We'll be able to find someone to help guide you through your business challenges or help pull together that extra special once in lifetime wedding or event.

Advocacy

The MFA is your daily voice in Lansing, MI, and Washington D.C. MFA has constant contact with both State and Federal Government. Rod Crittenden, MFA EVP, is a member of the Capital Club; an elite group limited to the top 50 state trade association Executives. The Capitol Club members monitor the actions of the State and Federal branches of government and the decisions they make which effect small business. They meet bi-weekly in Lansing, MI, and hear directly from State officials. MFA is the only industry specific organization with this kind of direct influence. Issues are only one phone call away. Unified voices have POWER! Grassroots network is the most effective tool.

Fraternal

The floral industry is a tight-knit family and the Michigan Floral Association is the organization that provides the family meetings and get-togethers. One of the best ways to learn and gain knowledge is through networking. Volunteer to serve on one of the many MFA committees that provide an excellent opportunity to meet and work with some of the industries best. We also have a presence on Facebook where members can exchange thoughts and ideas. Members' sharing with members is an MFA member benefit that is hard to put a price on.

As you can see, there are many reasons to belong to the Michigan Floral Association, your professional trade association. If you are a current member, Thank You for your continued support. If you're not a current member, we invite you to partner with us and join the MFA today!

For more information on joining the MFA or any of the programs or benefits listed, please contact the MFA office at (517) 575-0110, visit www.michiganfloral.org, or e-mail rod@michiganfloral.org.

Welcome New MFA Members!

ACTIVE MEMBERS

Outfront Portable Solutions – Pat Von Es

4664 Ontario Street, Beamsville, Ontario L0R-1B4

Ph: (905) 563-9790 • Fax: (905) 563-6367

Email: Sales@outfrontps.com • www.outfrontps.com

Schwartz's Greenhouse, Inc. – Chris Schwartz

30705 Sibley, Romulus, MI 48174

Ph: (734) 753-9269 • Fax: (734) 753-4990

Lehman Greenhouse, Inc. – Dick Lehman

6801 Telegraph, Temperance, MI 48182

Ph: (734) 847-7085 • Fax: (734) 847-4823

AIFDEVENTS

Nature's Creative Edge 2010

Music Music Music- The Earth Sings in Flowers

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



This annual outdoor event, held the third weekend each September, was again an amazing display of floral art. More than three-dozen displays interpreted this year's theme: "Music, Music, Music - The Earth Sings in Flowers." Floral designers traveled to the woodland estate of Robert Friese, AIFD, CFD, from Michigan, Ohio,

Indiana, Illinois and Wisconsin to create and collaborate for this fantastic event.

Hosted each year by Bob, it is illuminated as evening falls on the five acres of floral fantasy. Viewed from dusk to dark, the event began from master classes organized by Bob

with Hitomi Gilliam, AIFD, AAF, PFCI, CFD, as the guest instructor. Members of the community were invited the first two years and now it has evolved into a fundraiser/public awareness event that attracts roughly 1,000 visitors in the three evenings it is open to the public.

"My greatest joy is to share my resources with other designers to create something of beauty and inspiration," Friese said. "To



Bob Friese, AIFD, CFD, created this vibrant and lush interpretation of "All That Jazz."

George Mitchell, AIFD, CFD, PFCI, brought "Swan Lake" to a new level with gourds and lots of feathers.



"One Less Egg to Fry" (written and sung by Burt Bacarach) was all it was cracked up to be, by Walter Klimek, AIFD, CFD.






A very musical entry arch created by James Lutke was a showstopper. Mike Lewis, AIFD, CFD, gave the music a floral treatment.

then share that beauty with the public completes my mission.”

Since most of the designers are members of the AIFD North Central Chapter who donate their time, talent and materials, the proceeds benefit educational programs administered by the Chapter.

“Bob’s Michigan forest is the most exquisite Nature’s Art Gallery,” Gilliam said. “When fully lit in the evening, the space comes to life as the gallery’s pristine canopy and walls become more defined. It is the most fitting place to show floral artistry. I so enjoyed being part of its beginning! I hope to return soon.” 



Jodi Duncan, AIFD, CFD, PFCI, shared her bright, sunny impression of “Boondocks.”

Gustov Holtz composed “The Planets.” Loann Burke, AIFD, CFD, PFCI, ‘re-composed’ it in fabulous abstract form.



Kay Brandau Hood, AIFD, CFD, and Art Lillie collaborated to paint, destruct, reconstruct and ‘floralize’ for “Music From The Earth.”



FLORAL COMPETITION

Quite The Arrangement!

Derek Woodruff wins third place in floral design competition show



Derek Woodruff, AIFD, CF, CFD, owner of The Floral Underground in Traverse City, MI, and 2010 MFA Young Person of the Year, won third place on "The Arrangement" on Logo TV, the world's first floral design reality competition show. Three hundred designers applied and auditioned for the show, and Woodruff was among the 10 selected to compete on the show. The show premiered October 4 and was hosted and judged by Gigi Levangie Grazer and celebrity floral arranger Eric Buterbaugh.

"It was a very tough experience," Woodruff said. "We were pushed to be creative on the spot, over and over again. We were all pretty tired by the end of it. We all [the cast] have become great friends and they are all such amazing designers!"

The winner, deemed "American's Best Floral Designer," won a prize package of a Smart Fortwo Passion Coupe and \$25,000.

Exciting challenges over the series included creating arrangements on nude sushi models, taking unattractive bouquets and remaking them for humorous special occasions, creating eco-friendly arrangements out of recycled flowers, making an underwater arrangement, designing a floral wrap for a Smart Car and much more.

"I was very proud of what I was able to come up with in such stressful situations of crazy surprises, limited execution time, budgets and product availability," Woodruff said. "I never knew I had it in me!"

Celebrity guest judges appeared on the show, including Nancy O'Dell, Armen Ra, Antonio Sabato Jr., Nick Verreos, Traver Raines, Omarosa, RuPaul, Kim Golde, Shana Mokler and Lala Vasquez.

Reason for Success

Woodruff credits Bob Friese, AIFD, CFD, and multi-media artist James Lutke's design workshop, part of MFA's Professional Education Center, as part of the reason for his success.

"My mechanics needed some serious improvement, and in this class I was able to learn ways to master mechanics and learn new design techniques that I used on The Arrangement and that I use in everyday designing - and not just from Bob

and James but also from the other designers taking the class," Woodruff said. "This is totally worth every cent and worth the time. The fuller the class is, the better. I don't believe I would have passed the AES with out this workshop and incidentally, wouldn't have been cast for The Arrangement."

See page 22 for more on this workshop.

"It's nice to have so much support from my community and floral designers throughout Michigan and the country," Woodruff said. "I don't know how I will be able to top the experience!"

From the looks of things, this is only the beginning for Derek Woodruff. Congratulations! ✿



The final episode of "The Arrangement" was shown at the State Theatre in downtown Traverse City



In each episode, the designers faced a "Seedling Challenge" followed by a "Weedout Challenge." The bottom designers then faced a final head-to-head challenge, after which a designer was eliminated. Woodruff, the only designer on the show with AIFD, CF and CFD credentials, made it to the final episode, which aired December 1.

"I started off the series in the bottom two and ended up coming in third overall," he said. "I was very pleased."



2011 Great Lakes Floral Expo March 4-6



Would you like the possibility to explore Brazil? Then don't miss the President's Recognition Banquet!

Saturday, March 5, 2011, in the stunning Pantlind Ballroom at the Amway Grand Plaza Hotel.

Sponsored by Rio Roses and Nordlie, Inc.

Additional fees apply



President's Reception Time: 6:00 p.m. – 6:45 p.m.

Recognition Banquet and Industry Awards Ceremony Time: 7:00 p.m. – 9:00 p.m.

This is the night all your floral friends dress up in their finest attire, mingle in a breathtakingly beautiful ballroom, enjoy delicious food and drinks, and honor MFA's best with the 2011 Industry Awards. You are cordially invited to the Michigan Floral Association's version to the Academy Awards!

Expect the spectacular as Gary Wells, AIFD, CFD, and his team of professional designers and student designers from Technical Schools around Michigan create "A Night in Rio!" This will be décor to marvel at, with Rio Roses partnering with Nordlie Inc. as product sponsors for a beautiful event.

An array of Industry Awards will be bestowed by the MFA and new inductees into the prestigious Certified Florist program will be recognized. This event only comes once a year, so book your ticket now! See you in Rio!

NEW THIS YEAR!

MFA will be hosting a scavenger hunt on the Tradeshow Floor!

Each attendee will have a card listing the participating show vendors, and after exploring each booth will get a stamp on the card. Return the completed card to the MFA registration desk and it will be entered into a drawing. The grand prize is cold hard cash, and the winner will be drawn Sunday, March 6, 2011, at 2:00 p.m. on the Main Stage in Steelcase Ballroom A. The prizes in the treasure chest will be given away as well.

Explore the Outstanding Possibilities in this All-Day Session – Friday, March 4

BUSINESS SESSION: Marketing Secrets for Today's Florist

Presented by: Rick Rivers and Ryan Freeman

Sponsored by: Womar Glass, Floristware Inc., and Flowerchat.com

Date: Friday March 4, 2011 • Time: 9:30 a.m. – 4:30 p.m.

Location: River Overlook AB

Additional fees apply



This high-energy, information-packed seminar will explore the tough choices floral shops must make in order to stay in business and be profitable in the future. Rick has experienced all the ups and downs in the floral industry, just like every other florist. Ryan will join Rick and show you how to navigate through all those hidden sales on the social media sites. If Facebook were a nation, it would be in the top three. Millions of people are on various social networking sites; and "today's" customers want a relationship or a "peer referral" before they make a purchase. So, have your pen

ready for all those hidden secrets. Rick and Ryan will show you their "peer referral" program and how to implement it within your sales. They will share the secrets of his tried and true money-making systems and programs that really work, including:

THE 3 S'S PROGRAM – How to pull ahead of your competitors and put them in the rear-view mirror for good.

TOP 5 MARKETING SEGMENTS LIST – Identifies those who have the money to spend, how to build the lists and how to go after them.

29.6 PERCENT RETURN DIRECT MAIL CAMPAIGN – How to write effective copy that will get you results in the 15 percent to 20 percent range.

BUY LOCAL CAMPAIGN – How to get your customers to buy local.

HOLIDAY PLANNING (NOT GONE MAD) SYSTEM – How to dramatically increase your sales and profits during the holidays.

BAD BOXED FLOWERS CAMPAIGN – How to educate customers and successfully direct them back to the flower shop.

A Special All-Day Session – Friday, March 4

HANDS-ON SESSION: Exploring Your Flower Potential: Flower Industry Secrets Revealed!

Presented by: J. Schwanke, AAF, AIFD, CFD, PFCI, NSA

Sponsored by: Michigan Floral Foundation

Date: Friday March 4, 2011

Time: 9:30 a.m. – 4:30 p.m.

Location: River Overlook EF

Additional fees apply • Bring your own tools!



This six-hour workshop is limited to 20 passionate, creative, positive thinking, flower leaders... ready for amazing success in the world of flowers! Spend the day learning, designing, training and sharing with one of the most trusted voices in the flower industry. Discover J's creative design concepts and innovative techniques. Be the first in line to get quality, one-on-one design and consultation time with J, planning the future success of your flower business. J's dynamic

all-industry workshop will include: flower care and handling, preparation order placement and products on the market, professional color use and consultations, flower and foliage coordination. Experience the greatest new flower industry products, creative concepts, and innovative techniques and design concepts! Projects will include:

- THE 2 MINUTE DOZEN ROSES • AN EASY, INNOVATIVE CASCADE BRIDAL BOUQUET • CREATIVE AND PROFIT BUILDING FLOWERS TO WEAR • MONEY & LABOR SAVING CARE AND HANDLING TECHNIQUES • FACEBOOK, TWITTER AND YOUTUBE COACHING • HIGH QUALITY FLOWER RESOURCES AND SUPPORT

What are you waiting for? Sign up today and ready to burst into bloom with flowers and J at the Great Lakes Floral Expo!



A Night of Good Friends, Good Food and Great Flower Shops!

Retail Shop Dinner Tour

Friday, March 4, 2011 • Additional fees apply

The always-popular Retail Shop Dinner Tour remains a highlight of the Great Lakes Floral Expo. This is an early sell out, so sign up today. Explore four fantastic Grand Rapids-area MFA member shops who will "wine & dine" attendees as they open their doors on this special evening. Tour hostess will again be the charming Kathy Petz, AAF, CF, PFCI. As you board the deluxe motor coach with floral friends, embark on an evening to remember with food, fun and great ideas. This is a not-to-miss event, so make your reservations today!

Tour Itinerary

6:00 p.m.: Bus departs promptly from the Welsh Lobby at DeVos Place

6:15 p.m. Arrive: **DESIGNING DREAMS**

4335 Lake Michigan Dr., Suite A, Grand Rapids, MI 49534

Contact: Tonja VanderVeen, AIFD, CF, CFD, CPF

Phone: (616) 735-3660 • www.designingdreamsllc.com

Hors'd'oeuvres & Beverages



7:00 p.m. Arrive: **BURGETT FLORAL**

868 Fuller Ave NE, Grand Rapids, MI 49503

Contact: Nancy Butts, CF

Phone: (616) 456-1999 • www.burgettflorist.com

Hors'd'oeuvres and Beverages



8:00 p.m. Arrive: **KENNEDY'S FLOWERS**

4665 Cascade Road SE, Grand Rapids, MI 49546

Contact: Lori Haveman

Phone: (616) 956-6747 • www.kennedyfloral.com

Salad



9:00 p.m. Arrive: **EASTERN FLORAL & GIFTS**

9818 Butterworth SW, Grand Rapids, MI 49504

Contact: Jason Goei or Bing Goei

Phone: (616) 949-2200 • www.easternfloral.com

Main Course Dinner and Dessert



This is an estimated time schedule for the evening.



HANDS-ON SESSION: FFA Student Certification Test Preparation

Presented by: Frank Feysa, AIFD, CFD
 Sponsored by: Michigan Floral Foundation
 Date: Friday March 4, 2011
 Time: 7:00 p.m. – 8:15 p.m.
 Location: River Overlook EF
 Additional fees apply • *Bring your own tools!*



Don't miss this exciting, entertaining and educational floral funfest for you and your friends. Learn how to go from good to great and set yourself apart from the everyday designer. You will be making several exciting floral projects, so don't forget to bring your tools!

GLFE SHOWS – Saturday, March 5, 2011

BUSINESS SESSION: Site Review and SEO Q&A

Presented by: Ryan Freeman
 Sponsored by: Flowerchat.com
 Date: Saturday March 5, 2011
 Location: River Overlook AB



SESSION 1 Time: 9:00 a.m. – 10:15 a.m.
 SESSION 2 Time: 10:45 a.m. – 12:00 noon

In these two sessions, learn to boost your Web site profits with personalized advice from an SEO expert. Find those hidden roadblocks that prevent visitors from becoming customers! Online Marketer Ryan Freeman will review real florist Web sites from audience members, while engaging in extensive Q&A on all things related to Search Engine Optimization, Social Media and marketing on the Internet. Real, practical advice for real florists!

HANDS-ON SESSION: Hand-Tied Wedding Bouquet Possibilities

Presented by: J. Keith White, AIFD, CFD
 Sponsored by: FTD
 Date: Saturday March 5, 2011
 Time: 9:00 a.m. – 11:30 a.m.
 Location: River Overlook D
 Additional fees apply • *Bring your own tools!*



Have you been exploring how to make the beautiful, hand-tied bouquets featured in wedding magazines? Look no further! Discover masterful techniques of making hand-tied wedding bouquets from J. Keith White, designer for the *Weddings – Winning Bouquet Combinations* book. Keith will also share the secrets of how to create a hand-tied look using flowers in a bouquet holder and how to hydrate your hand-tied bouquet flowers so they are fresh.

HANDS-ON SESSION: Exploring Bridal Events

Presented by: John Hosek, AIFD, CAFA, CF, CFD, PFCI
 Sponsored by: Teleflora
 Date: Saturday March 5, 2011 • Time: 9:00 a.m. – 11:30 a.m.
 Location: River Overlook E
 Additional fees apply • *Bring your own tools!*



Come learn with John Hosek as he teaches you the newest and the best techniques in the industry with grasses and floral. Be surprised at the versatile and unique applications that you'll soon be practicing in your work! Discover weaving, wiring and more techniques. You will explore and discover things outside the box.

HANDS-ON SESSION: Profit Possibilities for Every Day Designs

Presented by: Bill Taylor, AIFD, CFD
 Sponsored by: BloomNet
 Date: Saturday March 5, 2011
 Time: 9:00 a.m. – 11:30 a.m.
 Location: River Overlook F
 Additional fees apply • *Bring your own tools!*



This hands-on workshop is a must if you are exploring for new and fresh ideas for making your everyday designs more profitable. Bill will demonstrate unique, cutting-edge design concepts and techniques for everyday designs that will save time and make a dramatic difference in your bottom line. You will leave this workshop inspired and ready to make your trendy, everyday designs more profitable!

BUSINESS SESSION: Exploring Possibilities with The Surepin™

Presented by: Carol James
 Sponsored by: Surepin
 Date: Saturday March 5, 2011
 Time: 9:00 a.m. – 9:45 a.m.
 Location: River Overlook C



Discover what others in the industry are doing to stay competitive.

Get to know The Surepin™, a new product that makes pinning a boutonniere as it should be: pleasant, quick and picture perfect. Business has changed and so has your customer. Learn the many functions of The Surepin™, including:

- Why you want a two to five percent change – where will that take you?
- Let's talk about the new customer.
- What are other florists doing to create differentiation?

BUSINESS SESSION: Lion Ribbon: Alive with Possibilities!

Presented by: Jerome Raska, AAF, AIFD, CAFA, CF, PFCI
 Sponsored by: Lion Ribbon
 Date: Saturday March 5, 2011
 Time: 10:00 a.m. – 10:45 a.m.
 Location: River Overlook C



Come explore the new products available from Lion Ribbon. Jerome will demonstrate creative ways to increase your sales and profitability with proms, weddings and more. You'll get to touch and feel these great new products as you watch Jerome bring them to life.

GLFE SHOWS – Saturday, March 5, 2011

MAIN STAGE SHOW: Sympathy Success...The Secrets You're DYING to Know!

Presented by: J. Schwanke, AAF, AIFD, CFD, PFCI, NSA

Sponsored by: Michigan Floral Foundation

Date: Saturday March 5, 2011

Time: 10:45 a.m. – 12:00 noon

Location: Steelcase Ballroom A

Join one of the most trusted voices in the flower industry: award winning speaker and host of JTV on uBloom.com, J. Schwanke, to learn the secrets to success with sympathy flowers! The sympathy



and flower tribute flower world is changing and J brings his innovative thinking process and positive attitude adjustments to the world of sympathy design. Learn to how to transform the next funeral into a celebration of life... and make it a special event! No "in lieu of flowers" for J... he'll show you how to transform your thinking and implement changes that will help you on the road to eternal success with sympathy flowers! Today's the day to start thinking differently about sympathy flowers, and choose to celebrate with flowers!

BUSINESS SESSION: Grow Your Business with Branding

Presented by: Amy Smith

Sponsored by: The John Henry Company

Date: Saturday March 5, 2011

Time: 11:00 a.m. – 11:45 a.m.

Location: River Overlook C



In this business session discover, with Amy, how to develop your shop's brand, image and identity by using branded stationery, marketing and display tools. You will be able to build powerful consumer brand recognition while creating an atmosphere of desire for consumers to purchase your products. You will leave this session with "brand" new thinking.

MAIN STAGE SHOW: Designer of the Year Competition

Commentated by: Jerome Raska, AAF, AIFD, CAFA, CF, PFCI

Sponsored by: Teleflora

Date: Saturday March 5, 2011

Time: 12:30 p.m. – 2:00 p.m.

Location: Steelcase Ballroom A

The Iron Chef of Floral Competitions! Experience this intense, exciting, awe-inspiring design event! The top five designers from the Design Contest go head-head, flower-to-flower, on the Main Stage, working at



identical stations with identical materials. All eyes are on them, they must design, under pressure, in front of a pumped-up crowd of their fellow florists, friends and family! This is IRON CHEF: FLORAL STYLE. This fun event will be emceed by the ever-entertaining Jerome Raska! You won't want to miss a minute! When the designing has finished, judging will begin and one lucky designer will be declared the 2011 Designer of the Year. His or her designs will be featured in six issues of *The Professional Florist*. Be there and discover the winner!

BUSINESS SESSION: Exploration of Trends Facing the Floral Industry

Presented by: Bob Williams, VP North American Operations,

Oasis Floral Products

Sponsored by: Oasis Floral Products

Date: Saturday March 5, 2011

Time: 1:00 p.m. – 3:00 p.m.

Location: River Overlook AB



Make plans now to attend this informative and stimulating look at our past, current, and future economic climate. Bob will present a detailed, statistical look at our country's fiscal picture and explain how it pertains directly to your business. The trends may work for you or against you but, certainly, will not be neutral. Discover how to position your business for the challenging journey ahead.

MAIN STAGE SHOW: Exploring the Past, Present and Future of Wedding Design

Presented by: Loann Burke, AIFD, CFD, PFCI

Sponsored by: Oasis Floral Products

Date: Saturday March 5, 2011 • Time: 3:30p.m. – 4:45 p.m.

Location: Steelcase Ballroom A

Join this expedition down memory lane, taking you into the past of bouquet and wedding design. that brings you to the designs



of the present and future. Loann knows her bouquets! She will start with her very own wedding bouquet design from the early '80s and transform it into designs for the present and future. She will share a new spin on vintage bouquets. Discover how to do the same with the actual styles of wedding bouquets carried by fellow designers.

MAIN STAGE SHOW: Exploring the Past, Present and Future of Wedding Design

Presented by: Rick Rivers

Sponsored by: Womar Glass and Floirstware Inc.

Date: Saturday March 5, 2011

Time: 3:30 p.m. – 5:00 p.m.

Location: River Overlook AB



In this business session, Rick shares the secrets of staying ahead of the trends and how to get ready to shift the "marketing plan" to adjust to economic conditions. Learn where flower sales have gone and where they are headed. Rick, who has experienced all the ups and downs in the floral industry just like every other florist, is owner of an FTD Top 500 floral shop.

GLFE SHOWS – Sunday, March 6, 2011

BUSINESS SESSION: Hidden Sales Possibilities in Facebook

Presented by: Ryan Freeman

Sponsored by: Flowerchat.com

Date: Sunday March 6, 2011 • Time: 8:30 a.m. – 9:30 a.m.

Location: Steelcase Ballroom A

Facebook has gone from a college, photo-sharing site to a burgeoning business and a powerhouse in the online marketing



community. If you're thinking of tapping into the Facebook crowd, this business session is for you. It is designed to show florists how to find the hidden sales on Facebook, LinkedIn, Twitter, etc. These are not intended to be sales vehicles but rather as revenue extenders for the local florist. Some florists are getting some large sales from online marketing.

HANDS-ON SESSION: Sympathy Success Design

Presented by: J. Schwanke, AAF, AIFD, CFD, PFCI, NSA

Sponsored by: Michigan Floral Foundation

Date: Sunday March 6, 2011 • Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook D

Additional fees apply • Bring your own tools!



Exploring how to create a successful sympathy business, but feeling a little intimidated by making casket sprays or scarves? Look no more! Discover, from one of the master instructors of the flower industry, the secrets of creating sympathy pieces. In this workshop you will create both a casket spray and casket scarf.

HANDS-ON SESSION: Exploring Possibilities with Wedding Bouquet Holders

Presented by: Loann Burke, AIFD, CFD, PFCI

Sponsored by: Oasis Floral Products

Date: Sunday March 6, 2011 • Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook E

Additional fees apply • Bring your own tools!



Loann says: "Forget the hand-ties. Today's brides are looking for more individualized designs and contemporary, as well as classic,

cascade bouquets." Join her for this fun, educational hands-on program as she shows you how to work with popular bouquet holders. For those brides who are looking for a hand-tied look, discover several techniques to achieve this look using a bouquet holder. Loann is quoted as saying she has 465 reasons why to use a bouquet holder over a hand-tied... let's see how many we can count as you explore the possibilities of bouquet holders!

BUSINESS SESSION: Exploring the Affluent Market

Presented by: Rick Rivers

Sponsored by: Womar Glass and FloristWare Inc

Date: Sunday March 6, 2011

Time: 10:00 a.m. – 12:00 noon

Location: River Overlook AB



The affluent in America are unique, and it takes innovative marketing skills to succeed in selling them. Due to their low-profile living, America's affluent are not all that easy to target with conventional marketing tactics and strategies. Discover where florists can look to find the people who can afford to buy their products and services. He will also share how to "pull up" those customers who are on the brink of being an affluent "buyer." The affluent buyers are "right under our noses."

MAIN STAGE SHOW: RSVP Required

Presented by: John Hosek, AIFD, CAFA, CF, CFD, PFCI

Sponsored by: Teleflora

Date: Sunday March 6, 2011 Time: 10:30a.m. – 12:00 noon

Location: Steelcase Ballroom A



Learn from the pros! John will demonstrate the keys to producing the biggest events in your career – everything from pulling in those exciting clients to decorating for maximum impact. Depicting top-class

examples and detailing down-to-earth realities, he'll prepare you for your next important production and give you the confidence to surpass your expectations. Whether you're planning for 60 or 600, you need to WOW your clients and their guests with your professionalism and artistic vision, and John is excited to present years of experience! You'll learn the four steps to a spectacular event: researching, sourcing, visualizing and presentation.

MAIN STAGE SHOW: Everyday Flowers for Today's Possibilities

Presented by: J. Keith White, AIFD, CFD

Sponsored by: FTD

Date: Sunday March 6, 2011 • Time: 12:30 p.m. – 1:45 p.m.

Location: Steelcase Ballroom A



This is your opportunity to explore and open your mind to new infinite possibilities as a designer. Keith, a visionary of floral

design, is known for his flair, showmanship, professionalism and extraordinary designs. He brings a fresh look at everyday flowers for today. He combines modern and traditional floristry into an art form that welcomes the great diversity of our lives and environment. Let your creativity and confidence flourish with fast, easy and profitable, everyday designs that will keep your customers coming back for more.

BUSINESS SESSION: The Business Round Tables

Presented by: Laura L. Parker, AIFD, CF, CFD

Sponsored by: Laura Parker, Business Consultant

Date: Sunday March 6, 2011

Time: 1:45 p.m. – 3:15 p.m.

Location: River Overlook AB



Hidden Treasure! Are you looking for all that cash that seems to slip through your fingers each month? Well, be sure to join floral industry business consultant and award-winning floral designer, Laura L. Parker as she facilitates an exciting roundtable session full of excellent tips, great ideas and thought provoking discussion. Grab your notebook and a pen as we explore the possibilities and create our own treasure map to higher profits!

MAIN STAGE SHOW: Exploring the History of Floral Design

Presented by: Bill Taylor, AIFD, CFD

Sponsored by: BloomNet

Date: Sunday March 6, 2011

Time: 2:15 p.m. – 3:30 p.m.

Location: Steelcase Ballroom A



Join Bill as he traces the development of floral design from ancient Egypt and China to the present day, using arrangements and

accessories to illustrate the development. It includes a look at ancient design schemes from China, Japan, Egypt and Rome. The program shows the growth and changes in European design and how they were related to the art and culture of the time. Bill then explores the influences of East and West, and European history on American floral design. The program culminates with a very contemporary, decidedly American design.

2011 MFA Design Contest

Friday, March 4, 2011 • Time: Tradeshow Hours
Sponsored by Teleflora and the Michigan Floral Association



The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Enter and rate your talents with your peers! Winners will receive certificates, cash awards and recognition in *The Professional Florist* magazine. In addition, the individual named "MFA Designer of the Year" will be the featured "Designer Spotlight" designer in six issues of the *The Professional Florist*. The contest serves as an exceptional opportunity for designers to learn and exchange new ideas while competing, receive professional recognition for their work, and is an excellent opportunity to gain publicity for you and your shop. Let 2011 be the year you explore the prestigious MFA Design Contest!

For More Information

Call Design Contest Chairwoman Colleen Carr, AIFD, CF, CFD, PWA, at (810) 220-7869 or (517) 404-3343, with questions on the Design Contest. **Call the MFA Office at (517) 575-0110, or visit www.michiganfloral.org, to get a Design Contest packet. YOU MUST REGISTER BY FEBRUARY 25, 2011!**

Explore this incredible opportunity and the possibilities! Register now!

Banquet, Books, Bids, Showcase

Exploring the Power Between the Covers: MFA Book Fair

Saturday, March 5, 2011 • Time: 9:00 a.m. – 5:00 p.m.

Sunday March 6, 2011 • Time: 8:00 a.m. – 3:30 p.m.

Location: Welsh Lobby

Information is power, and this year's Book Fair is loaded with power. The mix of books offers treasures for everyone in your shop – the latest design styles and helpful how-to techniques for designers, and dynamic business building ideas for shop owner. And oh yes, the prices are hard to beat. All profits from the MFA Book Fair benefit the MFA Education Fund.

It's a Win-Win at the Silent Auction

Saturday, March 5, 2011 • Time: 9:00 a.m. – 5:00 p.m.

Sunday March 6, 2011 • Time: 8:00 a.m. – 3:30 p.m.

Location: Steelcase Ballroom A

Discover great bargains: floral supplies, floral products, unique gifts, gift certificates, services and more. It's a win-win for you and someone else. You win by getting the bargain and 100 percent of the proceeds go to the MFA Scholarship Fund. Because of you, someone else wins! The fund provides MFA-sponsored educational programs, including the Great Lakes Floral Expo and related expenses, MFA testing and certification for deserving florists. In 2010, seven scholarships were granted. Please call Silent Auction Chairman Jim Schmidt at (800) 777-9945, or the MFA office at (517) 575-0110, to donate a service or product. Helping hands like yours are needed.

AIFD Showcase

Location: Welsh Lobby, open all weekend

The 2011 show will again showcase dazzling full-scale floral designs and installations of inspiring works by North Central AIFD members. Each crème de la crème designer creates a floral feast of flowers with rich colors, fragrances and textures that will be on display the entire weekend.

CF Showcase

Location: Welsh Lobby, open all weekend

Certified Florists will be displaying a wonderful floral exhibit for the entire weekend. This is to inspire all of us designers... to further our education and also to teach the public what these credentials mean and why to buy from a professional retail florist shop. This will be a display not to miss!

2011 Student Designer Contest & Showcase

Saturday March 5, 2011 • Time: 2:30 p.m. – 3:30 p.m.

Location: Secchia Foyer

At this event, you will be inspired by the phenomenal display of creativity and excellence of our student designers. It's their opportunity for well-deserved special recognition, along with that for their instructors. It's your opportunity to personally meet and greet each student designer as they stand by their design. Be sure to admire the arrangements and discover our budding florists, our industry leaders of tomorrow.

It's Saturday Night Live... In Grand Rapids!

Discover the cool hot spots in downtown Grand Rapids after the Recognition Banquet for a night of fun! Endless venues about town offer something for everyone to enjoy. Explore Grand Rapids' new Web site at www.gmnow.com, and discover all the possibilities for fun with your peers and friends.

2011 GLFE Tradeshow Marketplace

Tradeshow Marketplace

Explore for Treasures at the Tradeshow Marketplace

Saturday March 5, 2011 • Open Hours: 9:00 a.m. - 5:00 p.m.

Sunday March 6, 2011 • Open Hours: 8:00 a.m. - 3:30 p.m.

Location: Steelcase Ballroom A

Explore the Marketplace where – booth after booth – you can browse or purchase the latest in cut flowers, plants, decorative items, floral hardgoods and service providers. You'll appreciate the opportunity for unhurried conversations with the vendors who are there to assist you as you explore treasures for profit.

Product Reviews

Presented by: Bobbi Ecker-Blatchford, AAF, AIFD, CFD, PFCI

Saturday March 5, 2011 • Time: 2:00 p.m. – 3:30 p.m.

Location: Steelcase Ballroom A

Join your tour guide, the ever-popular Bobbi, for a tour on the tradeshow floor. Booth to booth, Bobbi will be introducing this year's brand-new treasures. Discover new, clever, unique and sellable ways to use the exhibitor's merchandise.

Kick Back at the Coffee Café

Sponsored by: The Michigan Horticultural Industries Self-Insured Workers Compensation Fund.

Discover the rest stop on the Tradeshow Floor. Stop by, rest your feet, chat with friends, check the message board and enjoy a cup of coffee.

MFA Annual Meeting

Sponsored by: The Michigan Horticultural Industries Self-Insured Workers Compensation Fund.

Sunday March 6, 2011 • Time: 8:00 a.m. – 8:30 a.m.

Location: Stage Ballroom A

This is the time to see and hear what your association has been up to over the past year and find out how we plan to chart our course in the coming year. Meet members of the MFA staff and Board of Directors as you enjoy a free continental breakfast.

GLFE 2011 SCHEDULE AT A GLANCE



COLOR KEY:

Green: Business Sessions

Blue: Hands-On Sessions

Purple: Main Stage Shows

Orange: Retail Shop Dinner Tour

Red: MFA President's Banquet and Industry Awards Ceremony

*Not included with weekend pass.

MFA Great Lakes Floral Expo March 4, 5, 6, 2011

Friday, March 4, 2011

8:00 a.m. - 8:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: Rick Rivers & Ryan Freeman – Marketing Secrets for Today's Florist	River Overlook AB
9:30 a.m. - 4:30 p.m.	*Hands-On Session: J. Schwanke – Exploring your Flower Potential: Flower Industry Secrets Revealed!	River Overlook EF
12:00 noon - 9:30 p.m.	Retail Cart (Store) Open Hours	Grand Gallery
4:00 p.m. - 6:30 p.m.	Design Contest Registration	Welsh Lobby
6:00 p.m. - 11:00 p.m.	*Retail Shop Dinner Tour	Welsh Lobby
7:00 p.m. - 8:15 p.m.	*Hands-On Session: Frank Feysa – FFA Student Certification Test Preparation	River Overlook EF

Saturday, March 5, 2011

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
9:00 a.m. - 5:00 p.m.	Tradeshow Open	Steelcase Ballroom A
9:00 a.m. - 5:00 p.m.	Silent Auction	Steelcase Ballroom A
9:00 a.m. - 5:00 p.m.	MFA Book Fair	Steelcase Ballroom A
9:00 a.m. - 9:45 a.m.	Business Session: Carol James – Exploring Possibilities with The Surepin™	River Overlook C
9:15 a.m. - 10:15 a.m.	Business Session: Ryan Freeman – Site Review and SEO Session 1	River Overlook AB
9:00 a.m. - 11:30 a.m.	Hands-On Sessions (Choose One) <ul style="list-style-type: none"> *Hand-Tied Wedding Bouquet Possibilities: Keith White *Exploring Bridal Events: John Hosek *Profit Possibilities for Every Day Designs: Bill Taylor 	River Overlook D River Overlook E River Overlook F
10:00 a.m. - 9:30 p.m.	Retail Cart (Store) Open Hours	Grand Gallery
10:00 a.m. - 10:45 a.m.	Business Session: Jerome Raska- Lion Ribbon: Alive with Possibilities!	River Overlook C
10:45 a.m. - 12:00 noon	Main Stage Design Show: J. Schwanke – Sympathy Success... The Secrets You're DYING to Know!	Steelcase Ballroom A
10:45 a.m. - 12:00 noon	Business Session: Ryan Freeman – Site Review and SEO Session 2	River Overlook AB
11:00 a.m. - 11:45 a.m.	Business Session: Amy Smith – Grow Your Business With Branding	River Overlook C
12:00 noon - 2:00 p.m.	*Lunch Buffet	Steelcase Ballroom A
12:30 p.m. - 2:00 p.m.	Main Stage Design Show: Designer of the Year Run Off – with emcee Jerome Raska	Steelcase Ballroom A
2:00 p.m. - 3:30 p.m.	Product Review: Product Reviews: Bobbi Ecker-Blatchford	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Student Recognition	Secchia Foyer
1:00 p.m. - 3:00 p.m.	Business Session: Bob Williams – Exploration of Trends Facing the Floral Industry	River Overlook AB
3:30 p.m. - 4:45 p.m.	Main Stage Design Show: Loann Burke – Exploring the Past, Present and Future of Wedding Design	Steelcase Ballroom A
3:30 p.m. - 5:00 p.m.	Business Session: Rick Rivers – Marketing in Today's Climate	River Overlook AB
6:00 p.m. - 6:45 p.m.	*President's Reception	Imperial Ballroom
7:00 p.m. - 9:00 p.m.	*Recognition Banquet and Industry Awards Ceremony	Pantlind Ballroom
9:00 p.m. +	*Grand Rapids Nightlife (on own)	Downtown GR

Sunday March 6, 2011

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 8:30 a.m.	Annual Meeting MFA and continental breakfast	Steelcase Ballroom A
8:00 a.m. - 3:30 p.m.	Tradeshow Open	Steelcase Ballroom AB
8:00 a.m. - 3:30 p.m.	Silent Auction	Steelcase Ballroom A
8:00 a.m. - 3:30 p.m.	MFA Book Fair	Welsh Lobby
8:30 a.m. - 9:30 a.m.	Business Session: Ryan Freeman – Hidden Sales Possibilities in Facebook	Steelcase Ballroom A
9:00 a.m. - 11:30 a.m.	Hands-On Sessions (Choose One) <ul style="list-style-type: none"> *Sympathy Success Designs: J. Schwanke *Exploring Possibilities with Wedding Bouquet Holders: Loann Burke 	River Overlook D River Overlook E
10:00 a.m. - 12:00 noon	Business Session: Rick Rivers – Exploring the Affluent Market	River Overlook AB
10:30 a.m. - 12:00 noon	Main Stage Design Show: John Hosek – RSVP Required	Steelcase Ballroom A
11:00 a.m. - 6:00 p.m.	Retail Cart (Store) Open Hours	Grand Gallery
12:00 noon - 2:00 p.m.	*Lunch Buffet	Steelcase Ballroom A
12:30 p.m. - 1:45 p.m.	Main Stage Design Show: J. Keith White – Every Day Flowers for Today Possibilities	Steelcase Ballroom A
1:45 p.m. - 3:15 p.m.	Business Session: Laura Parker – The Business Rounds Tables	River Overlook AB
2:15 p.m. - 3:30 p.m.	Main Stage Design Show: Bill Taylor – Exploring the History of Floral Design	Steelcase Ballroom A
3:30 p.m.	Silent Auction Bids Closed	Steelcase Ballroom A
3:30 p.m. - 12:00 midnight	Exhibitor Move Out	Steelcase Ballroom A



REGISTER ONLINE at www.michiganfloral.org • Call (517) 575-0110 with any questions.

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Tax ID#: _____



* (Does not include any optional events)

Great Lakes Floral Expo DEVOS PLACE & THE AMWAY GRAND PLAZA HOTEL Devos Place • 303 Monroe Ave NW • Grand Rapids, MI 49503 Amway Grand Plaza • 187 Monroe Ave NW • Grand Rapids, MI 49503 MARCH 4-6, 2011 Limited seating is available for Design Workshops, Retail Shop Tour and Saturday Evening Banquet. You will be contacted ONLY if the class or event is filled to capacity. NO Confirmations will be sent. To participate in the Design Workshops and other activities you MUST purchase a Exploration Pass (three types available). Save by registering your entire staff with the WEEKEND SHOP Exploration Pass where all your employees can come!	Student Weekend Exploration Pass* Entrance to Exhibits, Main Stage, Business Education, and Sunday breakfast.			Saturday Only* Entrance to Exhibits, Main Stage, Business Education, and Sunday breakfast.			Weekend Exploration Pass* Entrance to Exhibits, Main Stage, Business Education, Sunday breakfast, & MFA Design Contest – for Both Days.			Weekend Value Exploration Pass* Entrance to Exhibits, Main Stage, Business Education, Sunday Breakfast, MFA Design Contest & Saturday Night Banquet.			Weekend Shop Exploration Pass* M/Sat/Sun Weekend pass for as many employees as your shop wishes to bring.			Friday Marketing Secrets for Today's Florist Rick Rivers and Ryan Freeman Progressive Retail Shop Tour and Dinner			Saturday President's Reception, Banquet and Awards Ceremony			OPTIONAL EVENTS Choose Only One Each for The Saturday and Sunday Hands-On Sessions Hands-On Sessions			TOTAL ALL EVENTS
	Member	\$30	\$60	\$79	\$139	\$600	\$99.95 for the first attendee or \$59.99 for each additional staff member	\$45	\$25	\$60	\$149	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$85	\$249	\$125	\$125	\$125	\$125	
Non-Member <small>To become an MFA member visit www.michiganfloral.org</small>	\$45	\$100	\$129	\$189	N/A																				
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2.																									
3.																									
4.																									
5.																									
6.																									

Attach an extra sheet if more room is needed

REGISTRATION TOTAL Check Credit Card

Stay the Weekend!

Hotel reservations can be made by calling the Amway Grand Plaza at (616) 774-2000, 187 Monroe Ave NW, Grand Rapids, MI 49503

Mention MFA before February 9, 2011 to ensure the convention rate of \$115.00 per night.

ALL FEES ARE STRICTLY NON-REFUNDABLE.



Expiration Date: _____

Credit Card #: _____

Name on Card: _____

Signature: _____

Business Card and Tax ID required for registration.

After Monday, February 28, 2011, bring registration and payment to the Expo for onsite registration.

Please enclose or attach to form AND be prepared to present at the door. REGISTRATION FEES ARE NOT REFUNDABLE! 12 & younger or 65 and older receive free Weekend Pass. Send proof of age with registration and note on form. (Optional Events not included)



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- John VanderSalm, VanderSalm's Flower Shop, Kalamazoo

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MARKETINGTIPS

A Rose by Any Other

When everyone smells sweet, why should customers

BY DAVID AVRIN

Too often in the floral industry, the lion's share of the marketing effort (when there is a marketing effort) is focused primarily on getting your name "out there." And while you and your staff are undoubtedly talented, the fact is that most of your competitors are also pretty darned good. What? You think they aren't? Grow up! Everyone is good – and some are even great. Never ever forget that your customers always have a choice – even if the choice is not to buy at all.

So when the marketplace expects that everyone can provide a good level of talent and quality, beyond basic awareness, how are you effectively marketing your business? More specifically, how are you answering the question: "Why you?"

I believe the four most dangerous words in business are: "All things being equal." If all things are equal in the minds of your prospective customers, they will most likely make purchasing decisions based on two basic criteria: Price and Proximity. If the only thing that you have going for you is that you are the closest and/or the cheapest florist, then your growth (no pun intended) will always be limited.

To survive and thrive in today's challenging economy, you **MUST** stand out. You have to be known as the best choice – for something. What can you offer, provide, deliver, feature, command, highlight and showcase, that no one else can? What unique problem can you solve, celebrity you can feature, service you can claim, design you can feature, award you can claim, event you can host or charity you can support?

Better put: *To what question are YOU the answer?* In other words, if someone were to say: We have an event coming up next month, we are looking for the best _____. And the response was a suggestion to call or visit your floral business, how would you fill in that blank. Tough question? Then let's get to work. As you sit down and put some serious time and brainpower behind answering that profound marketing question, here are a few important things to keep in mind:

Stand out!

Author Seth Godin describes being remarkable as being "worthy of being remarked about." So what are you doing in your business that causes others to notice, perk-up, pay attention and most importantly talk about you – to others? Being darned good at what you do is not your competitive advantage. It's just the entry fee in business. Every business, in every category must have a base level of quality just to be on the same level with most of their competitors who are also really good at what they do. Quite simply, if you aren't good, people will figure it out, and you'll eventually go out of business.

To truly thrive in business, you have to creatively and legitimately stand out, be noticed and remembered for something different. What's your shtick, your clever tag, claim or far-superior products? What competitions have you won, notable events you've helped to decorate or high-profile clientele you serve? Take the time (and it's worth the extra time!) to truly craft or discover your competitive advantage and then promote the heck out of it! Build your brand identity with the clear intention of not just being good, or even great, but of being truly remarkable.

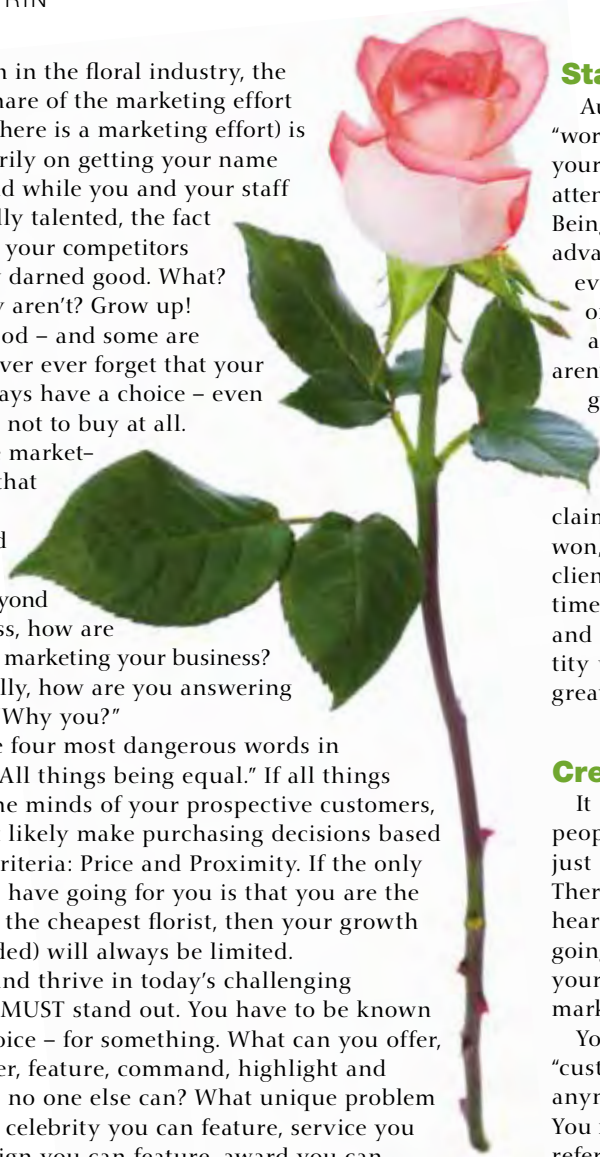
Create a Plan

It used to be said that if you build a better mousetrap, people will beat a path to your door. Not anymore. Today, it just means that you've got a warehouse full of mousetraps! There are so many voices in the marketplace clamoring to be heard that it's almost deafening. Wake up! Customers aren't going to find you on their own. You have to know who all your audiences are and create a simple plan to get your marketing messages out to each and everyone of them.

Your audiences aren't just one, broad category called "customer," or "the general public." There is no such thing anymore. Business can come from many different sources. You need to reach out to past customers, potential partners or referrals, bridal vendors, funeral service providers, event venues, industry publications, Web traffic and other news media sources, old friends, colleagues, suppliers, vendors and more.

With each audience on your list, ask the question: What do they watch? What do they read or listen to? Where do they congregate, recreate or dine? Where do they connect, collect, gather or meet? You need to be where they are and be highly visible. Write articles, sponsor events, advertise, donate to school charities and silent auctions, etc.

Working hard to be better than your competition isn't



Name

choose you?

nearly enough today. Take the time to craft a plan for how to reach your customers – where they are! And then commit to reaching them again and again.

Be Very, Very Visible!

The greatest enemy of success for your business is not your competition – its anonymity. If people don't know who you are, they can't buy what you're selling. From your standout signage, or eye-turning store-front to your bright packaging, killer Web site, viral videos, charity events and public presentations, to be well known, you have to be, well, known, seen and remembered. Look at what your competition is doing to be seen by customers and do more – much more. Market more. Crank up the PR and find creative ways to get inter-

viewed by the press. Be active in your professional associations – and those of your customers! Volunteer your time, speak, write books or articles, advertise, exhibit, network, blog, Tweet, and always, always do everything you do with consistency, professionalism and class. Build your brand and stand out by being creative, unique and desirable – and then promote the heck out of it! ✿

David Avrin is the author of the best selling book, It's Not Who You Know, It's Who Knows You! ©2010 John Wiley & Sons. David is known internationally as the Visibility Coach. An in-demand speaker, author, marketing consultant and executive coach, David shows entrepreneurs and organizations how to stand apart and raise their profile. Visit him online at www.visibilitycoach.com.

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PROFESSIONAL EDUCATION

MFA Hits the Road

Advanced Design Workshop: "Branching Out"

March 28, 2011 • 9:00 a.m. to 4:30 p.m.

Member: \$249, Non-Member: \$349

Instructors: Bob Friese, AIFD, CFD and multimedia artist James Lutke

This is an incredible opportunity to work with two premier designer/instructors. Robert Friese, AIFD, CFD, known throughout the country and abroad for his innovative natural designs. Bob has created and presented three AIFD National Symposium programs and is founder and host of "Nature's Creative Edge." Multimedia artist James Lutke designed nine birds out of flowers, feathers and other natural materials, with beaks made of carved driftwood, that topped the trees at the White House for Christmas 2010! He has been a featured artist on HGTV. James has been an AIFD Symposium presenter and a chief design advisor for "Nature's Creative Edge."



Bob and James will lead you in a class that utilizes branches in innovative ways; as structures, armatures and as mechanics appropriate to a variety of designs. Many weaving, binding and construction tips will be taught. These skills are ones you will be able to incorporate into everyday and special event design. The workshop takes place at the amazing woodland estate/studio of Bob Friese. You will marvel at the array of natural materials at this West Michigan site, at 4960 South Hilton Park Road, Fruitport, MI 49415.

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Hammond, IN
219-933-7515
4316 Calumet

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



**Total cost includes materials and lunch.
Bring your own tools – good pruners are a MUST!**

**Lodging recommendation: Spring Lake Holiday Inn
Phone: 616-846-1000. ✻**

"Each spring I have had the pleasure of attending this workshop. Bob welcomes you with his gracious hospitality and shares his extraordinary sense of style and design. This is a challenging and rewarding learning experience."

— TAMI ERSKIN, WEBER'S FLORAL & GIFT, ST. IGNACE, MI

PROFESSIONAL EDUCATION

Visit www.michiganfloral.org for a complete 2011 class schedule.

2011 Class Registration Form Please fill out one form per person. Class enrollment limited to 12.

Name: _____ Company: _____

Phone: _____ Fax: _____ E-mail: _____

Session: ADVANCED DESIGN WORKSHOP: BRANCHING OUT

Member: \$249 Non-Member: \$349 Charge to:  MasterCard  Visa  American Express

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

Authorized Signature: _____

Print Name: _____

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

Please return this completed form to the MFA office.

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




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REGIONALREPORTS

Swonk's Wins Integrity Award

On November 11, 2010, Jeanette Schmid, CF, owner of Swonk's Flower Shop in Battle Creek, MI, was presented with a 2010 Better Business Bureau (BBB) of Western Michigan Integrity Award. Customers, vendors and suppliers base the award on overall ethical standards, according to Ken Vander Meeden, president of the Western Michigan BBB. The BBB of Western Michigan is a regional, 38 county service area. Swonk's has been serving Battle Creek and the surrounding areas since 1927. Congratulation Swonk's, keep up the good work! ✿



Jeanette Schmid, CF, accepts her award from Ken Vander Meeden.

Roses! Roses! Roses!

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Valentine Possibilities

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

There are a wide variety of Valentines' expressions out there, from traditional to trendy to whimsical. At Blumz, we strive to create designs applicable to all aspects.

Beautiful vased roses are always a hit, but last year we were pleased when a "Hedge" style rose design sold very well. Gerbera daisies and tulips in an array of bright happy colors have become quite popular with a large segment of our customer base as well. The designs created here demonstrate different price points and versatility, beginning with simple utility containers, roses and tulips. The orbs, from Nordlie, were used both as armature and a point of interest that appeals to those who appreciate something distinctive and unique. The decorative wire adds further interest inside the vase. Availability of interesting wire, orbs and jewel accent materials makes it possible to produce fashionable yet cost-effective designs to market for such a busy time. Imagine the possibilities! ✻



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Cleveland, Newton Falls, Dayton, OH
Tampa, FL

CFREPORT

Chairwoman's Report: The Certifiably Great Expo

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



As chairwoman of the Certified Florist committee, I would like to welcome the Ohio Certified Florist (OCF) members to the CF floral family. This is a great step for you, as your credentials are now recognized nationally. We are proud of your accomplishments and look forward to working with you as we elevate the standards of our industry.

As a CF, you have many member benefits available to you. One of the biggest is member pricing on all MFA educational events, which includes the 2011 Great Lakes Floral Expo, so make sure to mark you calendars and plan now to attend March 4-6. Along with the many educational events, the weekend will include some incredible CF displays showing all the talents of fellow Certified Florists. This is a once-a-year opportunity for inspiration. Spend a couple of days and leave with a year's worth of ideas. I'll look forward to seeing you there! ✿

Kathy Petz is a senior national account director at Teleflora.

CF on the Cutting Edge

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

It is so gratifying to see the ranks of Certified Florists grow throughout the nation. While attending the National Alliance of Floral Associations annual conference last fall in Columbus, OH, we were pleased to see the interest in professional floral education growing. Our newly revised manual received praise from industry leaders in attendance. The manual, originally put together with the help of Dr. Barbara Fails and Tim Latimer of Michigan State University, along with a dedicated MFA committee, was updated to reflect changes in the floral business over the last several years. Thanks to our committee chair, Kathy Petz, AAF, CF, PFCI, and her husband, Stephan, who undertook the task of making additions and updates to keep our program on the cutting edge. Each time someone goes through the testing process, we applaud that dedication to our industry and the desire to validate their skills. As I noted on page four, it is more than just collecting initials, it is a tangible demonstration of our confidence and pride in an industry we love. ✿

Congratulations to the newest Certified Florist!

- **Leanna Gearhart-Theye, CF**
Eastern Floral, Grand Rapids, MI

CF TIP of the Month

Chinese Narcissus – In Chinese culture, it is good luck to have a pot of blooming Narcissus in the houses for the Chinese New Year. The plant, known as "sui sin fah" in Chinese, means "water fairy." Narcissus carving is an art in China, originally and well-known in Fujian province. The ordinary Narcissus bulbs grow in water with straight and narrow leaves; narcissus bulbs after carving form curved leaves with flowers, as well as fragrance. Chinese Narcissus carving is very dedicated and requires high technique. This is a great gift to give at Chinese New Year, on Thursday, February 3, 2011.

CF Flower of the Month

PAPER WHITE NARCISSUS (*Narcissus tazetta*)

Availability: November through April.

Colors: White.

Size: Sweetly fragrant, star-shaped flowers, 1 to 2 inches across, are clustered 12 or more on the top of stems 12 to 20 inches long.

Lasting Quality: 3 to 6 days.

Packaging: 10 stems.

Quality Guide: Look for bunches with flower showing partial color and one or two flowers open. Look for strong stems and green foliage.

Design Tips: Bouquets of narcissus are attractive alone or in vegetative arrangements.

Care Information: Cut 1/4 inch off stems and place in warm (100° to 110°F) water using a special bulb preservative. Place in a separate container, as the sap can clog the water uptake of other flowers. Wait at least 6 hours before using with other flowers. Store at 34° to 36°F. Paper whites are sensitive to ethylene.



Rose Scholars

Seven Michigan florists earn MFA scholarships

BY DEBBIE ROYAL, AIFD, CF, CFD, SCHOLARSHIP COMMITTEE CHAIRWOMAN

I am very proud to present the 2010 Michigan Floral Association scholarship winners. This very deserving group of individuals demonstrates true commitment to the floral industry and desire to further dedicate themselves through floral education as they continue to work in our industry. Since 2002, the MFA Scholarship Program has awarded more than \$34,000 in scholarships. Every dollar given to this program is essential to our overall goal of continuing education. The scholarships can be used for classes at our Great Lakes Floral Expo (GLFE), March 4–6, 2011, at the MFA Professional Education Center, or to purchase materials to become a Certified Florist. The award winners have 18 months to use their scholarship, or the funds are rolled back into the MFA scholarship fund.

The silent auction – held each year at the GLFE – is our main source of fundraising for the scholarship program. Please consider starting your support of this beneficial program by making a list of items to donate to our auction in March 2011. In the past, we have had a great variety of materials: jewelry, hand-made bags, shawls, photographs, home décor, one-of-a-kind art pieces, weekend golf and concert packages, pottery, glassware, permanent botanicals, books, baskets... The scholarship committee is brainstorming new ideas to bring to the auction tables in 2011; it will be exciting! Thank you to all of our past donors, and please give this coming year so we can continue to give scholarships.

Please share this article with florists who might not belong to the MFA; show them one of the many member benefits of our association. Where else can you or your employees, as members of MFA, get free dollars to further floral abilities and bring benefits back to your shop and make more money? Encourage your staff to apply!

Eligibility Requirements

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 that relate to the industry's course of study.

How to Apply


Download an application at www.michiganfloral.org, or mail a request in writing to: Michigan Floral Association, 1152 Haslett Road, P.O. Box 67, Haslett, MI 48840. Completed applications must be submitted with all requested information to the MFA office by June 30, 2011.

Announcement of Award

Letters are mailed to the winners on Sept. 1, 2011. Scholarship winners will be published in the The Professional Florist. The scholarship grant will go directly to the MFA office in the applicant's name.

Congratulations to the 2010 Scholarship Winners!

- Ruth Ambroski**, Waters Edge Flowers & Gifts, Wayland, MI
- Karen Bueby, CF**, Bellaire, MI
- Carolyn Drake**, St. Johns, MI
- Leanna Gearhart-Theye, CF**, Eastern Floral, Grand Rapids, MI
- Connie Robinson**, Blumz... By JRDesigns, Ferndale, MI
- Lisa Siegert**, Crystal Springs Florist, Benton Harbor, MI
- Shayla Sherwood**, Crystal Springs Florist, Benton Harbor, MI

Thank you to the MFA Scholarship Committee: Chairwoman Debbie Royal, AIFD, CF, CFD; Bruce Anderson, CF; Bob Patterson and Jim Schmidt. 

Debbie Royal is the MFA scholarship committee chairwoman and owns Royal Expressions in Blissfield, MI.



Ruth Ambroski



Karen Bueby, CF



Carolyn Drake



Leanna Gearhart-Theye, CF



Connie Robinson



Lisa Siegert



Shayla Sherwood

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CLASSIFIED ADS

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 \$260
- \$500,000 - \$999,999..... \$410
- \$1 million - \$2,999,999 \$510
- \$3 million & over \$610

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\$160

All Student members\$60

* 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

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Signature: _____

Expiration Date: _____/_____/_____

Referred By: _____

FOR SALE

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

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

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

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

Creative Manager is needed for Upscale Flower Shop: Terry's Enchanted Garden is an upscale flower shop that has been servicing the metropolitan Detroit community for over 30 years. This salaried position requires attending to on and off site projects, therefore personal transportation is vital. Daily duties include customer service, ordering merchandise and floral product, display creation and heading a team of 8 employees. Benefits: Competitive Salary 25k, Health Insurance, Supplemental Insurance. Qualifications: Prior supervisory/management exp., Must be able to pass Michigan Gaming Control Board Requirements, Creative eye/Artistic Flair, Prior Sales exp., Floral knowledge. Terry's Enchanted Garden, Inc. 19338 Livernois Ave. Detroit Mi 48221 Please fax resumes to 313 342-2333

Floral Designer Position Available in South Lyon. Bakman Floral Design has a Position available for an Ambitious, Very Creative, Experienced Floral Designer, must have wedding design experience can be full or part time. Please send resume to: Bakman Floral Design 22880 Pontiac Trail South Lyon, MI 48178

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

SEEKING DONATIONS

MFA Scholarship Committee seeks donations for the 2011 silent auction: Help fund the MFA Scholarship program with a donation to the Silent Auction. All kinds of items are needed. Electronics, Tools, Sporting Equipment, as well as any floral related products. For more information on how to donate please call Peg Long (Saline Flowerland) at (734) 429-4458 or Jim Schmidt (Hyacinth House) at (800) 777-9945.

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



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