

Volume IV 2013

**Ready? Set!  
Let's Design  
Christmas**

**How to  
Prepare for  
the Christmas  
Season**

**'Tis the Season  
for Parties**

**Going to  
the Market  
for a Wedding  
To Remember**

**Back to School  
Floriology 101**

# the professional florist



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Volume IV 2013

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## LEADERSHIPREPORT

# Sympathy Business... It's Important!

BY ROBERT J. PATTERSON, PRESIDENT, MICHIGAN FLORAL ASSOCIATION



**R**ecently MFA Past President Alice Waterous, AIFD, CF, PFCI; Jerome Raska, AAF, AIFD, CF, PFCI, and MFA Executive Vice President Rod Crittenden spent two days at the Michigan Funeral Directors Association's 154th annual convention.

Key issues included eliminating the four words "**In Lieu Of Flowers**" from all obituaries and the importance of linking funeral homes' websites to the local professional florists' websites and not to a national order gatherer.

In the last few years many funeral homes have unknowingly linked their sites to national flower order gathering sites. I would suggest that you visit your local funeral home's website and check to see who they are linking with, if anyone. Document this information so you can speak intelligently with the funeral director on this topic. Obviously it's very important to try and have a direct link established to your company's website. Be prepared to sell the concept that your website should be the link because:

- You have a storefront to visit, a place to shop and are located in the same community.
- Money stays local, which benefits the local economy and community directly.

- You have experienced floral designers on staff to create designs and who know what's in season, appropriate and available.
- You have experienced salespeople to help with selection who will know or have access to the details of the service.
- You can create custom designs, not just what's shown on your website.
- You value them as a customer and will assure the order is done properly, whether it is local or from out-of-town.

Talking about eliminating the four words "In Lieu Of Flowers" is a sensitive topic. Always be sure to speak positively when approaching this subject. Most funeral directors will agree that flowers play a very important part in the service and the grieving process.

Mention that choosing a suggested alternative phrase that simply eliminates the expression "in lieu of flowers" will still honor the family request for supporting a charity. It also doesn't dictate to friends the manner in which they express their sympathy. Many like to do both, send flowers and give to a specified charity.

Sympathy business plays an important role for all professional florists year round. If you don't have a relationship with your local funeral director, I would suggest that now is the time to start working on one. Try to meet with them regularly for a cup of coffee or lunch and discuss what is working and what is not working in both businesses. It is very important to keep the lines of communication open with your funeral homes. ✿

<p><i>"I invite you to mark your calendars now and plan to attend the 2014 Great Lakes Floral Expo. It promises to be motivational, educational and very inspiring."</i></p> <p>Teresa Cytlak, 2014 GLFE Chairman Ridgeway Floral &amp; Gift, Three Rivers, MI</p>			<p><b>Save the Date</b></p> <p><b>2014 Great Lakes Floral Expo</b></p> <p><b>Weekend of March 7-9, 2014</b></p> <p>Amway Grand Plaza Hotel / DeVos Place Grand Rapids, MI</p> <p>For More Information Check <a href="http://www.michiganfloral.org">www.michiganfloral.org</a></p>
		<p><b>2014</b> Great Lakes Floral Expo</p>	

# Ready? Set! Let's Design Christmas!

BY MARIE ACKERMAN, AAF, AIFD, PFCI, TELEFLORA EDUCATION CENTER, OKLAHOMA CITY, OK

**A**aaahhhh... Summer! That wonderful time post Mother's Day Week, prom season and spring weddings, when life seems to get back into balance. After some well deserved rest, it is time to start planning for a successful Christmas Season! There is money to be made in this season for those who are prepared. A profitable holiday always begins with a review of last year's sales and making some sales projections for your business for the coming year.

## 10 Steps to Get You Started

- Pull last year's (2012) December sales numbers from your POS System or manual records. Analyze your sales by category. Look at arrangement sales, plants, fruit baskets and giftware categories. Determine which areas are performing well – and which ones are struggling. Determine why.
- Take a look at your online sales as they are a significant subset of your business. As you plan in-shop displays, think of how you can integrate the themes with online sales.
- Understand arrangement sales numbers – What items are selling best? Centerpieces? Wreaths? Gift baskets? Break out event related sales (party work, weddings, etc.) to get a true picture of the types of sales you made.
- Identify your shop's key price points. Develop at least 5-4 items for each price slot and test them with staff members and a core group of customers.
- Take inventory of leftover holiday merchandise before you buy anything. Make sure you plan to sell or use the leftovers first.
- Buy new merchandise with a plan. Fill in items that have sold and expand successful items with a few line extensions. As a general rule of thumb, if last year's holiday sales were up more than 10 percent you can be more adventurous in what you buy. If sales were flat or decreased, you might want to err on the conservative side of traditional bestsellers.
- Set a budget for purchasing new items based on a percentage of your previous sales and this year's sales projections.
- Organize merchandise as it arrives in your store. Create storage 'theme areas' for the stock that arrives. Grouping



*Teleflora's Peppermint Stick Bouquet is an example of Crazy Cute.*

like merchandise in one area assures that nothing is forgotten and makes creating vignettes more labor efficient. Price every material, ribbon or container as it arrives.

- Create a "Vignette Board" for each look you plan to create in the shop. Collect swatches, tablecloth colors, snapshots of merchandise and elements of the look you plan to create.
- Don't overlook local sources for items you need. Gift markets are perfect for large shops with hefty holiday merchandise budgets but often your local wholesalers will have what you need at a fair price and smaller minimum purchase requirements.

*continued on page 6*



This Christmas vignette board contains photos of giftware, design styles, ribbons, key fabrics, foliage and other decorative elements that create the Ruby Red look.

continued from page 5

## Merchandising Themes for 2013

While merchandising trends can be regional, even different from town-to-town within the same region, every designer and shop owner wants to capture the latest trends to make their offerings unique. Most importantly, you need to know what types of things your customers will buy. Are your customers sophisticated? Or do they prefer more whimsical items when purchasing gifts? Christmas is definitely the time when home decorating and gifting shift into high gear giving you plenty of sales opportunity.

Creating a shop vignette with the latest colors and desirable merchandise encourages multiple purchases from customers who “fall in love” with a look. A typical vignette could include a few wreaths (at different price points), several arrangements including centerpieces, mantelpieces and entryway designs, giftware items (figurines, candle holders, decorative boxes), home accessories (candles, frames, table runners), DIY items (bags of pine cones, ornaments, ribbon, etc.), even small home furnishing items like lamps, pillows and chairs. The objective is to create a comfortable environment where items are irresistible. Not every trend is perfect for every retail shop – the trick is in knowing which ones are right for your market.

## Some Noteworthy Decorative Trends for 2013

- **VINTAGE** continues to be a hot trend for all seasons of the year. Vintage themes evoke comfort and a familiar sense of tradition but are not stuffy or old fashioned. They contain ‘touchstones’ that delight clients when purchased and enjoyed. Items are presented with flair. There are two distinct categories of vintage to consider...
- **Elegant Vintage** encompasses mercury glass, crystals, frosted branches, silver ornaments, aqua and ice blue

ornaments, snowflakes and filigree. The flowers range from classic whites (phalaenopsis, hydrangea, French tulips, paperwhites and ornithogalum) to fragrant evergreens, gray-green foliage and berries.

- **Rustic Vintage** is filled with simple materials with texture, such as burlap, muslin, white birch, aged galvanized buckets, terra cotta and stoneware pots, pine cones and pods, cinnamon, bird’s nests and natural feathers. Some reclaimed or recycled elements for displays. Flowers include classic carnations, chrysanthemums and poinsettias used abundantly.
- **CRAZY CUTE CHRISTMAS** is a novelty-based theme that incorporates lots of iconic holiday forms – snowmen, polar bears, mittens, jingle bells, candy canes, polka dots and stripes in classic red, green and white colors. Designed to delight children (or the child in all of us!) this theme is all about creating smiles and warm hugs – perky complimentary colors, storybook memories and a real whimsical feeling. This look has plenty of sales personality especially online.
- **RUBY RED CHRISTMAS** features all textures of red from shiny ornaments to velvets, tassels and brocades. Many of the patterns are red-on-red using various tones of the color. Included are a full range of reds from cherry to burgundy. Luxury is the key here with rich red roses, spray roses, gerberas, amaryllis, tulips and holly berries. Setting off the colors is classic foliage like magnolia and holly.
- **HIGH DESIGN HOLIDAY** features a variety of achromatic ‘menswear’ black, gray and white prints including hound’s-tooth, plaids, tweeds and harlequin patterns. Sleek black and

Another Crazy Cute arrangement is the Send A Hug Cuddle Bears Bouquet.



## HOLIDAYFEATURE



The Jeweled Ornament Bouquet carries through the Ruby Red theme.

white pottery are the base for the designs of form flowers – some tropical heliconia and anthurium for their distinct shapes and also some massed classics like winter berries, amaryllis and white poinsettias. Accents of rich gold leaf for a bit of sophistication and flash.

- **MERRY AND BRIGHT** is a collection of the brightest colors just shy of neon from tropical blues and purple, sassy oranges, chartreuse and even hot pinks with a hint of a retro feeling. With a definite young feel this look is the opposite of tradition. Fabrics may include geometric retro prints and a hint of beading and an occasional sequin. The tree may be chartreuse and adorned with wild collections of these key colors and many contrasting styles of ornaments. Flowers include non-traditional holiday fare – orange and pink roses, nerine lilies, green trick dianthus and even some retro flowers like chartreuse gladioli and carnations massed in vases.

I challenge you to get a jump on the Christmas season and plan your merchandising for this holiday season. Set a goal to make some key decisions by September 1 and you'll be on your way to a profitable season both in your store and online. ❁

*Marie Ackerman, AAF, AIFD, PFCI is vice president of education for Teleflora and runs the Teleflora Education Center in Oklahoma City. She's been in the floral industry for more than 30 years and still loves Christmas!*

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## HOLIDAYFEATURE

# Christmas... Here We Come!

BY MARY ANN KUTNICK,  
SCHAEFER GREENHOUSES INC., MONTGOMERY, IL

**C**hristmas is just around the corner! We know that at Schaefer Greenhouses because the poinsettia cuttings have arrived. Poinsettias have been a specialty crop at Schaefer's for five generations. Production begins with the arrival of 200,000 cuttings in June. The cuttings are rooted and nurtured in the greenhouses. Eighty percent are shipped as rooted cuttings to other poinsettia growers; the remainder are finished off and sold wholesale to fundraisers, flower shops, and garden centers; and at Schaefer's through the retail flower shop and garden center.



The greenhouses are a breathtaking vision at Christmastime. Imagine 35,000 thousand pots of vibrant poinsettias, each boasting multiple large blooms. The rich red, burgundy, white, and pink shades, illuminated by the bright sunshine pouring through the glass, create a glowing quilt of color inside the 200,000 sq. ft. greenhouse facility.

Schaefer's celebrates this traditional Christmas flower in all its beauty, with an annual Holiday Open House. This special event is always the Saturday and Sunday following Thanksgiving. In addition to spotlighting home grown poinsettias, it's the perfect opportunity to showcase festive fresh flowers, Christmas trees, gifts, and décor. Displays of fresh evergreen pots, wreaths, trees and garlands fill the air with their wonderful fragrance.

Gourmet tastings, weekend specials, and door prizes lure in the customers... but the biggest draw of all is Santa! Santa and Mrs. Claus are greeted each year by a crowd of families, each one anxious to sit on Santa's lap for a holiday photo. This special duo has created a special bond with Schaefer customers over the years. The beautiful poinsettia backdrop and festive atmosphere cannot be duplicated at the mall – it is a Schaefer exclusive!!! Free photos are taken, printed and displayed for pickup the following week.

The entire staff is involved in the open house preparation and participation from setting displays and decorating trees, taking pictures and posting the event on Facebook, creating activities and games for kids, to serving refreshments and answering customer questions. The event gets better each year with every new suggestion.

The Holiday Open House is a great way to connect with the local community. For many, it's the start of the Christmas season. Each visiting family goes home with a little more happiness and holiday spirit plus the gift of a cheery single bloom poinsettia and a Schaefer wall calendar! ✿



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Customers can reference seasonal event information online at [www.schaefergreenhouses.com](http://www.schaefergreenhouses.com) and on our Facebook page.



## POINSETTIAS – the Christmas Flower

*The following is designed to educate customers about poinsettia care and dispel popular myths about the holiday plant.*

### Poinsettia History

An enchanting legend of the poinsettia dates back to a Christmas Eve several centuries ago in its native Mexico. Pepita had no gift for the Christ child. Her cousin Pedro urged her to give a humble gift. On her way to church, Pepita gathered some weeds. As she approached the altar, a miracle happened: The weeds blossomed into brilliant flowers. Then they were called Flores de Noche Buena – Flowers of the Holy Night. Now they are called poinsettias.

Joel Robert Poinsett, an amateur botanist and the first U.S. ambassador to Mexico, is credited with bringing poinsettias to the U.S. in 1825. December 12 is National Poinsettia Day, an official day set aside to enjoy this symbol of holiday cheer.

### Poinsettia Care Tips

Poinsettias are one of the longest-lasting blooming plants available. To choose the perfect poinsettia and keep it blooming, follow these care tips:

- Pick a plant with small, tightly clustered buds in the center.
- Look for crisp, bright, undamaged foliage.
- When surface soil is dry to the touch, water thoroughly. Discard excess water in the saucer.
- To prolong color, keep a temperature range of 60 degrees for night and 72 degrees for day. High humidity is preferable.
- Place plant away from hot or cold drafts, and protect from cold winds.

### The Poinsettia is NOT Poisonous

The poinsettia is the most widely tested consumer plant on the market today, proving the myth about the popular holiday plant to be false. Scientific research from The Ohio State University has proven the poinsettia to be non-toxic. All parts of the plant were tested, including the leaves and sap.

According to POISINDEX, the national information center for poison control centers, a child would have to ingest 500–600 leaves in order to exceed the experimental doses that had no toxicity.

As with any non-food product, the poinsettia is not meant to be eaten and can cause varying degrees of discomfort. Therefore, the plant should be kept out of the reach of young children and curious pets.

### Poinsettia and Latex Allergies

Concerns of latex issues are unfounded. According to the American Latex Allergy Association – “only about one to six percent of the general population is allergic to latex, and... one would have to have significant contact with the poinsettia plant’s latex directly to have an allergic reaction...only a small drop of latex that can be immediately wiped off of the skin is unlikely to cause an allergic reaction.” ❀

*The Society of American Florists provided this article. To learn more, visit [www.aboutflowers.com](http://www.aboutflowers.com).*



## Nature's Creative Edge 2013 – “Architectural Expressions”

September 20, 21, 22, 2013,  
Hours: Friday and Saturday 6-9 p.m.,  
Sunday 4-7 p.m.

Beginning in 2006 with a Master Class hosted by Robert Friese, AIFD, and featuring guest instructor, Hitomi Gilliam, AIFD, Nature's Creative Edge has become an annual event on the third weekend in September. Located on Friese's five acre plot in Fruitport, Michigan, the exhibit is a public awareness/fundraiser with tickets available at the gate, on Showclix and at various West Michigan retailers.

AIFD members, invited mixed media artists and floral professionals create floral interpretations viewed along groomed paths in the forest. As night falls, the forest turns into a magical vision, illuminated by candles and strategically placed spotlights as visitors stroll through this amazing collection of floral art. It is an evening that can be enjoyed by the entire family.

Floral designers from Michigan, Indiana, Illinois, Ohio, Wisconsin, Minnesota, and New Mexico regularly appear to design these one-of-a-kind displays. Some consider it “Florist's Camp”, where they can work alongside their peers at this spectacular event.

**For more information go to *Nature's Creative Edge.com*, also look for *Nature's Creative Edge* on Facebook.**

## HOLIDAYFEATURE

# How to Prepare for the Christmas Season

BY RAY HUNTER, RAY HUNTER FLORIST & GARDEN, SOUTHGATE, MI

**W**e start planning for the next holiday during the current season, noting winners and losers as far as products, promotions and events. We purchase most of our holiday hard goods inventory in January while trends and inventories from the recently completed season are still fresh.

In the current economy it's become a challenge to keep inventories within budgeted projections. We set a purchase budget based on projected sales at the beginning of the year while at the same time reacting to popular items.

We've evolved to more of a just-in-time inventory. Some vendors are conservative extending credit. We go into the season with a wide selection but much less depth of inventory, monitor sales then re-order as soon as possible on fast moving items.

I also fill in inventory in late summer/early fall after the bulk



One of the many displays set up for Christmas sales.



Trees decorated with various themes and colors are featured at the open house.

## HOLIDAYFEATURE



The shop's 2012 Winter Garden.

of our purchases from the January market have shipped and we've had a chance to price, sort by theme and review by planned themes. We place the sorted and themed inventory on carts so it's ready to go once the trees are up and we're ready to decorate.

I like to place the majority of the trees in place, shaped and lighted before going ahead with the themes and merchandising in each area. This way the store doesn't look completely empty during the process.

To finish the store on time for our open house, November 1, we usually have a crunch the last week in October which involves working into the evenings after the store is closed. It seems to be the only way to get the job done in time for our opening.

I have found that it is critical to be ready as soon as Halloween has past. Most sales increases occur early in November. The few times we went into the second week for our open house it always hurt sales and we never made them up.

Interest in the traditional open house has waned a bit over the years so we have added other events. A twilight walk on a Friday night mid-November has been great. We turn off all the overhead lights, hire a harpist and have light refreshments. Customers really enjoy the low key, quiet atmosphere of twinkling and soft music with no "commercial" pressures.

We also have classes, a visit from Santa on weekends, and local music groups. We line up the details for the events by the end of September so that promotional marketing can be completed. ✿



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## HOLIDAYFEATURE

# 'Tis the Season for Parties

BY LOANN BURKE, AIFD, CFD, PFCI, EVENT SPECIALIST, FURST FLORIST, DAYTON, OH



**T**he holiday season is fast approaching. It's never too early to prepare and plan for parties and events. Use the slower summer months to gather business for the hectic, yet profitable party season. Proper preparation is key to attracting, planning and producing exceptional holiday events, with successful execution and profitability the end result.

Many corporate clients are planning their holiday decor in mid-summer and it is the perfect time to promote your services to current clients. Use a direct mail piece, social media blitz, or a calling campaign to spread the word that you're ready to showcase your holiday offerings and create a custom look or party for any venue. Better yet, host an in-house mid-summer holiday gathering for your top customers. Give your best clients a glimpse of the designs, looks and collections you can offer for their seasonal decorating and parties.

Be active in your community with local civic organizations and clubs. New clients are often generated by maintaining a presence in your local community. We are contacted several times a year to provide a speaker or design presentation for schools,



## HOLIDAYFEATURE

local garden clubs, and other organizations. This is a wonderful opportunity to promote who we are and what we do.

Every year, our shop provides a stage designer for a sorority holiday event, Floral Fantasy. Several local shops participate in a design presentation, showcasing their ideas and merchandise for the upcoming holiday season. The attendees see fabulous holiday ideas created live on stage, and hear about ways to enhance their homes and businesses for the season. This event attracts three to four hundred current and potential clients, and is a fabulous vehicle to promote our shop, designs, and creativity. With minimal monetary and time investment, we reach a targeted and interested audience full of potential parties and homes to decorate for the holidays.

So once you've landed that holiday event, get set to execute.

Plan ahead! In order to be profitable and maintain some degree of sanity during the holidays, a good game plan is essential.

Providing professional service, as well as excellent design, can generate repeat business at the venue, and invaluable word-of-mouth advertising from delighted clients and guests.

Order early! Once you have a client approved theme or color palette in place, order your containers, supplies and decorative accessories. Better to secure the perfect container early than to scramble at the last minute to find a suitable substitute.

Prepare for the party! If possible, prep your containers, supplies and decorative accessories two to four weeks in advance. Doing so allows ample time to adjust to any unforeseen design, construction, or supply issues.

Plan for staffing! How many design hours will be needed? How many people will it take to install the floral decor? An accurate estimate of staffing needs will not only make the design and installation go smoothly, but also ensure you have charged appropriately for your labor.

Charge for your labor! If you charge only for the retail cost of the materials, you're really creating holiday parties as a hobby. Your time is valuable. Charge accordingly. If exact installation design hours are difficult to calculate in advance, quote an "estimated labor charge" to allow for the possibility of adjusting the figure after the event.

Coordination is key! Contact every vendor you need to coordinate with during

the day of installation. Confirm delivery times with the client, as well as the venue. Confirm pick up dates and times for any items you may need to remove from the premises, such as any rental items of other decor.

Providing professional service, as well as excellent design, can generate repeat business at the venue, and invaluable word-of-mouth advertising from delighted clients and guests. Well planned, profitable holiday events can end the year on a high note, and set the stage for increased sales all year. ✿

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## WHOLESALE CONNECTION

# Planning for the Holidays Begins Now!

BY PATRICIA LILLY, WF&FSA



**W**hile soaring temperatures are not ideal to help get you in the holiday mood, now is the best time to start planning for a successful and profitable holiday season, from Thanksgiving through Hanukkah and into Christmas.

Here are a few ideas to help you prepare:

### Organize Your Marketing Efforts

Devote your time during the slower summer months to mapping out your marketing efforts for the upcoming holidays. Create a series of email messages to roll out at the appropriate time. Prepare inspiring, entertaining messages now rather than try to compose these as the holidays swoop in on you. With a few hours devoted to this effort during the summer months, all you will have to do is press the “send” button come fall. Such a simple idea can help reduce your stress level and give you more time to actively sell as the holiday approaches.

- If you have a Facebook page, start getting your message out early. Share suggestions for gift or decorating ideas – update your postings regularly. Promote the product you want to sell.
- Why not plan in-store demos to give your customers ideas for holiday decorating? For instance, demonstrate to your customers how they can creatively use candles, ribbons and containers to fashion attractive designs for their holiday table or display the many ways fresh flowers can enhance their holiday experience.
- Do you use Pinterest? Here is another easy tool you can use to promote the holiday purchases. Create your own board to pin holiday products and designs. Of course, be sure to link your board to your website. Provide clever descriptions on how they can use a product for maximum effect in the home or a unique and personalized gift-giving idea.
- Take the time now to plan your messaging and create your message delivery calendar. Consider postcards or flyers in addition to your electronic communications. Make sure you have an organized plan to promote the holiday with weekly ideas.

### Early Purchase Planning Can Save You Time and Money

As the dog days of summer roll on, take a look at your buying records from last year. What did you buy and when did you buy it? Did you take advantage of early purchase discounts from your wholesaler? Did you have enough product?

Plan your product purchases based on your experience. If you understand your buying habits, this information will help you take advantage of pre-book pricing offered by your wholesalers. If September is a big month for winter greens purchase discounts, knowing your buying history will help you plan your purchases accordingly, to get the best product at the best price.

Set up a meeting with your wholesaler to review your history and identify the best purchase times for greens, fresh and hard goods. With your history in hand, you and your wholesaler can map out the best pricing options for your needs.

If your wholesaler has a traditional open house in early fall, your buying history will also help you stock up at that time to allow you to take advantage of any early discounts offered. Plus, by ordering early, you will have your choice of the best ribbons, containers and other holiday-themed items. If you wait until closer to the holiday, you may have to purchase what is left over rather than be able to select from the breadth of depth of inventory available earlier in the season.

### Rely on Your Wholesaler

Remember, you are not in this alone. You have a partner – your local wholesaler. In addition to the flower quality, reliable and accurate delivery, expert knowledge, convenience and cost effectiveness provided by your wholesaler, they can help you:

- Review your holiday plans to help you maximize your buying power.
- Share trends they have identified in both product and design. Your wholesaler’s connections in the industry help him to stay abreast of the latest trends.
- Your wholesaler inventories a wide variety of cut flowers, and a broad array of accessories including vases, ribbons, supplies and more to help you fulfill your holiday orders. Be sure to stay on top of what is new in the market by asking your wholesaler for tips and ideas.

The festive holiday season seems like it is far off, but in our industry, it is really just around the corner. With advance planning, you can have a winning season! ✿

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*Patricia A. Lilly is the Executive Vice President for the Wholesaler Florist & Florist Supplier Association, a 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 supporting the mission of enhancing networking and business opportunities for all floral wholesale distributors and suppliers. Marketing assistance for retailers will be available in the fourth quarter of 2013, just in time for Valentine’s Day! Visit WF&FSA at [www.wffsa.org](http://www.wffsa.org).*



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## WEDDINGFEATURE

# Going to the Market for a Wedding to Remember

BY ROBBIN YELVERTON, AAF, AIFD, CF, PFCI, BLUMZ...BY JRDESIGNS, DETROIT/FERNDALE, MICHIGAN



**S**o many brides, when shopping around for a florist, say “I want my wedding to be different from all the others”. Then they proceed to pick out the same safe thing that the vast majority of brides select. This bride, however, was not your typical bride. A teacher of small

children who invited her class of 14 to be honorary attendants, Leigh is a down-to-earth young lady with the desire to have a wedding that was uniquely fun, funky and festive while keeping traditional values and sentimentality.

The “look” began with the selection of the invitations which featured a very simple bird and branch motif in dark blue and apple green. The selection of the invitation not only determined the color scheme but also set into motion the casual attitude in décor, venue, menu and photography. While the ceremony was Catholic and traditional in its religious liturgy and rites, the reception was anything but traditional. Many of today’s hottest wedding reception trends were evident from beginning to end. Check out the “shopping list” of trends for our market wedding.

### Unique Setting

The venue, a local farmers market, an open space normally filled with a diverse collection of booths and eclectic merchandise new

and vintage was the choice. The mother of the bride, Laura, an engineer by vocation, provided excellent diagrams of the entire space drawn to scale. She also planned the initial layout of the tables, chairs and primary stations and areas. A stickler for details, she color coded the diagrams and made detailed notes on linen requirements, a tremendous help for us! The selection of the market brought with it many factors to consider. These factors included seating, lighting, and food service, just to name a few.

### A Mix of Table Shapes

Big empty space, lots of guests... how do you seat them all?? The farmers market supplied some basic plastic 6’ banquet tables and chairs, but with 320 guests it was not enough to do the whole event. It was decided to create square tables with the market’s rectangles (2 tables side by side), and then rent additional 60” round tables to make up the difference. The different table styles helped reduce the monotony of a room full of all one shape. Nicer padded folding chairs were brought in for the guests. Remember, while many people would think that it’s cheaper to use a less expensive non-traditional venue such as the market or a family’s back yard, EVERYTHING must be brought in. From the flatware, plates and glassware to things as simple as trash cans, food service equipment and utensils, every detail must be provided. These expenses can add up making some off-site weddings as expensive as or even more so than a traditional venue.



*Leigh Landis and Art Trerice seal it with a kiss.*







*A khaki, navy and apple green color scheme was carried out throughout the wedding décor.*

### **Food Trucks**

Because the venue was not set up for typical banquet style food service, food trucks were literally driven into the space and set up creating “stations” for the guests to stroll between. The menu, a combination of comfort food and ethnic diversity, consisted of gourmet macaroni and cheese and Mexican adobo chicken tortilla wraps with cilantro lime slaw. Desserts were custom blended handmade ice cream and cute mini cupcakes. The wedding cake, for cutting and picture taking, was a simple two layer traditional white cake, however, a Spanish style tres leche cake was also served in chafing dishes lined with ice to keep it perfectly chilled. Guests were called up by table to reduce the waiting in line and once all were served, seconds were encouraged.

### **Upscale Casual**

The décor for the space was both upscale and fun in its presentation. Linens, silver containers, lighting, and décor were used to create an upscale look in a very casual space. Khaki, navy and apple green fabrics transformed the simple rental rectangular and round tables and folding chairs. They provided a beautiful stage for the centerpieces and table décor. Guest tables were draped in khaki with apple green napkins while the empire table was covered with a navy crinkle with apple green napkins. The chairs at the empire table were tied with navy and apple green satin sashes. Ribbons used on favors and printed items also reflected the same color scheme. To mask the not so pretty area behind the stage, a black fabric pipe and drape wall was installed. Carpeting was brought in for the children’s area to allow them to get down and play on the floor without having to worry about getting nice clothes dirty.

### **Mood Lighting**

Farmers markets are typically lit with simple basic wiring and lights, nothing fancy or elaborate. To create a more suitable setting, additional perimeter up lighting was brought in. This not only created a more dramatic setting, but also provided more ambient light. Additionally, festive Asian paper lanterns were suspended over the empire table and simple mini light strings were strung over the dance floor to enhance the “party” mood of the setting.

### **The Feel of Green**

Leigh announced at our first appointment that she was not a real “flower girl”. While I joked with her that this wasn’t something that a florist likes to hear on the first date, it did create a special challenge. Instead, centerpieces consisted of designs in low glass bowls, candle-escapes and silver handled compotes with ivy plants enhanced with flowers. The bride was more interested in textural elements, foliages, and candles than masses of flowers. Green fuji chrysanthemums, green trick dianthus, succulents, pussy willow, ivy plants and blue eryngium thistles were the main floral components. Three different designs were selected to add variety to the table settings.

### **Succulents Please**

A trend that has been going for a year or two now, succulents are still hot! Leigh’s bouquet was created with a mixture of assorted succulents and sedums, stock, roses, green craspedia, mini cymbidium orchids and kermit. A note of personal sentiment was added with the placement of a special family keepsake charm in the center of the bouquet. The hand-tied bouquet’s handle was wrapped with ivory satin taken from the hem of her dress.

Today’s brides are not looking for cookie cutter weddings or a stuck in a rut florist. They are going to the marketplace shopping for a florist that is open to new concepts, designs and thoughts. Leigh knew exactly the style of wedding she wanted. She however, didn’t know all the details necessary to pull it off. That is the job of the professional florist. She placed her trust in us to guide her through the necessary steps to create her dream day. The result was magical. The guests were amazed and the client was thrilled. Leigh’s mom was so thrilled that she has already reached out to us to book an appointment to start discussing the other daughter’s wedding! Now that is a compliment! ✨

*The arrangements shown here represent some of the table decorations*



## CONTINUING EDUCATION

# Back to School *Floriology 101*

BY LEANNA GEARHART-THEYE, AIFD, CF

**D**uring the Michigan Floral Association banquet at the Great Lakes Floral Expo, I was extremely honored to receive the 2015 MFA Past President's Floriology Institute Scholarship. This was presented to me in a somewhat surprising moment by Mark Nance, AAF, president of BloomNet. The scholarship to attend classes at the Floriology Institute in Jacksonville, Florida pays for transportation, hotel, meals, class and supplies.

I picked a class called "Modern Twist on Everyday Design" with Donald Yim, AIFD, CFPD. If his name sounds familiar, you may remember him as the winner of the 2011 *Flowers & Design* Contest on Color. He had a very striking design with colored rainbow Oasis® sections and gerbera daisies. He resides in West Vancouver, British Columbia and is the creative director for West Van Florist.

The class was made up of women from all over the United States of different ages, backgrounds and experiences. For me this



*Working during class at the Floriology Institute*

was one of the most interesting aspects of the class. You learn not only from the instructor, but from the other participants. It is fun to see how different geographic locals affect design choices (what works in one area, maybe not so much in another).

The class was a mix of lecture and hands-on work. We started by talking about creativity, what is everyday design, and the principles and elements of design. Everyone made up five designs that could be presented on a feature table. We then took that extra critical look at all of the designs.

This was the point where we had to answer the all important questions: Do the extra flowers in the arrangement have a purpose? Are they enhancing the design or are they only there to fill up space that we feel needs to be filled? This habit that a lot of us may be guilty of is called "stuffing", the feeling that our customers will be so much happier if we add that extra stem or two.

I have taken classes about this before, but have learned that you can never have too many classes on this subject. As much as you try to keep this in mind, it is easy to fall back into old patterns of filling the space plus some. It is a good place to start a class because it gives you a chance to edit your future work.

### **Thinking Outside of the Box**

From there we started to explore what gives a design a new twist, thinking outside of the box, and the perceived values of a design. We worked on using old products in new and creative ways and finding the "balance" between creativity and a saleable design. All of this pointing out again that it is possible to have a great design with a new look and less product, something that can help anyone's bottom line.

We did work on different techniques with wire, hot glue, yarn and rainbow Oasis. Rainbow Oasis is very popular in Canada and used in very creative ways. I think that it was something that came to market before we were completely ready to use it and, unfortunately, it never had a chance to become a big trend in the U.S. Though colored foam isn't used as much in the U.S., check with your wholesale partner. Many carry it in stock or will get it for you.

*One of Leanna's designs*



## CONTINUING EDUCATION

I would recommend experimenting with yellow, orange, hot pink or lime green. When you are using it as part of the design you can use less total product; a great way to stretch your floral dollar and add a new twist to your designs. We made plates of "food" with it and added some floral interest. I had a salad plate with a fruit salad of pineapple (yellow), watermelon (hot pink with black wire for seeds), honeydew melon (lime green in round balls), cantaloupe (orange in round balls), and large red hypericum berries for cherries. The side corner of the plate had a green cymbidium orchid and other floral accents.

The designs were all very cool, different and fun, a great idea for summer parties and birthdays. I think that everyone looks for the thing that will catch a customer's attention and this definitely would. I would highly recommend giving it a second look.

We studied trends in colors and styles and how to adjust our arrangements to fit the hot trends, but more importantly, how to spot a trend as it starts. This is where you can really put your shop on top. So once again, we need to be on Pinterest and watching what people are looking for, remembering that what was "old" is now "new" and "new trends don't happen overnight."

There was some work on developing a "Signature Look" and how to use various products to give customers a sense of exclusivity. Does every arrangement in your cooler look the same

but in different color combinations? Are you giving customers the sense that their arrangement is completely different from everything else? These are good questions that can be easily answered when we take the time to take a closer look at our everyday designs.

There was a lot of information covered in a three day period. After I got back from what felt like a fun floral camp, I was amazed at just how much more I had learned. You pick things up that you aren't even fully aware of at the time, but then they come back to you.

A special thank you to Nicole Gandini who is the industry relations/education manager and kept everything fun and organized, and to Donald Yim who was a great instructor. I would definitely recommend the classes at the Floriology Institute to everyone. A variety of classes are offered each year and you do not have to be a BloomNet Florist to attend classes. The price of the classes includes flowers, supplies, apron, education binder, lunches (which were made daily by some great cooks), dinners, refreshments, beverages, and airport transportation.

This is the kind of experience that will make you grow educationally and personally, and who can ask for more than that. For more information call 1-800-256-6663 or email at: [customerservice@bloomnet.net](mailto:customerservice@bloomnet.net). ✿

*Leanna Gearhart-Theye is a floral designer at Horrocks in Grand Rapids, MI.*



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# DESIGN TIP: Serpentine Armband

BY DOUG BATES, CF,  
DESIGNS BY VOGT'S, STURGIS, MI

**W**e've just finished up a very successful prom season here in St. Joe County, and I want to share with you one of the most popular requests from our prom girls: The Serpentine Armband! It's different, a little edgy, and a whole lotta cool! Trust me, this is the demographic we want to reach, because today's prom girl is tomorrow's bride. When you roll out the red carpet and cater to them, they'll remember it!



## STEP 1

Start with three pieces of Oasis® 12 gauge aluminum wire, cut to about 55" long. Use any color you like to coordinate with or complement the dress. You can see here I used three different colors. Fold them, all at once, around a sturdy dowel. And rather than fold them exactly in half, I put it just off center, so the wire doesn't end all in the same place.



## STEP 2

Begin twisting the wire together, using the dowel for leverage, and finessing the wire into a smooth twist. Be sure that ALL the wire is twisting; you don't want to simply wrap one set of wire around another. It may take a few tries to get the hang of it if you've never attempted it... start with smaller pieces until you get the feel of how the wire moves.



## STEP 3

As you get toward the end, be sure to leave a few inches to coil the ends decoratively. Continue twisting and coiling the ends to finish.



## STEP 4

Starting with the end the dowel was through, gently shape the wire around an empty cardboard tube, into an elongated coil.



## STEP 5

Finish shaping, and add the bow, in coordinating colors, of course!



## STEP 6

Finally, attach flowers to the bow with Oasis floral adhesive, and Voila! You have a one of a kind work of art that they will LOVE!! \*✿\*

## INDUSTRYNEWS

### MFA Congratulates Floralife on 75th Anniversary Celebration

Floralife celebrated its 75th anniversary earlier this year at its headquarters in South Carolina. Founded in 1938, Floralife introduced the first cut flower food to the floral market. It was acquired by Smithers-Oasis in 2007.

Floralife Vice President Jim Daly reflected on the company's history. "We have always strived for that leadership position in this industry. We realize we have a stake in every aspect of the flower chain, from harvest to home, postharvest care to design and decoration..." "We want to thank the industry – the growers, bouquet makers, transportation companies, wholesalers, distributors, retailers, florists, designers and enthusiasts. Thanks for allowing us to serve you for 75 years."

### Mayesh Promotion, Sponsorship

Below, Todd Smith, left, and Tom Gaunt, right, man the Mayesh Wholesale booth at the Great Lakes Floral Expo. Smith has been promoted to branch manager in Charlotte, NC. Mayesh was also the sponsor of two hands-on workshop sessions at the Expo. Their logo was left out of the sponsor list in the last issue and we apologize for the exclusion.





## Design Style

# Vertical Design

**W**ith Vertical Design the rules of height and proportion are extended, and the designs have a dynamic appearance of power and strength with a feeling of formality and dignity. This vertical thrush uses Zantedeschia (Calla Lily), Eryngium (Thistle), Solidago as a filler flower, and round Galax leaves. What wonderful textures and form in this great vertical line arrangement. Your CF Manual (*Florists' Review Design School*) covers this and many more design styles and forms that will expand the repertoire of your shop, and your bottom line!

### CF Flower of the Month



**Calla Lily (*Zantedeschia aethiopica*):** Callas are available in a wide range of colors and sizes. The callas' sleek lines make them ideal for line-emphasizing high style deco and vertical designs. Callas are best kept out of the cooler at room temperature and take in large quantities of water so check water levels regularly. Available year round with supplies highest December to July. ✿

Image reprinted with permission from *Florists' Review Design School*

## CF News



Students creating designs for their Certified Florist Certificates.

# Student Contest

**T**he FFA Student Design Contest was held in April at Michigan State University.

Students completed a wire and taped corsage, duplicated a picture of an arrangement, and made a vase design. There was also a product ID and general knowledge test. In order to receive their Student CF, participants had to get 80 percent or better on these tests.

This year the 13 students passed. Congratulations to these students and their teachers who got them there.

### Students that received their Student Certified Florist Award

- Lapeer County Ed-Tech Center:  
Kayla Belavek, Gabrielle Wise, Amanda Slack, Laura Ruffner, Danielle Worden
- Pankow Vo-Tech Center:  
Ariel Fletcher, Shelby Rexrode
- Jackson Area Career Center:  
Rachel Durkee, Alyssa Faust, Kaley Brooks, Elizabeth Coulin
- Muskegon Area Career Tech Center:  
Kaley Knop
- Oakland Schools Tech Center South East:  
Shawnee Depalma

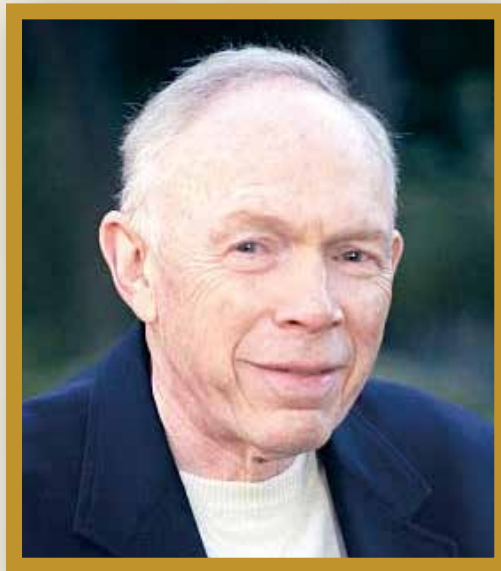
The next CF Steps Class is October 2, 2013 at the MFA office in Haslett. On October 13, 2013, CF Testing will be held at Michigan State University. Study hard and become a Certified Florist (CF) in October! For more information, call the MEA office at (517) 575-0110. ✿

*Plan Now to Honor  
Harrison "Red" Kennicott*

*Thursday, October 10, 2013*

*At the Michigan Floral Foundation  
Hall of Fame Awards Dinner*

*At the University Club, Michigan State University  
East Lansing, Michigan*



On the evening of October 10 Harrison "Red" Kennicott III will be inducted into the Michigan Floral Foundation Hall of Fame. The ceremony will be emceed by Tom Butler, AAF, PFCI, Teleflora Chairman, and the first Hall of Fame inductee.

The Michigan Floral Foundation supports the floral industry through various educational opportunities and community enrichment activities. It also provides financial aid to those seeking to become a Certified Florist.

Contributions to the MFF are tax deductible. Donations can be made in honor of a birthday or anniversary

or in memory of a loved one. To donate contact the MFA office at (517) 575-0110

or visit [www.michiganfloral.org](http://www.michiganfloral.org) and click on the MFF in the menu bar.



**MichiganFloral**  
**FOUNDATION**

**Tickets for this event are available by calling the Michigan Floral Association at (517)575-0110.**

**Don't miss this exciting evening of fun and fellowship.**

# Christmas with a Metallic Motif

BY JERRY BAKER, CF, WESLEY BERRY FLOWERS, DETROIT, MI  
2013 MFA DESIGNER OF THE YEAR

**T**his Christmas arrangement combines tradition with a metallic twist. Using fresh holiday greens and pinecones as the base, I added Smithers Oasis wide flat copper wire, copper glitter ornaments and fresh hypericum. Decorating the pillar candle with cinnamon sticks is a great way to add fragrance with a nice glow. The cinnamon sticks were bound with copper wire and fresh greens for texture. Vandella roses, my favorite, add a fresh touch to the design.



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## EDITOR'S REPORT

# It Was a Hard (Mother's) Day's Night...

BY BARBARA GILBERT, EDITOR

*The following story is about my experience working in a flower shop for Mother's Day.*

I have just come home from working at a flower shop on the Saturday before Mother's Day and you know what...it is a tough job being a florist. This, of course, is not news to you. But, working the day before Mother's Day was a revelation for me.

In fact, taking orders, wrapping flowers, picking out bouquets, putting together boxes, answering the phone, looking up wire service numbers, ringing up sales, and moving flowers around just about did me in.

My adventure started when friends who owned a flower shop asked if I would help out before the holiday. And I innocently said, "Sure, why not." Now, as I sit here soaking my feet, let me reflect back on a hard day's work.

I learned that holidays are more difficult for many reasons. There are a flood of orders to be filled in a short time in addition to regular work. If you have a big party or a wedding scheduled that week; now that's hectic!

Then there are all those people who come in at the last minute... a never ending stream on Saturday afternoon. Actually, I was convinced that they all waited and came in at the same time.

The weeks prior to the holiday build in intensity organizing the work load, making sure there will be enough flowers on hand, arranging for extra help and setting up a schedule. I realized that one of the most important things is to have lots of eye-catching, "grab & go" items such as fresh designs, plants, permanent

arrangements, etc., to supplement the fresh flower orders.

Buying the flowers is, of course, one of the most important parts of any retail operation. You don't want to get caught short and on the other hand, you don't want to be up to your... in leftover flowers.

Looking at last year's records and checking the current shop inventory is the guide to planning. In addition, having the components of the wire service holiday selections on hand is a must. I learned that many shops up their fresh flower orders by as much as 600 percent especially for roses, carnations and seasonal flowers. Spring blooms, such as tulips, seemed to be very popular Mother's Day choices.

Many of the customers who came into the shop were last minute shoppers, like the man who came in at 4:30 pm and wanted to know if he could have an arrangement made and delivered that day. Luckily when told this was not possible, he chose a boxed arrangement of spring flowers.

I think people who shop that late are just a little bit embarrassed that they have waited so long and are just glad the florist still has some flowers left.

There are, of course, some complaints. One lady after receiving her Mother's Day flowers called to insist that her son would have spent more money. Others want to know how much was spent. But on the whole, customer attitudes seemed very cooperative in the holiday rush.

Some flower shops close on Mother's Day proper because they feel that employees should be able to spend that time with their families. Others feel staying open at least part of the day is profitable and provides a customer service.

Mother's Day business was reported to be very good this year due perhaps to a slight upsurge in the economy. Flower sales were projected to be up 3.9 percent but the final figures are not in yet.

This just about brings me to the end of my story. Now that my great adventure is over, I think next time I'll try wholesaling although I understand it is as intense and preparations start a lot sooner. But, I work for free and can supply references.

Do I hear any offers? ✿

## Czech this out!

Flowers speak a universal language. While visiting Prague earlier this year, I stopped in several flower shops and other venues where flowers and plants were sold.

The Czech Republic is a member of the European Union whose countries buy 70 percent of the world's flower production. Shown here are some of the opportunities for flower buying there.



1. As you leave the Prague airport, there is a self serve kiosk filled with flower arrangements.
2. A stand in the Palladium Shopping Center sells dried arrangements, wreaths, and accessories.
3. Small plants at this florist ranged in price from approximately \$3.00 (59 Czech koruna) to \$5.25 (105czk).
4. This free standing shop selling kvetiny, Czech for flowers, is in the Old Town Square in Prague, a prime tourist attraction. The national flower of the Czech Republic is the rose. A single rose would cost \$3.25 at the current exchange rate.
5. Holland Flowers shops throughout Europe provide single flowers, arrangements, plants, and accessories.





DESIGNTABLE



# Creative Concepts with Dogwood

BY JAMES MORETZ, AIFD, DIRECTOR, AMERICAN FLORAL ART SCHOOL, CHICAGO, IL

**D**uring the past several years, three floral products have become very popular around the world and are being used expertly by top designers. It is not surprising that all three are line materials which can be used in many creative ways. They are 1.) Dogwood (Cornus), 2. Equisetum (Scouring Rush or Snake Grass), and 3. Rush Reed (Mikado Sticks). Fortunately, all three are in a medium price range. The last two materials will be featured in future issues.

Cornus is a genus consisting almost entirely of leaf dropping shrubs and trees. Several have variegated leafed shrubs and a number have attractive flowers (bracts) in whites, pinks, corals, reds, and yellows. They vary in height from two feet to 50 feet.

Cornus gives its name to the family Cornaceae. About 40 kinds are found in the temperate regions of the Northern Hemisphere. The name Cornus is from *cornu*, a horn; the wood of *Cornus mas* is said to be as hard and durable as that of an animal's horn. Those with large, showy white or colored bracts, such as *Cornus florida* and its varieties, *Cornus kousa* and *Cornus kousa chinensis*, are among the most decorative of flowering trees. They are doubly rewarding as they produce bracts of creamy flowers in spring and leaves that glow with yellow and scarlet in the autumn.

*Cornus alba* and *Cornus alba 'Sibirica'*, the red-barked dogwood is extremely popular. It is native to Siberia, Manchuria and North

Korea and was introduced to the U.S. in 1741. A deciduous, wide-spreading shrub, it is a rampant grower in most soils, especially when moist, attaining a height of 3-4 feet. The small yellowish-white flowers, of little decorative value, are followed by white or blue-tinted fruits. The leaves provide good autumn color but the most effective use is derived from the colored bark of the young branches in winter. This display is enhanced if the stems are hard-pruned in early spring, at least in alternate years.

In the floral industry, the bright red bare branches are available in late winter to early spring. In addition to the red branches, highly colored bark in yellow, lime-green, or purple-black are also available in late winter.

The branches are typically used as a line (background) material in floral designing. It can also be used, in a very decorative way, to make organic structures and other objects to add to flowers. ✻



## INMEMORIAM

### Frank F. Holznagle



Former MFA President Frank F. (Bud) Holznagle, passed away in May. At the time of his death at 92, he was the oldest living past president. He and his wife Bette owned and operated Holznagle's Florist in Union Lake, MI. Around the MFA boardroom, they

used to affectionately refer to the shop as Holzie's Posies.

Mr. Holznagle was a third generation florist, born in Highland Park, Michigan. He and his wife Bette moved to Englewood, FL after



retiring in 1976. He was past president of the Michigan Florist Association, and a member of the Optimist Club and Elks.

The family has requested that memorial donations, if desired, be made to Habitat for Humanity or Tidewell Hospice.

### Mary Ann Lipinski

Mary Ann Lipinski, wife of the late Bud Lipinski, passed away earlier this year at the age of 90. In 1947 the Lipinskis began the growth of their flower shop and family. They were both very active in the floral industry for many years, participating in the Detroit Women's Florist Club, the Allied Florists Association of Metropolitan Detroit, the Society of American Florists, Florists Transworld Delivery, and American Floral Services-Teleflora. ✻

# Certified Florist Manual & Testing

**Did you know? MFA's Certified Florist (CF) program is a comprehensive program that covers all aspects of professional floristry and is the most affordable program available to florists today.** And the most convenient: You can self-study at your own pace with this great manual/reference resource. The Certified Florist accreditation is nationally recognized and an approved pathway to AIFD accreditation. MFA offers an optional, educational "Steps to Certification" class to help prepare for certification.

Other Certification or Certified Floral Designer programs available today would cost you over \$1,000 and could take you years to accomplish! But not this program:

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

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

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

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

## The CF Manual consists of the following chapters and books:

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



**Visit [www.michiganfloral.org](http://www.michiganfloral.org)  
or call 517-575-0110  
and register today!**

# Spend the Day on the Golf Course with the Michigan Floral Association!

**Wednesday, August 7, 2013**

We'll be playing at Eldorado Golf Course in Mason, MI. ([www.eldorado27.com](http://www.eldorado27.com)) The day will begin with check-in and range balls at 9:00 a.m. at the Club House, followed by a 10:00 a.m. shotgun start. Dinner and an awards ceremony will follow the round. Each 4-person team will play a scramble format. All players receive prizes, so don't worry about your score or skill level – this is a day of fun and networking!

**COST:** \$75 per golfer, \$250 per 4-person team: includes 18 holes of golf, cart, lunch, dinner, game holes & prizes

## Golf Outing Sponsorship Opportunities

**Eagle Sponsor** – \$1,000, includes 4-tee sign @ \$100, 1 4-team @ \$250, \$350 donation, and designation as Major Sponsor in *The Professional Florist* magazine and on the MFA Web site

**Birdie Sponsor** – \$500, includes 2-tee sign @ \$100, golf for 2 @ \$150, \$150 donation, and designation as a sponsor in *The Professional Florist* magazine and on the MFA Web site

**Par Sponsor** – \$250, includes 1-tee sign @ \$100, \$150 donation, and designation as a sponsor in *The Professional Florist* magazine and on the MFA Web site

**Bogey Sponsor** – \$150, includes 1-tee sign @ \$100, and \$50 donation

**Tee Signs** – \$100, includes company name and logo

## A big thank you to the 2013 MFA Golf Outing Sponsors

*Eagle Sponsor:*

**Hyacinth House Greenery**

*Birdie Sponsor:*

**BloomNet & MHI Self-Insured Work Comp Fund**

*Tee Sign Sponsor:*

**DWF • Saginaw Valley Flower Exchange • FloristWare**

*More sponsorships are still available.*

"FORE" more information on playing and/or sponsoring, call Rod Crittenden at (517) 575-0110, or e-mail [rod@michiganfloral.org](mailto:rod@michiganfloral.org)

*"Don't miss this day of fun, networking and golf with your fellow floral industry members. Hyacinth House is proud to once again be a sponsor of this event. I look forward to seeing you on the course!"*

**–Jim Schmidt, co-owner of Hyacinth House, 2013 MFA Golf Outing chairman**



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David Chapman Agency

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

PH: (517) 321-4600

# PROFESSIONAL EDUCATION CENTER

## Back to Nature

**Instructor: Tim Latimer, CF**

**Member \$199**

**Non-Member \$250**

**Wednesday, August 21, 2013**

**10:00 a.m. – 5:00 p.m.**

**Lunch Included**

Floral design is, at its core, a way of honoring and appreciating nature. In this hands-on workshop natural botanical materials are combined to create designs that bring nature's beauty indoors.

The workshop, held at the Michigan Floral Association in Haslett, Mi, will show participants how to use seasonal locally grown materials combined in non-traditional ways to create naturalistic designs with a modern flair. You will learn to utilize negative space, framing, basing, binding and more to create vegetative and landscape inspired designs. All fresh products will be provided for you.

**Bring your tools.**

## Floral Design School: Introduction to Design

**Instructor: Tim Latimer, CF**

**Member \$900**

**Non-Member \$1000**

**12 weeks of class**

**Beginning Wednesday, Sept. 18, 2013**

**6:00 p.m. – 9:00 p.m.**

This comprehensive course will introduce beginning students to the exciting field of floral design. Focus will be placed on the application of the principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color. This class will be a great first step for those desiring to become a Certified Florist.

Time will be divided between lecture and hands-on design. All materials are included in your course fee and you will have a completed floral design to take home each week. Topics include: vased arrangements, symmetrical triangles, asymmetrical triangles, horizontal centerpieces, round designs, hand-tied bouquets, corsages, and boutonnieres.

The class will meet for 12 weeks beginning September 18. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams.

Limited course enrollment of 12 will ensure that each student receives personal attention.

## Intermediate Floral Design Certified Florist Prep

**Instructor: Tim Latimer, CF**

**Member \$900**

**Non-Member \$1000**

**12 weeks of class**

**Beginning Thursday, Sept. 19, 2013**

**6:00 p.m. – 9:00 p.m.**

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination. (Students who do not wish to take the CF exam will still be welcome.

The CF manual is the text for this course. You may purchase this manual at: [www.michiganfloral.org](http://www.michiganfloral.org) or call 517-575-0110. This manual is recommended but not required.

All other materials will be included in the registration fee.

Time will be divided between lecture and hands-on design. A sample test will be given on each topic. Lecture topics include: care and handling of flowers and plants, product identification, customer relations/sales, delivery, marketing, accounting, display, intermediate floral design. Design topics include: vased arrangements, bridal bouquets, corsages, boutonnieres and sympathy. Designs will incorporate the contemporary techniques of grouping, layering, basing, framing, and many more. Each week you will take home your designs.

The class will meet for 12 weeks beginning September 19. There will be no class Thanksgiving week. There will be 36 hours of classroom instruction. Since this is a personal enrichment course there will be no graded exams. Limited enrollment of 12 will ensure that each student receives personal attention.

## Steps to Certification

**Instructor: Cindy S. Ching, AIFD, CF**

**Member \$149**

**Non-Member \$199**

**Wednesday, October 2, 2013**

**10:00 a.m. – 4:30 p.m.**

**Lunch Included**

Cindy will guide those who plan on becoming a Certified Florist. This session will cover do's and don'ts, methods and mechanics, insight and answers. This is a hands-on experience. Tips on how to prepare for both the written and design portions of the test will be given. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the exam, using all the new CF written and hands-on sections! Attendees will leave with a clear understanding of what it takes to pass the prestigious national CF exam. Class will run from 10:00 am to 4:30 pm with a half hour break for lunch, which is included in the registration fee. Call the MFA office at (517) 575-0110 to register.

**Bring your tools.**

the professional  
**florist**

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### MISSION STATEMENT

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

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

## CLASSIFIED ADS

### HELP WANTED

#### Wedding Floral And Event Consultant

Join the premiere floral and event team in west

**Michigan:** If You: • Love helping people make their dreams come true • Have a keen sense of style and fashion and an artistic nature • Have a passion for flowers and the beauty they bring • Are outgoing, friendly, positive and able to relate to people of all ages and backgrounds • Are organized and capable of handling multiple projects at once • Desire to be part of a dynamic team working for one of the leading flower shops in the industry.

Then we are looking for you.

We offer: • A fun and engaging environment working with a family owned and operated company • Opportunity for growth in an expanding segment of the company • On the job training • Competitive pay, medical benefits and paid vacation • An opportunity to live and work in Grand Rapids, Michigan, one of the best places to live and raise a family per *Forbes*, *Money Magazine*, *Marketwatch.com*, and many more.

Eastern Floral is looking for a special person to be our wedding floral and event consultant. You will work with our brides to help create their perfect wedding day through the use of flowers and décor. You will also work with brides using our banquet facility to create a beautiful and unique environment for their special day.

Eastern Floral is a local leader in wedding flowers and décor, and for multiple years has been chosen by local brides as Best of the Knot.

Send resumes to [jobs@easternfloral.com](mailto:jobs@easternfloral.com) or apply online at <http://www.easternfloral.com/Jobs>.



**Floral Designer:** Reputable event planning company is seeking an experienced Floral Designer. Must be energetic, intelligent, hard-

working, detail-oriented, and creative! Must have a fresh floral design portfolio available for review. Experience in floral design/arrangement/hydrating additives/ordering of floral. Professional cover letter and resume required for consideration.

Event planning is a fun and exciting industry but qualified individuals must be dedicated to the cause – making events extraordinary! This means that you must be a team-player, follow direction well, and also have a can-do attitude!

Job Requirements: • Must have at least 2 years of experience in wedding/event floral design • Photographic Portfolio • Must be creative and willing to think outside the box • Must be up to date on new and current trends in floral design • Must have a solid wealth of knowledge about floral • Must be able to lift 20+lbs. • Must be 18 years or older • Must have a high school diploma • Must have valid driver's license.

This is not an administrative job. Location: Livonia, MI. Compensation: competitive / DOE. Send resumes to: [Kristen@Linenhero.com](mailto:Kristen@Linenhero.com).



**Designer:** Would you like to be part of a creative-trendy team? Experienced floral designer and hard working sales person needed.

If you are... an experienced floral designer • Computer proficient • Comfortable on the phone • Clean and organized • Someone that moves quickly • Dependable • Happy, cheerful, fun • Reliable, honest, hard working.

We Offer... fun, friendly environment • Nature all around you: Flowers, plants, birds, fish.

• The opportunity to make people happy by designing beautiful flowers • Helping people through the happiest and saddest times of their lives • Employee discounts • Bonuses with a job well done.

Experience is a must. Please do not apply if you have no professional floral design experience. Benzie County 231-882-5144

**Experienced Floral Designer:** Our business is growing! We have an opening for an experienced, creative, professional floral designer. If you are friendly, motivated and skilled in floral design, this could be for you. Funeral flower experience a must. Flexible hours. email [n.t.florist@gmail.com](mailto:n.t.florist@gmail.com) or call (313) 937-3858.



**Help Wanted:** McNamara Florist is one of the largest florists in the Midwest and has several key positions available. We continue to grow and need outstanding team members to help us do so. We operate 9 retail florists and a greenhouse/garden center as well as an event division and design center. We are currently seeking candidates for the following positions: • Retail Store Manager / Designer: opportunities for experienced individuals and for trainees in multiple locations. • Cut Flower Buyer / Wholesale division: Based in our Fishers, IN offices – significant experience required. • General Manager Garden Center/Floral/Greenhouse: Located in Ft. Wayne, IN – Managing a multi-faceted operation with excellent supervisors currently in each department. We are seeking leaders with positive attitudes and passion for what they do. Incredible opportunity for the right individuals. Competitive compensation and benefit plans. Contact: Toomie Farris, AAF, AIFD / McNamara Florist / 8707 North By Northeast Blvd., #200 / Fishers, IN 46037 email: [Toomief@mcnamaraflorist.com](mailto:Toomief@mcnamaraflorist.com).



**Part Time Floral Designer Needed:** MacDowell's in Grand Ledge, MI has an opening for a part time, experienced floral designer. Please call 517.627.4176 or email [MacdowellsFlowerShop@yahoo.com](mailto:MacdowellsFlowerShop@yahoo.com).



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



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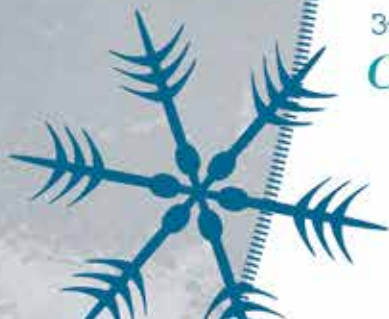


*Celebrate the season  
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Cool Snowflake Assortment!*

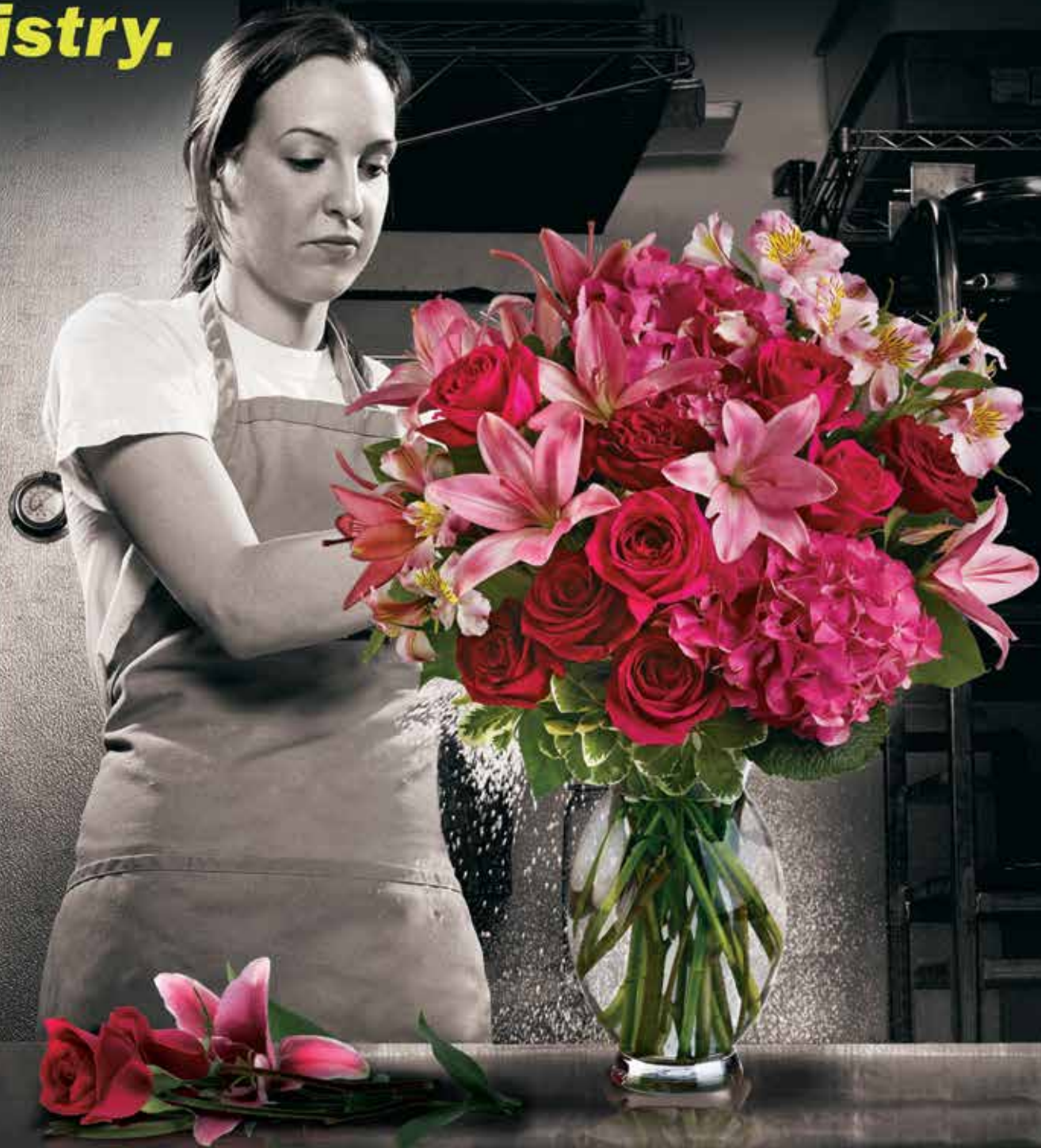
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